



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2022

**CONSUMER STUDIES
(EXEMPLAR)**

MARKS: 200

TIME: 3 hours

This question paper consists of 18 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions:

QUESTION	CONTENT	MARKS	TIME (minutes)
AFDELING A (KORTVRAE)			
1	Short questions (All topics)	40	20
AFDELING A (LANGVRAE)			
2	The Consumer	40	40
3	Food and Nutrition	40	40
4	Clothing	30	30
5	Housing	20	20
6	Entrepreneurship	30	30
TOTAL:		200	180

2. All the questions are **COMPULSORY** and must be answered in the **ANSWER BOOK**.
3. Number the answers correctly according to the numbering system used in the question paper.
4. Start **EACH** question on a **NEW** page.
5. You may use a non-programmable calculator.
6. Write in blue or black ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

SECTION A

QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 A basic principle of budgeting is to ...

- A use a credit card so that the basic needs are met.
- B spend more than you earn to achieve your goals.
- C control and keep a record of money spent.
- D buy luxuries to make the money work for you. (1)

1.1.2 Variable expenses include:

- A Clothing, entertainment and food
- B Rent, insurance and petrol
- C Water, electricity and medical aid
- D School fees, labour and jewellery (1)

1.1.3 The National Credit Regulator ...

- A is an institution that provides credit to consumers.
- B registers credit providers and debt counsellors.
- C established the National Consumer Tribunal.
- D makes sure that consumers can afford credit. (1)

1.1.4 An advantage of debit cards:

- A Difficult to keep track of expenses
- B The interest charged is very high
- C Fees are charged for ATM withdrawals
- D Money is deducted immediately once swiped (1)

1.1.5 Excess fat in the diet can lead to ...

- A fatigue and dental decay.
- B heart disease and weight gain.
- C certain cancers and a lack of energy.
- D constipation and cancer of the colon. (1)

1.1.6 The fat found in plant oils that lowers cholesterol levels:

- A Trans-fatty acids
- B Dietary fat
- C Polyunsaturated
- D Saturated (1)

- 1.1.7 This dish will be suitable for a person suffering from high blood pressure because ...
- A no salt is added.
 - B it contains saturated fat.
 - C it has a high percentage of water.
 - D it has plant protein. (1)
- 1.1.8 Food sources most likely to contain fibre:
- A Milk, oats and fruit
 - B Oats, fruit and pulses
 - C Fish, meat and fruit
 - D Milk, fish and pulses (1)
- 1.1.9 A food source that will help a person who has osteoporosis:
- A Butternut
 - B Strawberries
 - C Legumes
 - D Low-fat yoghurt (1)
- 1.1.10 An ingredient that will contribute the most for a teenager's/young adult's growth:
- A Chicken and green leafy vegetables
 - B Tomatoes and broccoli
 - C Red meat and cabbage
 - D Canned fish and low-fat yoghurt (1)
- 1.1.11 Mercerising is a process that ...
- A provides a smooth surface.
 - B creates a raised pattern.
 - C makes fabrics crease resistant.
 - D prevents fabrics shrinking. (1)
- 1.1.12 A chemical fabric finish that prevents the fabric from clinging to the body:
- A Water repellent
 - B Anti-bacterial
 - C Drip dry
 - D Static control (1)
- 1.1.13 When black is added to a colour it results in:
- A Tint
 - B Shade
 - C Tone
 - D Neutral colour (1)

