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This memorandum consists of 14 pages.

PUBLIC EXAMINATIONS
PRIVATE BAG X 110 PRETORIA 0001
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DEPARTMENT OF BASIC EDUCATION

MARKS: 200

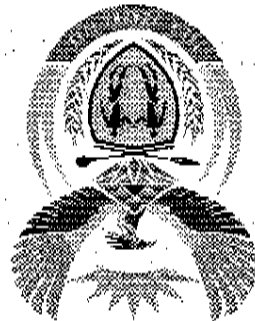
MEMORANDUM
NOVEMBER 2011
CONSUMER STUDIES

GRADE 12

NATIONAL SENIOR CERTIFICATE

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

basic education



SECTION A

ANSWER SHEET

QUESTION 1.1							(19)
1.1.1	A	B	C	D			(1)
1.1.2	A	B	C	D			(1)
1.1.3	A	B	C	D			(1)
1.1.4	A	B	C	D			(2)
1.1.5	A	B	C	D			(1)
1.1.6	A	B	C	D			(2)
1.1.7	A	B	C	D			(2)
1.1.8	A	B	C	D			(1)
1.1.9	A	B	C	D			(1)
1.1.10	A	B	C	D			(2)
1.1.11	A	B	C	D			(2)
1.1.12	A	B	C	D			(1)
1.1.13	A	B	C	D			(2)

QUESTION 1.2							(6)
1.2.1	A	B	C	D	E		(1)
1.2.2	A	B	C	D	E		(1)
1.2.3	A	B	C	D	E		(1)
	I	II	III	IV	V	VI	(1)

Applying LO 12.2.1

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TOTAL SECTION A: 40

QUESTION 1.5	
1.5.1 consumer	Remembering LO12 1.1 (1)
1.5.2 comparative	Remembering LO12 1.1 (1)
1.5.3 receipt	Remembering LO12 1.1 (1)
1.5.4 high quality/quality	Remembering LO12 1.1 (1)
1.5.5 excise duty/ excise	Remembering LO 12.1.2 (1)
1.5.6 repo rate/ repo	Remembering LO 12.1.2 (1)
1.5.7 rises	Remembering LO 12.1.2 (1)
1.5.8 Consumer Price Index/Consumer Price (CPI)	Remembering LO 12.1.2 (1)
(8)	

Remembering LO 12.2.1

QUESTION 1.4										
A	B	C	D	E	F	G	H	I	J	(4)

Applying LO 12.2.6

QUESTION 1.3						
A	B	C	D	E	F	(3)

QUESTION 2

SECTION B: FOOD AND NUTRITION

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2.1 2.1.1

- Eating energy-dense foods / Foods high in sugar and saturated fat are consumed which provide many / a lot of/excessive amounts of kilojoules /energy /excess energy is stored as fat
- All the energy is not used due to reduced physical activity/ little exercise is done / lazy and weight is gained.

Understanding LO 12.2.1

(4)

2.1.2(a)

BMI = kg+m²
 = 85kg/ 85 ÷ (1.65m)²/1.65m² / 1.65² OR 85 kg / 85÷2.72²
 = 31 / 31.2

(2)

Applying LO 12.2.1

2.1.2(b)

- BMI exceeds 30
- Weight exceeds standard based on height
- The person has 20% more body weight than recommended/weights more than the recommended weight/weights 10 kg more than normal weight
- Excessive fatness/ excess fat accumulates in the body/excessively overweight
- The person eats much more than the body needs
- It is a form of malnutrition

(1)

Remembering LO 12.2.1

2.1.3(a)

Any answer from 0,1 kg (100g) – 1 kg (1000 g) per week / 1k g or less per week

(1)

Remembering LO 12.2.1

2.1.3(b)

