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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2021

MARKS: 200

TIME: 3 hours

This question paper consists of 17 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing and Interior	40	40
6	Entrepreneurship	40	40
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 this question paper.
4. Start EACH question on a NEW page.
5. You may use a calculator.
6. Write only in black or blue ink.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

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, e.g. 1.1.21 D.

- 1.1.1 The cooling-off period in which you are allowed to cancel a contract of an item bought by means of direct marketing is ... working days.
- A five
B seven
C ten
D fourteen (1)
- 1.1.2 An example of non-renewable energy:
- A Biomass
B Wind
C Water
D Coal (1)
- 1.1.3 Jacob started a club where each member contributes R1 000 per month into a central pool and they get money on a rotating basis. This is an example of a ...
- A pyramid scheme.
B scam.
C stokvel.
D multilevel marketing. (1)
- 1.1.4 The ... indicates the last date on which the product should be offered for sale.
- A use-by date
B sell-by date
C best-before date
D buy-before date (1)
- 1.1.5 Gelatine is used as a ... in a cheese cake.
- A colourant
B emulsifier
C preservative
D stabiliser (1)

1.1.6 In organic farming ...

- A crop yield is greater.
- B crops have an improved appearance.
- C production costs are lower.
- D pollution is reduced.

(1)

1.1.7 An advantage for a diabetic that eats low GI foods:

- A Promotes constant food intake
- B Increases the need for regular insulin injections
- C Better control of blood glucose levels
- D The pancreas is overstimulated to produce insulin

(1)

Read the scenario below and answer QUESTION 1.1.8.

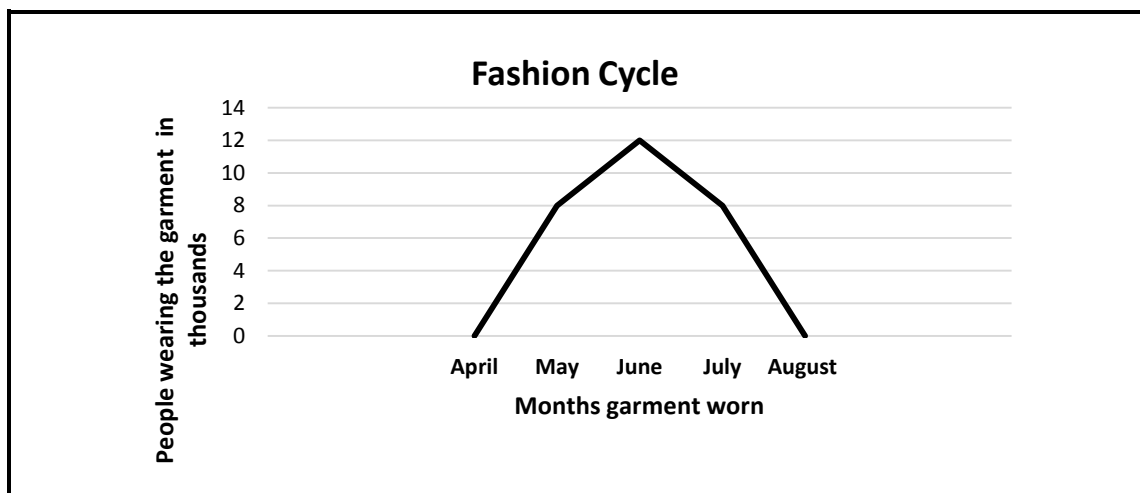
Junior returned from the matric camp and has been feeling nauseous with stomach cramps and bloody diarrhoea.

1.1.8 The food-borne disease that Junior is most likely suffering from:

- A Hepatitis A
- B Dysentery
- C E. coli infection
- D Gastro enteritis

(1)

Study the graph of a fashion cycle below and answer QUESTIONS 1.1.9 and 1.1.10.



