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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2023

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

| QUESTION | CONTENT | MARKS | TIME (minutes) |
|------------------------------------|------------------------------|------------|----------------|
| SECTION A (Short questions) | | | |
| 1 | Short Questions (All topics) | 40 | 20 |
| SECTION B (Long questions) | | | |
| 2 | The Consumer | 40 | 40 |
| 3 | Food and Nutrition | 40 | 40 |
| 4 | Clothing | 20 | 20 |
| 5 | Housing and Interior | 20 | 20 |
| 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.


SECTION A: SHORT QUESTIONS**QUESTION 1**

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 ... collect(s) taxes on behalf of the government.
- A The Reserve Bank
 - B Commercial banks
 - C Parliament
 - D The South African Revenue Service (SARS) (1)
- 1.1.2 Sugar tax is charged on ...
- A milkshakes.
 - B coffee.
 - C soft drinks.
 - D rooibos tea. (1)
- 1.1.3 The cooling-off period for cancelling a contract is ... working days.
- A 3
 - B 5
 - C 8
 - D 14 (1)
- 1.1.4 ... interest is charged on the original amount only.
- A Compound
 - B Fixed
 - C Simple
 - D Variable (1)
- 1.1.5 A community-based savings club with economic and social benefits for all its members:
- A Scam
 - B Stokvel
 - C Community club
 - D Multilevel scheme (1)
- 1.1.6 ... is the food additive most likely to have a negative effect on someone's health.
- A Pectin
 - B Lecithin
 - C Gelatine
 - D Benzoate (1)

- 1.1.7 ... prevent foods from turning brown.
- A Emulsifiers
 - B Antioxidants
 - C Stabilisers
 - D Bleaches
- (1)
- 1.1.8 The best food source of iron:
- A Ripe bananas
 - B Ox liver
 - C Pickled beetroot
 - D Whole-wheat bread
- (1)
- 1.1.9 The nutrient that assists with the absorption of iron:
- A Vitamin A
 - B Vitamin B
 - C Vitamin B12
 - D Vitamin C
- (1)
- 1.1.10 DNA molecules are used in ... to alter the characteristics of food.
- A processed food
 - B organically grown food
 - C genetically modified food
 - D irradiated food
- (1)

Study the picture below and answer QUESTIONS 1.1.11 and 1.1.12.

| | |
|---|--|
|  | <p style="text-align: center;">THE BLUE DENIM JACKET</p> <ul style="list-style-type: none"> • Waist-line length • Long sleeves • Buttons on the front • Two pockets on each side • Two pockets in front with buttons |
|---|--|

[Source: blakkur.is.com]

- 1.1.11 The denim jacket above can be classified as ...
- A traditional fashion.
 - B vintage fashion.
 - C a fad.
 - D classic fashion.
- (1)
- 1.1.12 The length of the jacket will make the wearer appear ...
- A shorter and wider.
 - B bigger and taller.
 - C taller and thinner.
 - D smaller and shorter.
- (1)

1.1.13 An advantage of buying household appliances on an instalment sale transaction:

- A No interest is added to the outstanding amount.
- B It remains in the shop until the last payment is made.
- C It can be used while still paying it off.
- D It is cheaper than a credit card transaction.

(1)

Study the information below and answer QUESTION 1.1.14.

The cash price of an appliance is R6 499,95.
The instalment price is R400 per month for 30 months and the deposit is R650,00.

1.1.14 The cost of purchasing the appliance on an instalment sale transaction:

- A R6 499,95
- B R7 149,95
- C R12 000,00
- D R12 650,00

(1)

1.1.15 The type of housing where an agreement is signed for a specific period of time:

- A Renting
- B Buying
- C Building
- D Full title

(1)

1.1.16 ... ensures that the required set standards of a product are met.

- A Stock control
- B Time management
- C Quality control
- D Financial control

(1)

1.1.17 Value for money/competition-based pricing ...

- A adds all the costs, including mark-up.
- B prices products according to demand.
- C is used to price unique products.
- D is set similar to other products.

(1)

1.1.18 Production will be most efficient when ...

- A a good marketing strategy is used.
- B financial resources are available.
- C workers are regularly trained.
- D staff is well paid.

(1)

- 1.1.19 A feasibility study is conducted to ... of a business.
- A check the movement of money
 - B identify strengths and weaknesses
 - C meet the targets
 - D evaluate the sales scenario
- (1)

- 1.1.20 It is advisable for businesses to use local raw materials because they ...
- A offer good value for money.
 - B have no delivery charge.
 - C are easy to obtain.
 - D are easy to manage.
- (1)

- 1.2 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.2.1 to 1.2.4) in the ANSWER BOOK.