- Reduce the total number of kilojoules that is consumed every day / follow a low-kilojoule diet ✓
- Eat less fat / Reduce fat intake / Fat content of diet should not be more than 30% / Eat low fat food products / Eat less junk food ✓
- Eat more vegetables and fruit / Eat at least 5 portions of fruit and vegetables every day ✓
- Eat less red meat / Eat more chicken and fish / white meat / Include more fibre / complex carbohydrates / Include more whole grains / Use whole-wheat flour and bread instead of white / Eat brown rice instead of white rice / Eat more unrefined products / Eat less refined products ✓
- Include more low GI foods / foods that release glucose / energy slowly ✓
- Limit food / drinks high in sugar ✓
- Limit alcohol / malt sugar / mqomboti ✓
- Eat at least 3 meals per day / 5-6 smaller meals ✓
- Eat breakfast ✓
- Don't eat a large meal late at night ✓
- Drink 6-8 glasses of water per day ✓
- Use healthier cooking methods / Steaming or grilling instead of frying ✓ (Any 6)

Remembering LO 12.2.1

(1)

2.2 2.2.1 9-13 years and / or 14-18 years OR 9-18 years

Remembering LO 12.2.1

(2)

- There is rapid bone growth / skeletal growth / bone formation ✓ during the teenage years
- Calcium is necessary for the formation of strong bones and teeth / mineralization of bones / improve bone density / to help attain a dense bone mass / bones with high bone density ✓

Understanding LO 12.2.1

(1)

2.2.3(a) Osteoporosis ✓

Understanding LO 12.2.1

2.2.3(b) Phosphorus ✓ Vitamin D ✓ Fluoride ✓ Vitamin C ✓

(2)

(Any 2)

Remembering LO 12.2.1

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2.2.3(c)

- Around the age of 30, calcium starts to decrease and is not replaced/ later in life calcium is withdrawn from the bones at a faster rate than it is replaced/ rate of bone loss increases/ gradual loss of bone density/ gradual loss of bone tissue ✓
- The bones become weak/ brittle/ break easily/ thinner/ smaller/ fragile/ less dense/ porous/ gradual loss of bone density/ reduced bone mass/ reduced strength ✓
- Increased risk of fractures of the hips/ legs/ spine/ wrists ✓

Applying LO 12.2.1

2.2.4

- Women are more at risk for developing osteoporosis ✓
- Men don't lose bone mass as quickly as women ✓
- Oestrogen helps to conserve bone mineral density/ lack of oestrogen speeds up bone loss/
- The loss of bone mass speeds up when menstruation stops/ in women at the menopause/ rapid bone loss when women reach menopause ✓
- During child-bearing years / pregnancy women can lose more calcium that impacts on this life stage ✓

Applying LO 12.2.1

2.2.5

Milk and milk products / Dairy products ✓

(1)

Remembering LO 12.2.1

2.3

2.3.1

Low Fat ✓

(1)

Understanding LO 12.1.1

2.3.2

- It contains cream and full cream milk / high kj value ✓
- which are high in fat/ the fat content is more than 3 g per 100g / Total fat content is 25.1 g / 100g or 7.5 / 30 g / high saturated fat content ✓

(2)

Applying LO 12.2.1

2.3.3

- Contact the ABC retailer/ retailer/ dealer at which the foodstuff was purchased ✓
- Call the customer care line/ manufacturer / 0800 11 77 11 ✓
- Report to the consumer organisation/ Advertising Standards Authority, Trade Practices Act, New Consumer Protection Act
- If not resolved approach Consumer Forum ✓
- South African National Consumer Union ✓
- National Government Consumer Affairs Office ✓
- The local inspector of health ✓
- The Department of Health ✓

(Any 3) (3)

Remembering LO 12.1.1

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40 TOTAL SECTION B:

Evaluating LO 12.2.1

- This product is not suitable / unsuitable ✓ (1)
- Motivation
- The total fat content is very high / 25,1 g per 100 g or 7,5 g per 30 g ✓ which contributes to high blood cholesterol levels ✓
- The saturated fat content is very high / 17,5 g per 100 g or 5,3 g per 30 g ✓ and will contribute to high blood cholesterol levels ✓
- The mono- and polyunsaturated fat content is relatively low/ 6,2 g per 100 g or 1,9 g per 30 g mono-unsaturated fat / 1,0 g per 100 g or 0,3 g per 30 g polyunsaturated fat ✓ which is not good as these fats help to lower cholesterol levels ✓
- Contains trans fat ✓ that increases the risk for coronary heart disease ✓
- The sodium / salt content is relatively high / 435 mg per 100 g or 131 mg per 30 g ✓ which contributes to high blood pressure
- The fibre content is very low / 0,6 g per 100 g or 0,2 g per 30 g ✓ which is not good as soluble fibre helps to lower blood cholesterol levels ✓ (Any 4 x 2)

QUESTION 3

SECTION C: CLOTHING

3.1 3.1.1

Fashion trends

- It is the general direction that fashion silhouettes take /change in fashion styles/what is popular at a given time/
- Subtle changes in fashion styles (e.g. lengthening or shortening of hemlines)
- Any relevant example that explains the term. (Any 2)

(2)

3.1.2

Fashion fads

- An exaggerated fashion worn at a given time/ usually quickly accepted by a small group and disappears just as quickly/often present themselves in the form of accessories
- Fashions that suddenly become popular and disappear just as suddenly/ usually last one season/ short lived/ doesn't last very long/often present in the form of accessories.
- Any relevant example that explains the term. (Any 2)

(2)

3.1.3

Fashion

- Current/contemporary style of clothing that is worn by the majority of people at a given time
- Continuing process of change in dress styles, which are accepted and followed by large groups/majority of people at a given time
- Style of clothing that usually lasts between one and three years
- Any relevant example that explains the term. (Any 2)

(2)

3.1.4

Style

- The lines that make one form different from each other
- Is a distinctive/unique form of dress with recognisable qualities which distinguish it
- Is a particular look or appearance
- Any relevant example that explains the term. (A-line skirt/pencil skirt/ mandarin collar)

(2)

Remembering LOT2.2.4

3.2.1

- To ensure that only the manufacturers can use the name / shows the uniqueness of the company
- It is a marketing tool to increase the sale of a specific product by the registered company

(2)

Understanding LO12.2.3

3.4.2

- Different styles of navy pants/trousers ✓
- Different styles of white shirts/blouses ✓
- Different styles of black shoes ✓
- Different colour ties / scarves ✓
- Choice of accessories/jewelry ✓ within limits
- Different hair styles ✓
- Different nails / make-up ✓
- Choice of mix n match of the clothing items ✓ to portray their individuality ✓
- Tying the/scarf in a specific way ✓ to show their individuality
- Wearing a jacket/waist coat buttoned up or open ✓ to give variety to their image

(4)

(Any 4)

Applying LO12.2.3

3.4

- Answers must indicate ANY four different mix-and-match combinations with a white blouse / shirt.
- For example:
- Pants/trousers, tie/scarf, shirt/blouse, waist coat buttoned ✓
 - Pants/trousers, tie/scarf, shirt/blouse ✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket buttoned ✓
 - Pants/trousers, tie/scarf, shirt/blouse, waist coat unbuttoned ✓
 - Pants/trousers, tie/scarf, blouse/shirt, jacket unbuttoned ✓

(4)

(Any 4)

Understanding LO 12.2.4

Applying LO 12.2.3

3.2.2

- They feel part of the group that/ who wears the brand label/ other clothes do not reflect being trendy
- They follow the latest trends/ brand label clothes are regarded as fashionable ✓
- Feel part of an exclusive group/ feel important/ they feel popular/ they make them wear enviable clothes/ accepted/ physical appeal /show conformity with peers/ group ✓
- Rebellion towards socially accepted norms/ shows individuality ✓
- Wearing brand labels improves self-esteem / confidence ✓
- Brand labels show that they can afford/ display economic status/ wear expensive clothes/ buy from up market shops ✓
- They portray good taste/ knows good quality ✓
- Creates a feeling of success ✓