1.1.9 The graph above represents a ... curve.

- A classic fashion
- B standard fashion
- C fashion fad
- D current fashion

(1)

- 1.1.10 The graph on page 4 represents the possible life span of the following:
- A White shirt
 - B Blue denim jeans
 - C Black jacket
 - D Orange balloon skirt
- (1)
- 1.1.11 A building contract is signed by the ...
- A lessee and lessor.
 - B buyer and seller.
 - C builder and homeowner.
 - D bank and builder.
- (1)
- 1.1.12 ONE requirement to qualify for a government subsidy:
- A An income of more than R5 000 per month
 - B Having a long-term partner or dependant
 - C A citizen of an African country
 - D Applying for a second subsidy
- (1)
- 1.1.13 When purchasing an item by means of ... the item stays in the shop until fully paid for.
- A lay-by
 - B a credit card
 - C an instalment sale transaction
 - D a store card
- (1)
- 1.1.14 The document that proves that you are the owner of a property:
- A Deed of sale
 - B Sectional title
 - C Mortgage bond
 - D Title deed
- (1)
- 1.1.15 A contract between a credit provider and a buyer of a property:
- A Mortgage bond
 - B Deed of sale
 - C Collateral bond
 - D Subsidy
- (1)

- 1.1.16 An eco-conscious consumer will select a ... package.
- A plastic
 - B paper
 - C foil
 - D tin
- (1)
- 1.1.17 ... will help to ensure that a business always has sufficient funds to pay suppliers.
- A A cash flow projection
 - B The best-sale scenario
 - C Sufficient start-up capital
 - D The worst-sale scenario
- (1)
- 1.1.18 The most important factor to be considered before starting a new business:
- A Set standards for the product
 - B Find premises for the new business
 - C Investigate the number of items that could be sold
 - D Determine consumer needs
- (1)
- 1.1.19 The purpose of good stock control in a business is to ensure that ...
- A the cheapest stock is bought.
 - B it is not necessary to organise stock.
 - C no time or money is wasted.
 - D a lot of extra stock is available.
- (1)
- 1.1.20 ... increases the awareness and visibility of a product.
- A Price
 - B Promotion
 - C Raw materials
 - D Transport
- (1)

- 1.2 Match the receiver of fees in COLUMN B with the housing fees in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1 to 1.2.4) in your ANSWER BOOK, e.g. 1.2.5 H.

COLUMN A HOUSING FEES	COLUMN B RECEIVER OF FEES
1.2.1 Transfer duty	A seller
1.2.2 Transfer fees	B SARS
1.2.3 Property rates	C bank
1.2.4 Initiation fees	D municipality
	E estate agent
	F deeds office
	G conveyancer/attorney

(4 x 1)

(4)

- 1.3 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.

- 1.3.1 Goods imported through unofficial distribution channels
- 1.3.2 An e-mail requesting someone to supply financial information with the intention of illegally gaining access to a person's funds
- 1.3.3 Participants are promised payments for recruiting members without a product being sold
- 1.3.4 A person is exonerated from liability in a contract
- 1.3.5 A promise in writing that the quality and durability of a product will meet certain standards for a specified period

(5)

- 1.4 The only thing that is certain in fashion is that it will change.

Identify TWO terms in the list below that relate to new fashion. Write only the letters (A–D) next to the question number (1.4) in the ANSWER BOOK.

- A Style
- B Launch
- C Classic
- D Retrospective

(2)

1.5 Sipho produces and sells masks in his community.

Identify THREE statements in the list below which will assist him with efficient production. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

- A Enough funds to buy raw materials
- B Buying extra raw materials
- C Using a standardised pattern
- D Machines are serviced irregularly
- E Keeping contact with customers
- F Checking all masks produced

(3)

1.6 Match the description in COLUMN B and the management in COLUMN C with the food-related health condition in COLUMN A. Write only the letter (A–E) from COLUMN B and the roman numeral (i–v) from COLUMN C next to the question numbers (1.6.1 to 1.6.3) in the ANSWER BOOK, e.g. 1.6.4 F, vi.