- 1.2.1 An amount added to the cost price of products to cover overheads and make a profit
- 1.2.2 A business meets its sales target because a product sells very well
- 1.2.3 Shows the movement of money over a future period to ensure that a business does not develop cash flow problems
- 1.2.4 Includes all expenses that need to be paid before a business can start
- (4 x 1) (4)

- 1.3 Match a description in COLUMN B with a fashion term in COLUMN A. Write down only the letter (A–E) next to the question numbers (1.3.1 to 1.3.3) in the ANSWER BOOK, e.g. 1.3.4 F.

| COLUMN A FASHION TERM | COLUMN B DESCRIPTION |
|--------------------------|--|
| 1.3.1 Style | A direction in which fashion moves |
| 1.3.2 Fashion | B represents fashion from a previous era |
| 1.3.3 Fashion trend | C represents specific characteristics of a clothing item |
| | D accepted by a specific group of people at a given time and place |
| | E characterised by simplicity |

(3 x 1) (3)

- 1.4 Match a description of payments in COLUMN B with a payment in COLUMN A. Write only the letter (A–H) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g 1.4.6 J.

| COLUMN A PAYMENTS | | COLUMN B DESCRIPTION OF PAYMENTS | |
|----------------------|-----------------|-------------------------------------|--|
| 1.4.1 | Levy | A | monthly repayment to the bank for a loan on immovable property |
| 1.4.2 | Bond repayments | B | payment to cover the structure of a property |
| 1.4.3 | Rates and taxes | C | paid when signing a lease agreement |
| 1.4.4 | Deposit | D | paid to the municipality for water and electricity |
| 1.4.5 | Rent | E | paid to the body corporate |
| | | F | tax paid when a property changes ownership |
| | | G | paid monthly for the use of the property |
| | | H | paid to the local municipality |

(5 x 1)

(5)

- 1.5 Select from the list below FOUR items that appear on a food label which can protect consumers from health and safety hazards. Write only the letters (A–H) next to the question number (1.5) in the ANSWER BOOK.

- A Allergens
- B Price/Barcode
- C Country of origin
- D List of ingredients
- E Instructions for use and storage
- F Description of the product
- G Size of the product
- H Date stamps

(4)

1.6 Select FOUR examples of income tax payable directly to SARS (South African Revenue Service) from the list below. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.

- A John pays a fuel levy when he fills his car with petrol.
- B Luke pays PAYE (pay as you earn) every month.
- C Jolene pays her municipal rates and taxes monthly.
- D Linda sells cattle and pays tax twice a year.
- E Yanga is taxed on the rent income he receives from his tenants.
- F Sipho is charged VAT on some of the groceries he buys.
- G Dorothy sold her second home and had to pay capital gains tax.
- H Sin tax/Excise duty was charged when Fazila purchased perfume. (4)

TOTAL SECTION A: 40

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

- 2.1 State FOUR disadvantages of using gas in a house. (4)
- 2.2 Give FOUR examples of unfair business practices. (4)
- 2.3 State THREE ways in which consumers can save electricity when using a washing machine. (3)
- 2.4 Explain how prize notification/a lottery scam works. (3)
- 2.5 Discuss how water can be used efficiently when having a bath or a shower. (4)
- 2.6 Electricity is a basic need that is provided by municipalities.
- 2.6.1 Explain how municipalities provide electricity to their communities. (3)
- 2.6.2 State how consumers can protect the electricity that is provided to them. (3)
- 2.7 Explain the characteristics of an illegal pyramid scheme. (4)
- 2.8 Read the information below and answer the questions that follow.

Consumer inflation for May accelerated to 6,5%. This is much higher than the Reserve Bank expected. Typically, the Reserve Bank wants inflation to be between 3% and 6%. The upward trend in inflation is set to push the Reserve Bank to continue interest rate hikes.

[Source: *Business Maverick*, June 2022]

- 2.8.1 Name and explain the instrument that is used to measure inflation. (4)
- 2.8.2 Predict the impact that interest rate hikes will have on the quality of life of South Africans. (8)
- [40]**

QUESTION 3: FOOD AND NUTRITION

- 3.1 Name FOUR ways in which a person suffering from high blood pressure can reduce his/her salt intake. (4)
- 3.2 Give nutritional guidelines to help with the management of anaemia. (4)
- 3.3 State THREE advantages of using chemical preservatives in food. (3)
- 3.4 Explain why herbs and spices are irradiated. (2)
- 3.5 Read the extract below and answer the questions that follow.