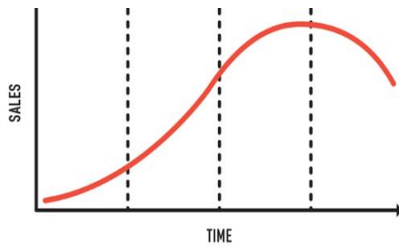
- 1.1.14 The light source that illuminates an entire room is called ... lighting.
- A functional
 - B decorative
 - C general
 - D task
- (1)
- 1.1.15 Good orientation to the sun for a house in South Africa:
- A South-facing rooms to receive maximum sunlight in winter
 - B South-facing rooms to be cool in winter when the sun is high
 - C North-facing rooms to receive maximum sunlight in winter
 - D North-facing rooms to be cool in summer when the sun is low
- (1)
- 1.1.16 An advantage of a closed floor plan:
- A Has a sense of spaciousness
 - B Is more suited for people with disabilities
 - C Allows for maximum interaction
 - D Offers privacy for different activities
- (1)
- 1.1.17 The entrepreneur should identify products and services that ...
- A can be mass produced quickly.
 - B can provide for customers' needs.
 - C requires cheap labour to produce.
 - D requires semi-skilled labour.
- (1)
- 1.1.18 Promotion in the marketing mix involves:
- A Advertising and sales promotions
 - B Skilled, hardworking people
 - C Financial planning to cover overheads and making a profit
 - D Product development and competitive pricing
- (1)
- 1.1.19 The mark-up is the amount added to the production cost to ...
- A offer the consumer a discount.
 - B cover the total cost incurred.
 - C to calculate a profit and selling price.
 - D ensure a return on the investment.
- (1)
- 1.1.20 Overhead costs in a business refers to ...
- A the ongoing expense of operating the business.
 - B expenses incurred when creating a business.
 - C costs that depend on the sales volume.
 - D costs that do not change in the business activity.
- (1)

1.2 Choose the colour combination from COLUMN B that matches a colour harmony in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1 to 1.2.4) in the ANSWER BOOK, for example 1.2.5 H.

COLUMN A COLOUR HARMONY	COLUMN B COLOUR COMBINATIONS
1.2.1 Triadic	A yellow, lemon-yellow
1.2.2 Complementary	B yellow, yellow-green, purple, red-purple
1.2.3 Analogous	C yellow, blue-purple, red-purple
1.2.4 Double complementary	D yellow and purple E yellow, green, purple, red F yellow, blue and red G yellow, yellow-green, green

(4 x 1) (4)

1.3 Match the stage from COLUMN B and the description in COLUMN C with a sketch in COLUMN A. Write only the (A–D) from COLUMN B and the correct number (1–4) from COLUMN C next to the question numbers (1.3.1 to 1.3.4) in the ANSWER BOOK, for example 1.3.5 E.

COLUMN A PRODUCT LIFE CYCLE	COLUMN B STAGE	COLUMN C DESCRIPTION
<div style="display: flex; justify-content: space-between;"> 1.3.1 1.3.2 1.3.3 1.3.4 </div> 	A Growth B Decline C Introduction D Maturity	1. Demand at a slower rate but still profitable. 2. Profit increases as demand increases. 3. Decreasing sales with less to no profit made. 4. Emphasis on gaining customers as the product is new.

(4 x 2) (8)

1.4 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK.

1.4.1 A consumer whose records show that they have struggled to pay their debt over a consistent period

1.4.2 When a person or small business receive funds from individuals instead of a bank

1.4.3 When a credit provider grants credit to a consumer without conducting an affordability assessment

1.4.4 A fraudulent system of making money based on recruiting members where at each level the number of new members increases (4 x 1) (4)

1.5 Identify FOUR statements in the list below that identifies the correct vitamin to its function in relation to the blood. Write the letters (A–H) next to the question number 1.5 in the ANSWER BOOK.

- A Vitamin A is necessary for the formation of haemoglobin
- B Vitamin B12 is essential for the formation of red blood cells
- C Vitamin C promotes the absorption of iron
- D Vitamin D plays a role in thinning the blood
- E Folic acid is needed to produce red blood cells
- F Vitamin B1 to prevent bleeding gums
- G Vitamin K is essential for blood clotting
- H Vitamin B2 prevents blood cells from rupturing

(4)
[40]

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER**

- 2.1 Give the name of the organisation that keeps a record of an individual's credit information. (1)
- 2.2 State the main difference between cash transactions and credit transactions. (2)
- 2.3 List THREE consumers' rights relating to credit transactions. (3)
- 2.4 Suggest FOUR ways to reduce bank charges. (4)
- 2.5 Read the information below and answer the questions that follow.

