



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

CONSUMER STUDIES

EXEMPLAR 2007

MEMORANDUM

This memorandum consists of 10 pages.

SECTION A

QUESTION 1

- 1.1 B - (1)
- 1.2 A- (1)
- 1.3 C- (1)
- 1.4 B- (1)
- 1.5 D- (1)
- 1.6 C- (1)
- 1.7 D - (2)
- 1.8 B - (1)
- 1.9 B - (1)
- 1.10 C - (1)
- 1.11 D - (1)
- 1.12 B - (2)
- 1.13 D - (2)
- 1.14 B - (1)
- 1.15 A - (1)
- 1.16 D - (1)
- 1.17 D - (2)
- 1.18 A - (1)
- 1.19 C - (1) **[23]**

QUESTION 2

- 2.1.1 F
- 2.1.2 C
- 2.1.3 B
- 2.1.4 G
- 2.1.5 A
- 2.1.6 I
- 2.1.7 D (7)

- 2.2.1 F
- 2.2.2 D
- 2.2.3 A
- 2.2.4 G
- 2.2.5 C (5)

- 2.3 These answers must be in the correct sequence.
- C
 - E
 - B
 - D
 - A (5)

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SECTION B**QUESTION 1**

- 1.1.1 Men need more energy because of more physical structure / large bones structure and doing physical work.
Difference in iron - Hormonal changes in the bodies of girls, they need more iron during menstruation. (4)
- 1.1.2 Liver; kidney; heart; eggs, raisins. any 2 (2)
- 1.1.3 (a) Proteins: - build and repair body tissues
- form part of antibodies, enzymes and hormones.
- maintain the water balance and pH balance in the body
- supply energy in the case of a shortage any 2 (2)
- (b) CHO: - provide mainly energy
- are necessary for the normal oxidation of fats
- are converted to glycogen which is stored in the liver
- act as a protein saver (any 2) (2)
- (2)
- (c) Fats - source of energy
- keep skin and hair healthy
- carry the fat-soluble vitamin A, D, E and K
- supply the essential fatty acids
- required for the absorption of phosphorous (any 2) (2)
- 1.2 Lee-Ann's intake of 12 000 kJ is more than the recommended kJ. She is still of medium build and not overweight because she is health conscious and exercises everyday. So she needs more energy than passive girls than inactive girls of her age. (4)
- 1.3 Elderly people have less activity and require more nutritious foods to maintain health. Increased intake of calcium, vitamin D and iron to prevent decalcification of bones and teeth and also anaemia. Increase in fibre to prevent constipation. Increased intake of Vitamin C to build the immune system. Enough water. (4)

QUESTION 2

- 2.1 Bacteria - staphylococcus Aureus (1)
- 2.2 Stomach cramps, Vomiting, Diarrhoea, Fever, Headache any 2 (2)
- 2.3 (1) Keep perishable foods hot- above 60°C or cold below 50°C
 (2) Do not allow food to stand at room lukewarm temperatures any longer than one or two hours
 (3) Use clean equipment
 (4) Personal hygiene
 (5) Prepare food just before the meal (5)

QUESTION 3

- 3.1.1 People want to buy at outlets where safety and hygiene laws apply. Cleanliness is most important.
 Food sold in the outdoors must be free of flies
 Dirty floors, shelves and refrigerators can send customers away
 Consumers are conscious of food spoilage, they will find another outlet that is safe.
 (any three) (3)
- 3.1.2 - Quality of food is determined by quality of ingredients.
 - Good ingredients give a product of good quality.
 - Consumers prefer to buy from where quality is guaranteed
 - Some outlets offer guarantees for quality assurance (3)
- 3.1.3 Some people will buy at outlets with cheaper prices or where they can buy in bulk. Other people will rather pay more for better quality. Although the price is not always a indication of the quality. The type of outlet will influence the prices. (2)
- 3.2.1 Gives information about the ingredients for people to read especially people with allergies, intolerance or on a special diet. They will be able to make an informed choice.
 (2)
- 3.2.2 How long will yoghurt be usable after date of purchase; by the date of expiry it'll have begun to deteriorate; not safe to use after the date (2)