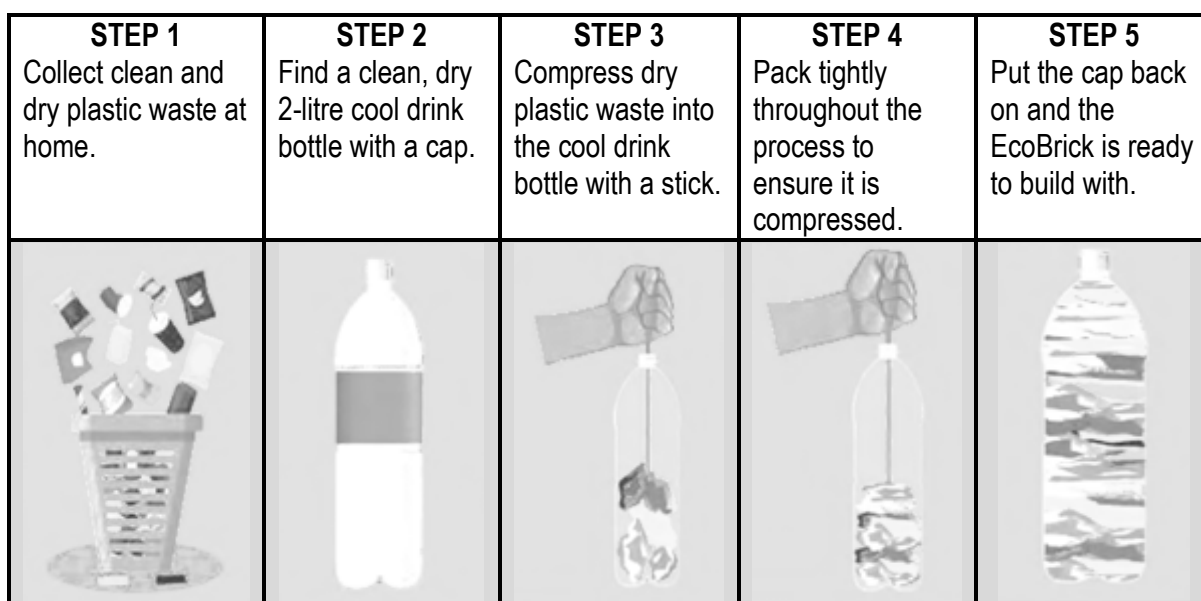
COLUMN A FOOD-RELATED HEALTH CONDITION	COLUMN B DESCRIPTION	COLUMN C MANAGEMENT
1.6.1 Egg allergy	A the body lacks an enzyme to break down milk sugar	(i) eat oats
1.6.2 Dairy intolerance	B the body cannot control blood cholesterol	(ii) avoid rye products
1.6.3 Celiac disease	C the body lacks insulin	(iii) avoid eating an omelette
	D the immune system reacts against a harmless protein	(iv) consume low fat milk
	E gluten damages the lining of the small intestine	(v) consume lactose-free milk

(3 x 2)

(6)
[40]

QUESTION 2: THE CONSUMER

- 2.1 Give THREE examples of indirect taxes that consumers pay on goods and services. (3)
- 2.2 Name TWO ways of using energy more efficiently when lighting a home. (2)
- 2.3 Study the diagram below and answer the questions that follow.

[Source: *Dispatch Live*, 2018]

Discuss the impact of the production of EcoBricks on:

- 2.3.1 Water pollution (2)
- 2.3.2 Municipal service delivery (2)
- 2.4 Explain the role that communities should play to help reduce the debt of their municipality. (3)
- 2.5 Read the scenario below and answer the question that follows.

Angela bought a double bed for her parents that claims to support the back. The bed had a two-year guarantee.

After a few weeks, her mother complained about back ache every morning. Angela decided to return the bed to the shop. The shop owner refused to repair or replace the bed.

[Own text]

- Identify TWO unfair business practices by the shop owner. (2)

2.6 Read the statement below and answer the questions that follow.

The Reserve Bank's Monetary Policy Committee has voted to cut the repo rate by 25 basis points from 6,5% to 6,25%, reducing the mortgage interest rate from 10% to 9,75%.

[Adapted from *Business Tech*, 2019]

2.6.1 Explain the term *interest rate*. (2)

2.6.2 Analyse how consumers with home loans are affected by the change in the repo rate. (4)
[20]

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 Define the term *hypoglycaemia*. (2)
- 3.1.2 Name TWO ways in which to prevent hypoglycaemia. (2)
- 3.2 Suggest how a person can control his/her salt intake to manage hypertension. (2)
- 3.3 Study the information below and answer the questions that follow.

The vegan way of eating is becoming more popular. Vegans do not eat foods that come from animals or dairy products and eggs.

[Own text]

Discuss how the nutrients lacking in a vegan diet could lead to the following:

- 3.3.1 Osteoporosis (3)
- 3.3.2 Anaemia (4)
- 3.4 Read the scenario below and answer the questions that follow.