Data published by Stats SA on 08/06/21 showed that household final consumption expenditure increased in the first quarter of this year compared with the fourth quarter of 2020. This indicates that households are slowly getting back on their feet after the financial repercussions of the pandemic. The increase was driven largely by miscellaneous goods and services (9,8%), clothing and footwear (22,2%), and furnishings (8,9%). There has been a decline in spending at restaurants and hotels.

[Adapted from <https://businesstech.co.za/news/finance>, 8 June 2021]

- 2.5.1 Quote ONE sentence that gives the reason why household expenditure has shown an increase. (1)
- 2.5.2 State the category in household expenditure that showed the most growth. (1)
- 2.5.3 Give the full name for the abbreviation Stats SA. (2)
- 2.5.4 Describe the term *expenditure patterns*. (2)
- 2.5.5 Explain why the expenditure group, restaurants and hotels showed a decline. (4)
- 2.6 Study the table below and answer the questions that follow.

	Low income and Lower middle-income group	Upper middle-income and Affluent group
SA households' composition	60%	40%
Housing budget expenditure	24%	34%
Food budget expenditure	37%	14%

[Adapted from <https://www.grainsa.co.za/>, Accessed on 23 March 2020]

- 2.6.1 Explain why there is a big difference in the percentage of the household income spent on food, when comparing the two income groups. (3)
- 2.6.2 Analyse why the percentage of the salary that goes towards housing in the higher income group is much greater than that of the lower income group. (6)

2.7 Study the information of the planned finances for Ted, a student at a tertiary education college. Answer the questions that follow.

Money – living expenses from a bursary fund	R8 000,00
Rent for student room	R3 500,00
Cellphone contract	R425,00
Entertainment	R550,00
Transport	R575,00
Estimated printing costs for assignments	R350,00
Part-time job	R1 500,00
Savings (10% of income)	R950,00
Food	R2 000,00
Clothing and sport equipment	R1 150,00

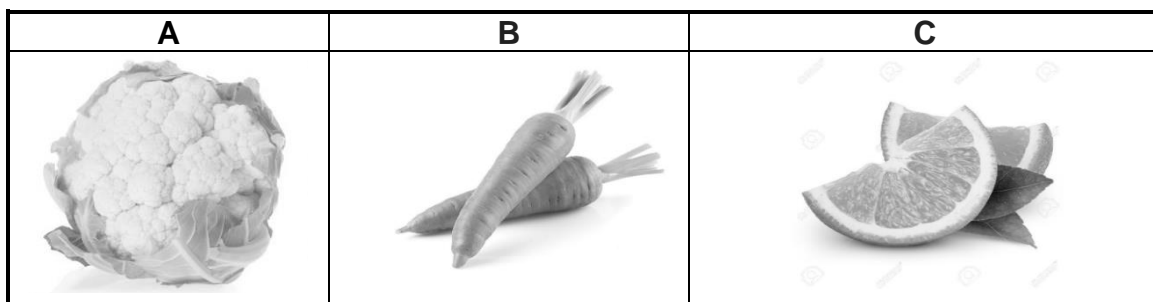
- 2.7.1 Identify the expense in the budget that is put aside to achieve a long-term goal. (1)
- 2.7.2 Identify TWO sources of income in this budget. (2)
- 2.7.3 Calculate the total expenditure of the fixed costs. (2)
- 2.7.4 Discuss how his financial resources have influenced the expenses in his budget. (6)

[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Give the name of the structural units that make up proteins. (1)
- 3.2 State TWO types of carbohydrates that provide the body with energy. (2)
- 3.3 List TWO health problems that result from eating too much fat. (2)
- 3.4 Complete the table below. For each vitamin listed below, select ONE good food source from the pictures provided. Classify the vitamins as water soluble or fat soluble. (Do not redraw the table). Write (A–D) the letters in your ANSWER BOOK.

	A good source from the picture	Water- or fat-soluble vitamin
Vitamin C	(a) _____	(b) _____
Vitamin A	(c) _____	(d) _____



[Source: google images]

- 3.5 Study the table below and answer the questions that follow.