(5)

(Any 5)

Applying LO 12.2.4

Analysing LO12.2.4

(6) (Any 6)

- Fashion designers use celebrities to introduce new fashions. ✓
- Celebrities introduce new fashions by wearing Haute Couture / high fashion clothing ✓
- Celebrities are seen as role models / People idolize celebrities / want to be as successful ✓
- Through media coverage fashions worn by celebrities become more popular ✓
- Celebrities stimulate fashion change as people want to emulate / copy / follow celebrities ✓
- The products become widely available ✓
- Styles become simpler ✓
- Clothes / styles become more affordable ✓

TOTAL SECTION C: 40

Remembering LO12.2.4

(1)

3.5.4 (Thomas) Burberry ✓

Understanding LO12.2.4

(4) Any (4)

- Simple / tailored lines ✓
- Suitable for most figure types / smooth fit doesn't reveal contours of the body ✓
- Suitable for different ages ✓
- Simple design ✓
- Classic collar ✓
- Double breasted design / two rows of buttons ✓
- Good quality ✓
- Neutral / simple / plain colours / not patterned / printed ✓

Remembering LO 12.2.4

(1)

3.5.2 (It has since become a) timeless fashion item ✓

Understanding LO12.2.4

(2) (Any 2)

- Buttoned up ✓
- Use the buckle instead of tying a knot ✓
- Hands not in the pockets ✓
- Remove scarf ✓
- Iron / dry-clean the coat ✓
- Buttoned up ✓
- Collar down ✓
- Wearing shirt and tie underneath ✓
- Hands not in the pockets ✓

3.5.1(b) Lady

(1)

3.5 3.5.1(a) Heavy siege/ military coats (worn by British and French soldiers during World War I) ✓

SECTION D: HOUSING AND SOFT FURNISHINGS

QUESTION 4

- 4.1 4.1.1 Conveyance fees
- Money available to the conveyance attorney/attorney/conveyancer ✓
 - When property is transferred from the seller to the buyer/For overseeing the transfer process of the property ✓
- Remembering LO 12.2.5 (2)

- 4.1.2 Title deed
- The document that reflects the ownership details ✓
 - and details of the property. ✓
- Remembering LO 12.2.5 (2)

- 4.1.3 Deeds Office fee
- Money payable to the Deeds Office ✓
 - To register the property to the buyer's name ✓
- Remembering LO 12.2.5 (2)

- 4.2
- Proof of employment or pension ✓
 - Proof of security/ collateral security ✓
 - Repayment instalment should not be more than 25- 30% of the (joint) monthly income/ Proof that you can afford to pay back the monthly instalment ✓
 - You must be credit worthy/ Good credit record/ Bank will do a credit check at a credit bureau ✓
 - Valuation of property must ensure that the bank will get its money back should you not pay/ Assessor must determine that the property is worth the amount of the bond. ✓
 - Building plan ✓
 - Proof of identity / ID document / must be a South African citizen ✓ (Any 4)
- Remembering LO 12.2.5 (4)

- 4.3 4.3.1(a)
- Initially it will be cheaper to rent than to buy ✓ which will be beneficial to them as they still have to pay back study loans ✓
 - The rent will be fixed for a period ✓ which will help them to stay within their budget ✓
 - They will save on maintenance costs/ They are not responsible for maintenance ✓ as they will have to budget very carefully ✓
 - Greater mobility when renting/easier to move ✓ as John may be transferred to another town within a year ✓
- Any relevant reason from the scenario, but each reason can only be accredited/ marked once. (Any 3 x 2) (6)

4.3.1(b)

- It is a financial investment the value increases over time
- Legal owner of the property leave it to their children
- It gives a sense of security / they can use it as security for a loan
- Melissa can make changes to it without need of approval from anyone
- They can sell it at any time, there is no binding contract
- John works for a bank and is entitled to a lower interest rate when he buys a house which will help them to meet their financial responsibilities

Any relevant reason from the scenario, but each reason can only be accredited/ marked once.