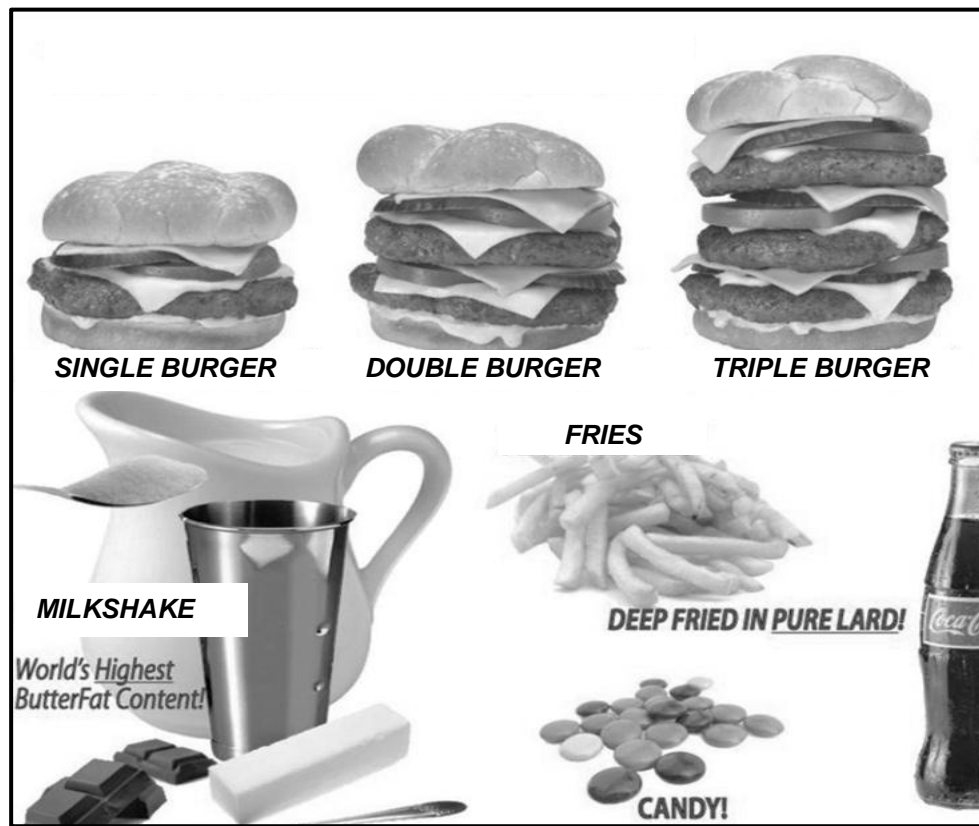
TUBERCULOSIS OUTBREAK AT A BOARDING SCHOOL

A boarding school had to be closed after 50 learners were diagnosed with tuberculosis.

[Own text]

- 3.4.1 Name THREE symptoms of tuberculosis. (3)
- 3.4.2 Write a paragraph to explain why so many learners could have been infected by the disease. (5)
- 3.5 Give FOUR reasons why a person suffering from anorexia nervosa ends up losing weight to a dangerous point. (4)
- 3.6 Explain how food irradiation can help South African households to be food secured. (6)

3.7 Study the picture below and answer the questions that follow.



[Source: Pinterest]

- 3.7.1 Identify the type of fat abundant in the dishes above. (1)
- 3.7.2 Evaluate the suitability of the fast foods above for the prevention and management of coronary heart disease. (8)
- [40]

QUESTION 4: CLOTHING

4.1 Explain the term *fashion*. (2)

4.2 Read the scenario below and answer the questions that follow.

Onako saw a shirt at a fashion show for R599,00. A few months later he saw the very same shirt in a clothing store for R399,00, but it was on sale for R259,00. The last time he saw it, it was marked down to R99,00.

[Own text]

Describe the stage in the fashion cycle of the shirt when it was sold for:

4.2.1 R399,00 (2)

4.2.2 R259,00 (2)

4.3 The revival of vintage clothing can be considered to be an environmentally sustainable practice.

[Own text]

Motivate the statement above. (4)

4.4 Study the outfit for the world of work below and answer the questions that follow.

THREE-PIECE SUIT	
	<p>Light grey suit consists of:</p> <ul style="list-style-type: none"> Jacket Waist coat Pants <p style="text-align: right; font-size: small;">[Source: www.vova.com]</p>

4.4.1 Define the term *dress code*. (2)

4.4.2 Suggest THREE items that can be worn with the three-piece suit to create a neutral colour combination. (3)

4.4.3 Evaluate the suitability of the three-piece suit above for a person who works at a law firm. (5)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 Name TWO responsibilities of EACH of the following in terms of a housing complex:

5.1.1 Tenant/Lessee (2)

5.1.2 Body corporate (2)

5.1.3 Lessor/Landlord (2)

5.2 Discuss the benefits of building a new home. (6)

5.3 Read the scenario below and answer the questions that follow.

Naz, a young graduate, used a home loan to buy a three-bedroom house. She paid a 10% deposit to secure the loan.