Nutrient content of pulses				
Nutrient	Sugar beans	Chickpeas	Lentils	Soya beans
Protein (g)	7,1	8,9	8,6	16,6
Carbohydrates (g)	19,5	20,8	13,7	4,8
Magnesium (mg)	32	49	27	102
Potassium (mg)	55	48	27	86
Iron (mg)	368	291	270	515

[Source: <https://foodfacts.org.za/protein-alternatives-pulses-legumes>]

- 3.5.1 Identify the pulse with the highest starch content. (1)
- 3.5.2 Distinguish between the classification of nutrients as macronutrients and micronutrients by referring to the information in the nutrient column. (4)
- 3.5.3 Describe in detail the term *biological value* and its function in the diet. Refer to the pulses in the table in your answer. (6)

3.6 Identify the THREE types of food contamination in the illustration below.



[Source: google images] (3)

3.7 Describe THREE possibilities how cross contamination could take place when preparing broccoli and chicken as seen in the picture below.



[Source: google images] (3)

3.8 Discuss why a person who has food poisoning is at risk for dehydration and how can this be prevented. (4)

3.9 Read the information below and answer the questions that follow.

In March 2019 Danone started fortifying the Nutriday yoghurt with zinc and continued with iron fortification from May 2020. The brand aims to evolve from just a yoghurt to a convenient, affordable, fortified, nutritional product that addresses nutritional deficiencies through a nutritional solution that can drive our children forward.

[Adapted from <https://www.danone.com/integrated-annual-reports/>]

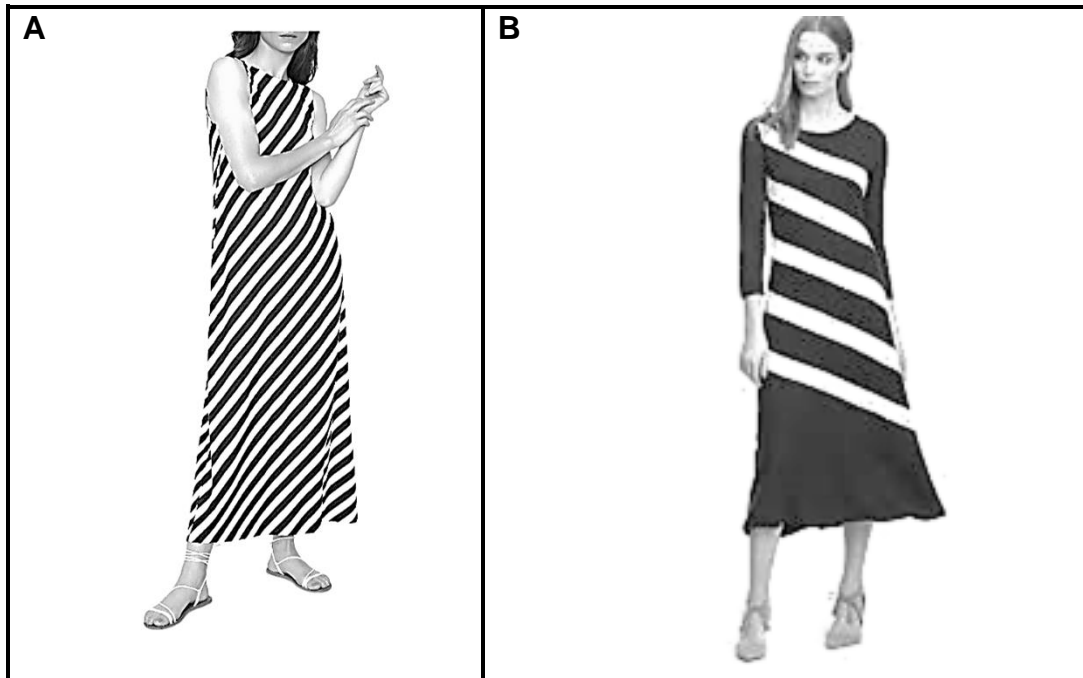
3.9.1 Define the term *food fortification*. (2)

3.9.2 Analyse how this initiative by Danone complements the existing National Food Fortification Programme in South Africa. (8)