Understanding/Applying LO 12.2.5

4.3.2 Renting Reasons: (1)

- She has a temporary job
- He may be transferred
- They are still paying back their study loans
- Because of their current situation they shouldn't be making long term commitments
- Renting is cheaper than buying / they could save money for future needs
- Save money as they don't have to maintain the property or pay rates and taxes

Applying LO 12.2.5

4.4

- Safe method of buying goods
- Convenient as you don't have to carry cash around
- Consumers can buy more expensive goods which they could not otherwise afford/ Consumers can buy essential goods which they could not otherwise obtain / Improves their cash flow per month
- Debts can be spread over a period of time
- They can use the appliance while paying back the instalments / Can use the appliance immediately
- Helps build their credit reputation
- It is easier to complain or exchange the appliance while still paying for it

Remembering LO 12.2.6

4.5

4.5.1 Yes

- The Consumer Protection Act

Applying LO 12.1.1

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Understanding LO 12.1.1

4.5.2 He should have phoned the consumer to get the go-ahead/approval. (1)

Creating LO 12.3.4

40 TOTAL SECTION D:

- 4.6.2 • Grey water system: ✓ Bath and washing water will be used to water the garden / less need for municipal water to water the garden ✓
- Rain water tank: ✓ Rain water will be captured to water the garden / less need for municipal water to water the garden ✓
- (4) (2 x 2)
- 4.6.1 Electricity
- Solar panels on the roof: ✓ Generate electricity from the energy from the sun / less electricity from Eskom will be used ✓
- Insulation on the ceiling: ✓ Keeps home cooler in summer and warmer in winter/ less need to use electricity to heat home in winter and cool home in summer ✓
- Large windows: ✓ Let in more light / sun light/more natural light so that it is not necessary to switch on lights during the day/house warms up during the day in winter ✓
- Carpeted floors: ✓ Warmer than tiles or cement - saves the use of heaters/electricity in winter ✓
- (4) (Any 2 x 2)

Applying LO 12.1.1

- 4.5.3 • Radio reaches many people/Many people listen to the radio ✓
- Radio is accessible to many people /Almost all people have cellphones/ phones to phone in ✓
- When complaints are investigated by the radio they usually get resolved quickly as companies fear bad publicity ✓
- Radio is one of the cheapest ways to spread the message ✓
- Message conveyed on the radio is reliable ✓
- (2) (Any 2)

SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP

QUESTION 5

5.1 5.1.1 Ruth is/has:

- Confident ✓
- optimistic / positive ✓
- Creative/ innovative / took initiative ✓
- Hardworking ✓
- Experienced ✓
- A sense of responsibility ✓
- Good organizing skills ✓
- Fosters good human relations/ well liked by colleagues and management ✓
- Technical competence /skills. ✓
- She is versatile ✓
- She is a calculated risk taker ✓
- Perseverance ✓

(5) (Any 5)

Applying LO 12.4.2

5.1.2(a)

- Factory workers / all the people working at the factory ✓
- Management team at the factory ✓
- Visitors to the factory ✓
- Families of factory workers (if they take food home) ✓

(2) (Any 2)

5.1.2(b)

- Staff at the clinic ✓
- Patients at the clinic ✓
- Visitors at the clinic ✓
- People living in the area / vicinity ✓

(2) (Any 2)

Understanding LO 12.4.2

5.2

- To protect both parties/ employer and employees to be aware ✓ of their rights and responsibilities ✓ / basic conditions of employment / job description / company rules ✓

(2) (Any 2)