She renovated the interior to suit her modern taste, installed an alarm system and built high walls around the house to have her own enclosed space. The house is close to a good school and a shopping mall.

Six months ago, Naz was retrenched from work and she moved back to her family home. She quickly found a family with two children to rent her property and received a good rental income.

[Own text]

5.3.1 Name Naz's type of home ownership. (1)

5.3.2 Describe the type of home ownership named in QUESTION 5.3.1. (2)

5.3.3 Explain the term *deposit*. (2)

5.3.4 State the precautionary measures that Naz took with regard to safety after she bought the house. (2)

5.3.5 In terms of Naz's house, name and explain the following:

(a) TWO types of insurances Naz should have (4)




(b) ONE type of insurance the tenant should have (2)

5.3.6 Suggest FOUR reasons why Naz was able to rent out her property so quickly. (4)

5.4 Read the scenario below and answer the questions that follow.

Sam and Cecelia are pensioners who stay in a small two-bedroom house. Cecelia is suffering from arthritis in her hands. They would like to buy a washing machine that is suitable for their needs so that they will be able to do the washing themselves. Sam saw the advertisement below and decided to buy a new washing machine.

[Own text]

TWIN TUB	FRONT LOADER	TOP LOADER
		
<ul style="list-style-type: none"> • 7 kg washing capacity • B energy rating • 3 programme cycles • Enamel drum • White finish • Price: R3 499,00 	<ul style="list-style-type: none"> • 7 kg washing capacity • A+++ energy rating • 10 programme cycles • Stainless steel drum • Metallic finish • Fully automatic • Alarm • Price: R4 699,99 	<ul style="list-style-type: none"> • 13 kg washing capacity • A energy rating • 15 programme cycles • Enamel drum • White finish • Fully automatic • Alarm • Price: R7 754,99

[Source: Makro.co.za]

- 5.4.1 Select the most suitable washing machine for Sam and Cecilia's needs. (1)
- 5.4.2 Support your choice in QUESTION 5.4.1. (6)
- 5.4.3 Give reasons why the other TWO washing machines are not suitable for Sam and Cecilia's needs. (4)
- [40]**

QUESTION 6: ENTREPRENEURSHIP

6.1 Define the following terms:

6.1.1 Target market (2)

6.1.2 Sustainable production (3)

6.2 State why it is important for an entrepreneur to adhere to product specifications. (3)

6.3 Read the scenario below and answer the questions that follow.



[Source: afroculture.net]

Lelethu is a third-year fashion design student. After wearing her own unique designs, her friends asked her to make specific garments for them. She only took on a few orders because of time constraints. She did not want to delay the orders and decided to work from home over the Christmas holidays to keep her customers satisfied.

Her customers were very happy as they got personalised outfits at an affordable price.

All her creations were unique as she used Seshweshwe fabric (a 100% Proudly South African produced cotton fabric). Her designs were popular for traditional celebrations when people were looking for special outfits. Some of her customers struggled to find bags and shoes to match their new outfits. She decided to cover the shoes and bags with the same fabric to match the outfits.

[Own text]

6.3.1 State THREE human resources that Lelethu had. (3)

6.3.2 Explain why it is important for Lelethu to do a financial feasibility study. (3)

- 6.3.3 Identify FOUR factors that gave Lelethu's business a competitive edge in the market. (4)
- 6.3.4 State THREE ways in which Lelethu could advertise her business in the community. (3)
- 6.3.5 State TWO ways in which Lelethu managed her time effectively. (2)
- 6.3.6 Comment on the impact of the quality and the availability of the fabric for Lelethu's business. (4)

Refer to the quotation below and answer the questions that follow.

QUOTATION FOR MID-LENGTH DRESS

- Fabric 3 metres @ R70,00 per metre
- Thread and buttons @ R10,00 per dress
- Overhead costs and labour @ R250,00 per dress

[Own text]

- 6.3.7 Calculate the total cost of ONE dress with a mark-up of 30%. Show ALL calculations. (5)
- 6.3.8 Analyse why Lelethu's business is likely to show sustainable profitability. (8)
- [40]**

TOTAL: 200