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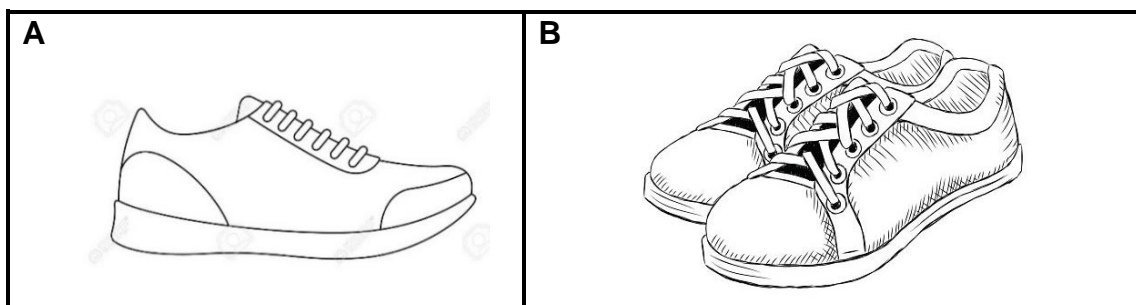
QUESTION 4: CLOTHING

4.1 Refer to the picture below and answer the questions that follow.



[Source: google images]

- 4.1.1 Identify the dominant type of line used in the dresses. (1)
 - 4.1.2 Give the optical illusion created in each picture and give a reason for each of your answers. (4)
 - 4.1.3 State TWO other effects created by the use of this type of line. (2)
- 4.2 Explain why sketch **A** is referred to as shape and sketch **B** would be an example of form.



[Source: google images] (4)

4.3 Refer to the sketch below and answer the question that follows.

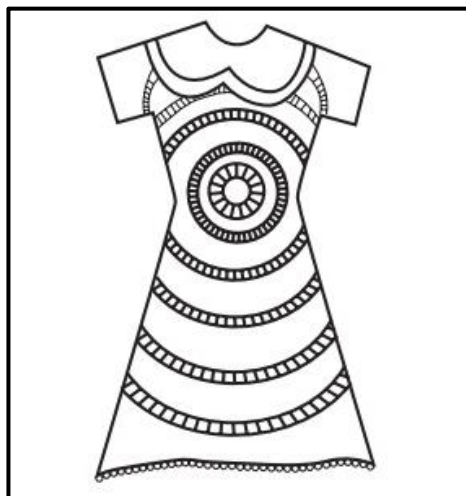


4.3.1 Identify TWO different ways that rhythm has been achieved. Explain how each one has been achieved. Tabulate your answer as shown.

Way achieved		Explanation
(i)	(1)	(2)
(ii)	(1)	(2)

(6)

4.4 Describe how this design element could be an example of radial balance.



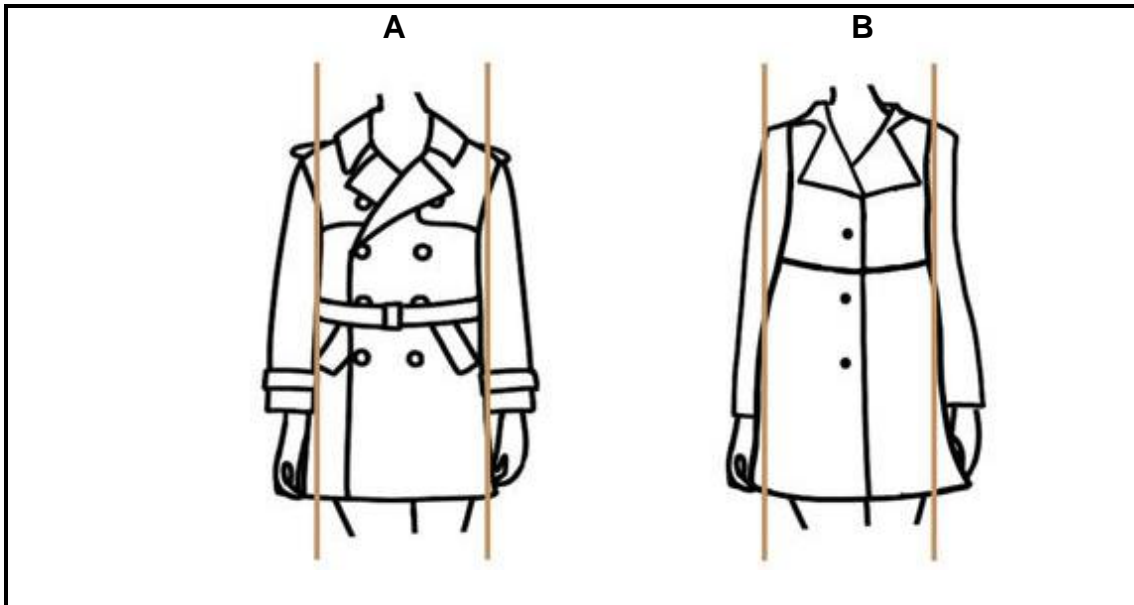
[Source: google images]