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SECTION C**QUESTION 4**

- 4.1.1 - choose one colour outfits;
- dark colours and dull shades
 - skirts with narrow panels or straight skirts (A-line)
 - narrow vertical lines
 - fabrics with small motifs
 - narrow belt same colour as garment
 - dress styles with no belt
 - avoid clinging fabrics
 - avoid fabrics with large motifs
 - avoid coarsely woven fabrics with rough texture (any 5) (5)
- 4.1.2 - Choose horizontal and diagonal lines
- choose bulky fabrics
 - choose garments with wide, large collars
 - choose bold prints and checks
 - garments with full sleeves
 - choose outfits with more than one colour
 - avoid tight fitting garments
 - avoid vertical lines and stripes any 5 (5)
- 4.2 Use plain textures, medium textures, lightweight fabrics with firm weave, soft textures. (4)
- 4.3.1 Relationship existing between the various parts of an outfit with the body; concerned with the relation of the size of the parts to the whole and to one another. (2)
- 4.3.2 How the parts of a design are joined to create a feeling of movement and order; a pleasing sense of organized movement that gives continuity to a design; provides a transition from one unit to another – leads eye in a fluid movement throughout the design. Repetition of the elements (2)
- 4.3.3 Unity that is achieved when the fundamental elements line, shape, colour and texture are used together to express a single theme; a principle that creates a unified look. (2)
- 4.4 - repetition of lines, shapes, form, colour
- progression of sizes or gradual changes in colour, lines or shapes
 - continuous flowing lines
 - radiation any 2 (2)

QUESTION 5

- 5.1.1 Sells rejects or second hand garments with an imperfection that did not pass the quality test at the checkpoint; poor quality of clothes sold. Not a good outlet to buy quality clothes. (2)
- 5.1.2 Stores that sell clothes at a price lower than normal prices because of imperfections; cater for middle and lower income groups. The person buying cheaper clothes cannot expect the same quality as expensive clothes. (2)
- 5.2 - Trade name: name of store selling the garment or name of a designer or manufacturer
- Size: you will know the size of the clothes
- Textile content – textiles used to make the garment
- Care instructions – information about the correct way to care for the garment
- Style number – for manufacturers to keep track of the stock (4)
- 5.3.1 Cotton/Denim fabric is used to manufacture jeans. This is an excellent fabric as it is very comfortable, washable and can be dyed. It is cool in summer. Some fabrics are blended that can increase the wearability of the jeans.
- 5.3.2 Will provide a wide range to choose from as other stores may offer a smaller variety depending on their nature of business. The variety at certain stores depends on the target market. Will make choice difficult as there will be too many shops to choose from. (4)
- 5.3.3 Different styles will have different sizes; one will have to fit the jeans in the shops. Some sizes influence the style and will cause you to buy new styles or sizes or more expensive jeans. (2)

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SECTION D**QUESTION 6**

- 6.1 The arrangement of the important parts of the design to meet the requirements of a special purpose OR centres of activity in a manner that will fulfil the requirements and functions of the centre (3)
- 6.2.1 Quiet areas – bedrooms and dressing room (2)
- 6.2.2 Working areas – kitchen (2)
- 6.2.3 Social or entertainment areas - lounge and dining room. (2)
- 6.3 The arrangement of furniture in the lounge is welcoming; there is free flow of movement in and through the lounge and no blocking of traffic. (3)
- 6.4
- 6.4.1 Use plants, same colours and textures, the open plan and the same ideas of furniture. (4)
- 6.4.2 * Horizontal - bookshelves, tables, paintings, upholstered chairs
* Vertical - curtains, door
* curved - chairs, lampshade (any 2 + motivation) (4)
- 6.4.3. Repetition of elements: the plants in different corners
Repetition of lines: repetition of horizontal lines - bookshelf
Repetition of shapes: cushions and pictures (any 2 + motivation)
(4)
- 6.4.4 Easy to clean; long lasting or durable; create spaciousness; easy to move furniture around, different activities can take place in this room (5)
- 6.5
- 6.5.1 Orientation of the window; size of the window; type of window treatment needed; amount of privacy needed any3 (3)
- 6.5.2 Activities in the room; size of furniture; style of furniture; other materials used as part of the furniture (2)
- 6.6 The table is the same height as the seat of the chairs and in correct proportion with the size of the chairs. (2)
- 6.7 The customer will have to know what they want and why they want it – their needs. If the customer did not set a goal he will be confused by the wide variety and not able to make a choice. They can rather visit a specialist shop. The consumers like variety and choice so outlets try to provide as wide variety as possible. This allows responsible consumers to carefully weigh up the options before making purchases (4)

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SECTION E**QUESTION 7: FOOD PRODUCTIONS**