Remembering LO 12.4.2

Understanding LO 12.4.1

- 5.4
- For evidence or proof of income and expenditure for auditing/shows how money or income is spent/Shows financial position at a glance ✓
 - Records are needed for filling in tax forms ✓
 - Helps to make sensible decisions ✓
 - Helps to set goals and obtain the funds to attain the goals / future planning ✓
 - It helps to ensure that you can pay your monthly expenses/prevent the business from being blacklisted ✓
 - A tool to monitor/ and evaluate / the sustainability of the business / monitor financial performance on an ongoing basis/Helps to identify income or expense problems before it is too late / making sure that enough profit is made /setting aside money for future use if the business has a good turnover ✓
- (Any 4)
- (4)

Remembering LO 12.4.2

- 5.3.2
- After 4 months of service ✓
 - and working more than 4 days per week ✓
 - the employee qualifies for 3 days ✓
 - of paid leave per annum/year ✓
 - If there are less than ten employees family responsibility leave may be deducted from annual leave days ✓
- Reasons for requesting family responsibility leave include:
- Death of a spouse, life partner, parent, adoptive parent, grandparent ✓
 - The birth of a child, a sick child, adopted child / grandchild ✓
 - Proof of the event will be required ✓
- (Any 4)
- (4)
- 5.3.1
- A pregnant female worker/ female worker who is going to have a baby / female worker who has just had a baby ✓
 - qualifies for 4 consecutive months ✓ of
 - unpaid leave/ employer not obliged to pay her during this time ✓
 - The leave can start 4 weeks before the expected birth / when advised by the doctor. ✓
 - No employee may work for the first 6 weeks after giving birth / having a miscarriage / or a stillborn child. ✓
 - An employee nursing her child is not allowed to perform work that is dangerous to her or the child. ✓
- (Any 3)
- (3)

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Applying LO12.4.3

(6)

$$\begin{aligned} \text{Production Cost} &= \text{Cost of materials + Overheads} \\ &= \text{R360,00} \checkmark + (40 \div 100 \times \text{R360,00} \times 1) / \text{R360,00} + 40\% \checkmark \\ &= \text{R360,00} \checkmark + \text{R144,00} \checkmark \\ &= \text{R504,00} \checkmark \end{aligned}$$

OR

$$\begin{aligned} \text{Production Cost} &= \text{Cost of materials + Overheads} \\ &= \text{R18,00} \checkmark + (40 \div 100 \times \text{R18,00}) / \text{R18,00} + 40\% \checkmark \\ &= \text{R18,00} \checkmark + \text{R7,20} \checkmark \\ &= \text{R25,20} \checkmark \\ &= \text{R25,20} \checkmark \times 20 \checkmark \\ &= \text{R504,00} \checkmark \end{aligned}$$

NB: Formula is given. NO marks should be awarded for the formula.

5.5

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Consumer Studies

5.6 5.6.1(a) Food sales: October ✓

(1)

5.6.1(b) Soft Furnishing sales: December ✓

(1)

Understanding LO12.4.3

5.6.2(a)

- Food sales at the factory decreased in December ✓ because factory closed during the Christmas period and less clientele ✓
- Food sales at the factory increased in January ✓ because factory workers are back at work ✓

(4)

5.6.2(b)

- Soft furnishing sales at the flea market increased during December ✓ because it is holiday time and more people are buying Christmas gifts ✓ more people visit the flea markets ✓
- Soft furnishing sales at the Flea market decreased during January ✓ because people have less money to spend on soft furnishing at the flea markets ✓
- People get bonuses at the end of the year / Christmas ✓ and therefore have more money to spend ✓
- Any relevant answers ✓ with a reason ✓

(4)

Analysing LO 12.4.3

5.6.3

- Ruth can sell food items at the flea market/another point of sale ✓ where there will be more people doing shopping ✓
- She must sell Christmas-related products / cold products for summer ✓
- She must offer specials / discounts / combos ✓

(2)

Analysing LO 12.4.3

TOTAL SECTION E: 40

GRAND TOTAL: 200