(2)

4.5 Write a paragraph on the design element texture. Begin with the definition of texture, then name the two types of texture and differentiate between them.

(5)

4.6 Study the sketch of the two coats styles below. Answer the questions that follow.



[Source: Pinterest]

A body shape that is described as round especially around the middle area.

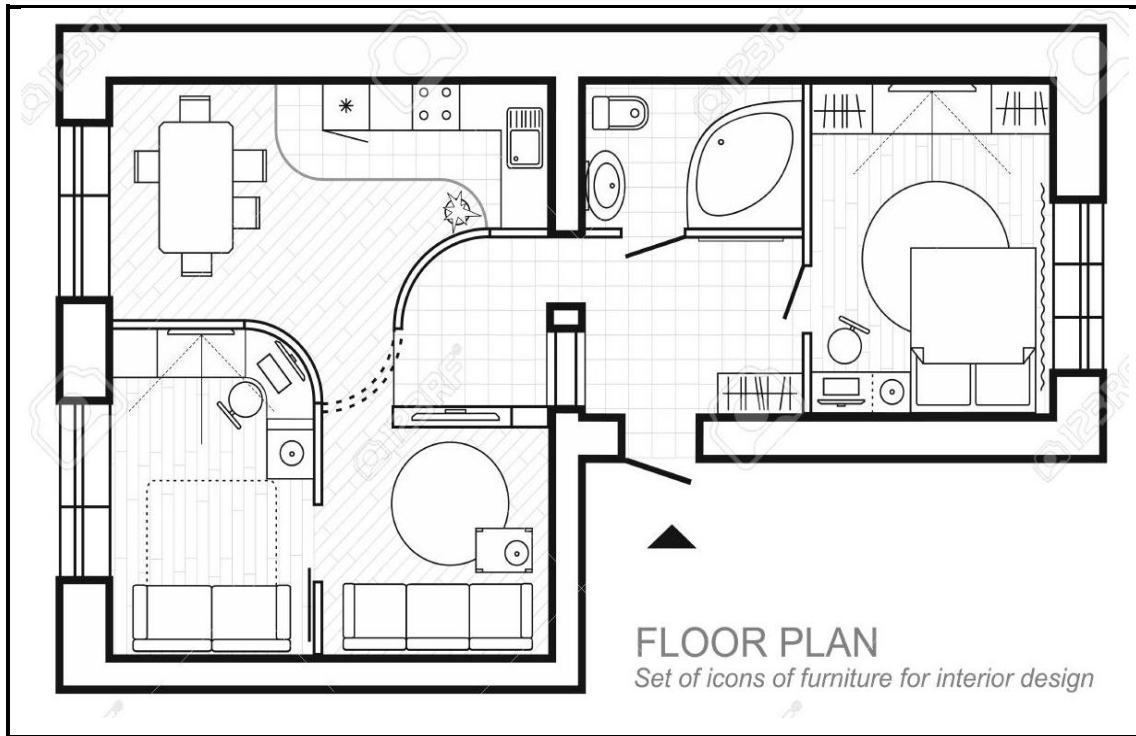
4.6.1 Give the name of the body shape that is described above. (1)

4.6.2 Evaluate the two coats to select the best one for this body shape. (5)

[30]

QUESTION 5: HOUSING AND INTERIOR

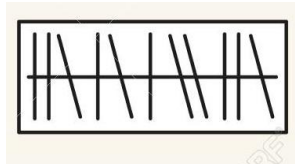
5.1 Study the furniture plan below and answer the questions that follow.