- 7.1.1 Air (1)
- 7.1.2 Sifting of flour; beating of eggs, beating the mixture, folding in the mixture (3)
- 7.1.3 Flour and eggs (2)
- 7.1.4 Castor sugar dissolve quicker than granular sugar, create a finer texture (2)
- 7.1.5 Palette knife incorporates the egg mixture without breaking the air bubbles (which are the raising agent). It ensures that air does not escape. (2)
- 7.1.6 Baking in the oven – dry heat cooking method (2)
- 7.1.7 Convection in the oven, conduction (2)
- 7.1.8 (a) If the oven is too cold the mixture will flow over the edge of the pan and will not rise properly (2)
(b) If the door opens, the fragile flour structure will capture and the air bubbles will break and the mixture will fall flat. (2)
- 7.1.9 They all use air as main raising agent incorporated in the egg mixture. None or little butter, not a lot of flour light product. (2)
- 7.1.10 The damp cloth prevents the cake to cool off too quickly so to allow enough time to cut edges, put the filling and finish off. (2)
- 7.2.1
- | | | | |
|---------------|---------------------|--------------|-----|
| Salt: | 3g/500g x R2.95 | R0.02 | |
| Castor sugar: | 84g/500g x R8.50 | R1,43 | |
| Eggs: | 3/6 x R5.45 | R2,73 | |
| Lemon juice: | 5ml/500ml x R4,50 | R0,05 | |
| Cake Flour | 72g / 1000g x R6,85 | <u>R0,49</u> | |
| | Total | R4,72 | (9) |
- 7.2.2 unit price = R4,72
- Labour 30min / 60min x R15 = R7,50
- Overheads = R1,00
- Profit 10% of R4,72 = R0,47
- Total = R13,69 (6)
- 7.2.3 Water and electricity; labour costs; transport; packaging; rent, marketing (3)
- [40]**

QUESTION 8: CLOTHING

- 8.1.1 - Easy to make changes such as with or without sleeves, Neckline can be changed,
Centre front can be closed or with buttons, Length of shirt can vary, With or without pockets
- It is a basic pattern that can be a classical shirt – not out of fashion
- Any pattern can be used (any 3)
(3)
- 8.1.2 Lightweight; not affected by high temperatures; easy to dye as it is highly absorbent; relatively cheap, colourfast (4)
- 8.1.3 Yes – because, it will match with the fine fabric; easy to make; not heavy; look attractive, can be decorative (any 2)
(2)
- 8.1.4 Flat SEAM or French seam - because the fabric is delicate, needs a strong seam, will keep shape and no fraying. (2)
- 8.1.5 Machine stitch hem (1)
- 8.1.6 It has an even width; neat; 5mm to 1cm; same colour thread; no bulkiness – no folds and pleats; neatly ironed. (any 4) (4)
- 8.1.7 – make use of lace
- top-stitching
- Bias-binding to add decorative line
- Machine / hand embroidery at various places
- Appliqué
- Beadwork (6)
- 8.2
- | | | | | |
|-------|---------|---------------|---------------|-----|
| 8.2.1 | Pattern | | R32,00 | (1) |
| 8.2.2 | Cotton | 1,5m x R30,00 | R45,00 | (2) |
| 8.2.3 | Thread | | R7,50 | (1) |
| 8.2.4 | Vilene | 0,2m x R4,50 | R0,90 | (2) |
| 8.2.5 | Buttons | 5 x R2,50 | <u>R12,50</u> | (2) |
| | | TOT: | R97,90 | (1) |
- 8.3
- | | | | |
|-----------|--------------|--------------|-----|
| | | unit price | |
| R97,90 | | | |
| Labour | 3hours@ R15 | R45,00 | |
| Overheads | | R5,00 | |
| Profit | 10% x R97,90 | <u>R9,79</u> | |
| | | R157,69 | (6) |
- 8.4 Water and electricity; labour costs; transport; packaging; rent, marketing (3)
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QUESTION 9**SOFT FURNISHINGS**

- 9.1.1 3 layers (1)
- 9.1.2 – top layer (fabric) ... decorative
- middle layer (batting) ...filling / stiffening / support
- bottom layer (fabric) ... support and finishing neatly (6)
- 9.1.3 Sequence
1. layout
2. cutting out
3. tack together with batting in the middle
4. top stitch
5. bias binding (5)
- 9.1.4 Tacking or secure with pins or safety pins (1)
- 9.1.5 Use buttons or any other surface finish, lace, Top stitching, Bias binding, Embroidery, Painting or appliqué (any 4) (4)
- 9.1.6 Accurate measurement
Cut each layer separately (2)
- 9.1.7 Lightweight; easy to dye; highly absorbent; relatively cheap, colourfast, strong when wet
(3)
- 9.2
- | | | | |
|---------------|-------------|-----------------|-----|
| 9.2.1 Calico | 2m x R9,99 | = R19,98 | (2) |
| 9.2.2 Batting | 2 mx R11,00 | = R22,00 | (2) |
| 9.2.3 Thread | 1 x R7,50 | = R7,50 | (2) |
| 9.2.4 Binding | 19m x R1,80 | = <u>R34,20</u> | (2) |
| | | R83,68 | |
- 9.3 Unit price = R83,68
Labour 5hours x R15= R 75,00
Overheads = R5,00
Profit = R5,00
- R83,68 = R8.37 10% x
- TOTAL = R172,05 (6)
- 9.4 Water and electricity; labour costs; transport; packaging; rent, marketing (3)

[40]**TOTAL = 200 MARKS**