[Source: google images]

5.1.1 Give the name of the zone represented by the kitchen. (1)

5.1.2 State what the following architectural symbol represents on the floor plan.





[Source: google images] (1)

5.1.3 State how many task lightings are provided for in this home. (1)

5.1.4 Identify THREE possible problems regarding the placement of the front entrance door relating to the zone in the right half of this home. (3)

5.1.5 Discuss how provision has been made for this home to be a work-from-home environment. (5)

5.1.6 Motivate which desk chair would be the better choice for using at the desk area with regards to the material that the frame is made from.

<p>A</p> 	<p>B</p> 
<p>Polymer plastic frame, legs, and casters for the wheels</p>	<p>Aluminium legs and with metal casters for the wheels</p>

(3)

[Source: google images]

5.1.7 Select TWO criteria that would be considered when buying this sleeper couch and elaborate on each criterion.



[Source: google images]

(2 x 3) (6)
[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Give the name of the term used for a written statement which outlines the key requirements for making an item. (1)
- 6.2 Define the term *market segment*. (3)
- 6.3 Explain how a business can develop a competitive edge. (3)
- 6.4 Read the case study below and answer the questions that follow.

TSHEPO THE JEAN MAKER

TSHEPO is an authentic South African brand and one of South Africa’s most popular denim labels.

Tshepo Mohlala grew up in a household which include his grandmother, and she influenced his decision to pursue a career in fashion.

He started a course in Fashion Design but dropped out in 2011 due to financial difficulties. He had learned the basics of sewing and pattern making. He broadened his knowledge of denim by researching on the internet. Tshepo started making custom jeans for clients and built up a customer base. He would sell his jeans from a backpack. He then sold his jeans from a motorbike and the business started to grow. He got a loan for R8 000 and created men’s jeans called ‘The Presidential Slim fit’. He created 100 pairs of jeans and that is how the brand was born. In 2015 he launched his brand ‘Tshepo’ with a crown logo. Specialising in one pair allowed him to perfect his craft. He made them available in four different washes. He opened a retail store in Johannesburg. They offer custom made jeans where customers have their measurements taken. A variety of jeans styles can be made.

Tshepo now offers a range of denim clothing from jeans to shirts. He also sells golf t-shirts which are more affordable.

He would like to expand by offering more inclusivity in terms of ladies’ wear.



[Source: <https://www.businessinsider.co.za/take-a-look-famed-jean-maker>]

- 6.4.1 Give the factor that Tshepo considered when his product choice was designing jeans due to his love of denim fabric and fashion. (1)

- 6.4.2 State how Tshepo achieved the following before he created 100 pairs of jeans:
- (a) Start with a low capital outlay
 - (b) Obtain some skills before you start
 - (c) Have a form of transport (3)
- 6.4.3 Identify which P in the marketing mix is represented by the following:
- (a) The Presidential Slim fit (1)
 - (b) Selling his jeans from a backpack (1)
- 6.4.4 Select TWO quotes from sentences in the case study which appear before Tshepo opened a retail store in Johannesburg to prove that Tshepo applied the core principle of marketing called Target specific markets. (2)
- 6.4.5 Analyse how Tshepo continued to meet his customers' needs once he launched his brand name, which ensured the growth of his business. (6)
- 6.4.6 Calculate the selling price of one pair of men's jeans if the production cost is R475,00 and 80% was added for the profit. Show all calculations. (3)
- 6.4.7 Calculate the profit he makes on 10 pairs of jeans. (2)
- 6.4.8 Calculate the production cost of 10 pairs of ladies' jeans if the production cost was 20% higher per pair to make, in comparison to the men's pair. (4)

[30]

TOTAL: 200