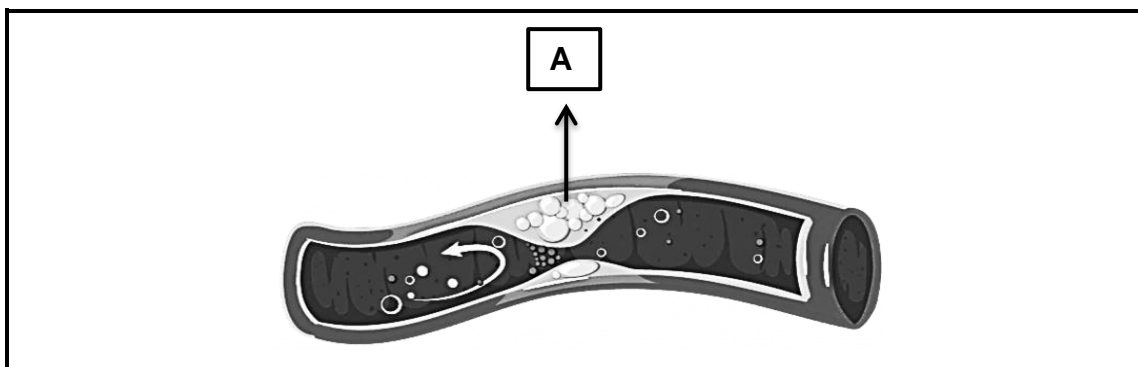
**'BEWARE OF E. COLI, ESPECIALLY AT BEACHES AND IN RIVERS,'
SAYS ETHEKWINI MUNICIPALITY IN KWAZULU-NATAL**

As a result of sewage leakages, a waste and water treatment service company tested beaches and rivers in the region in June 2022. They found that *E. coli* levels were very high. The municipality discouraged residents and holiday visitors from swimming and catching and eating sardines and freshwater fish as many residents are dependent on the fish for survival.

[Source: iol.co.za, 24 June 2022]

Explain how *E. coli* can be transmitted to people. (6)

- 3.6 Study the picture of an artery below and answer the questions that follow.



[Source: thefhfoundation.org]

- 3.6.1 Name the food-related health condition represented in the picture above. (1)
- 3.6.2 Identify substance **A** indicated in the picture above. (1)
- 3.6.3 Describe how substance **A** may contribute to coronary heart disease. (4)

- 3.7 Study the ingredients of a pizza below and answer the question that follows.

| INGREDIENTS | |
|--|--|
| CRUST | TOPPING |
| <ul style="list-style-type: none">• Cake flour• Eggs• Baking powder• Full-cream milk• Butter | <ul style="list-style-type: none">• Tomato paste• Origanum• Sliced mushrooms• Olives• Grated cheddar cheese• Beef sausages• Russian sausages• Bacon/Macon |

Write a paragraph to discuss how the pizza above will NOT assist with the management of coronary heart disease.

(8)

- 3.8 Read the statement below and answer the question that follows.

Food security in South Africa has been affected by recent fuel price increases.

Justify the statement above.



(7)
[40]

QUESTION 4: CLOTHING

- 4.1 Name the fashion that imitates/resembles a style from a previous era. (1)
- 4.2 Give THREE stages in the fashion cycle. (3)
- 4.3 Explain the term *counterfeit products*. (1)
- 4.4 Read the statement below and answer the question that follows.

The environment is considered in the production of eco-friendly fabrics.

- Validate this statement. (5)
- 4.5 State FIVE guidelines to consider when selecting shirts/blouses to wear for a job at an accounting firm. (5)
- 4.6 Study the pictures below and answer the question that follows.

| | |
|--|---|
| <p>1990</p>  <p>[Source: harpersbazaar.com]</p> | <ul style="list-style-type: none"> Black, genuine leather, loose-fitting pants that do not stretch |
| <p>2023</p>  <p>[Source: thefix.co.za]</p> | <ul style="list-style-type: none"> Artificial leather, skinny pants that can stretch and fit the shape of the body |


Discuss how changes in technology since the 1990s have contributed to creating the affordable and comfortable artificial leather skinny pants of 2023.

(5)
[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 List the information that must be included in a lease agreement. (3)

5.2 Study the picture of an upright freezer below and answer the questions that follow.

| | |
|---|--|
|  | <p style="text-align: center;">UPRIGHT FREEZER</p> <ul style="list-style-type: none">• Temperature control• Auto-defrost• Large capacity• Stainless steel finish• Can be converted into a fridge• White interior with a light• Wheels <p>Lay-by purchase option</p> |
|---|--|

[Adapted from amazon.com]

5.2.1 Describe THREE ways in which the upright freezer saves human energy. (3)

5.2.2 Explain why lay-by will be a suitable purchasing transaction for someone who only has enough cash to pay a deposit. (2)

5.3 Study the advertisement below and answer the questions that follow.

WATERFALL | GAUTENG | SOUTH AFRICA

BUY NOW

BEFORE THE PRICE INCREASES

10% DISCOUNT FREE LEVIES FOR ONE YEAR FREE BOND COSTS

- Top education facilities & schools
- Entertainment, top restaurants and fast food outlets
- Close to Mall of Africa and Kyalami Race Track

Luxury apartments with excellent finishes
Exclusive lifestyle centre with fully equipped gym
Fantastic facilities with spa, function room & board room
Outstanding security

Other amenities include:

- Fibre and DStv ready
- Swimming pool
- Gym and squash court
- Wellness spa
- Games room and children play area
- Cinema room

[Adapted from www.balwin.co.za]

- 5.3.1 Name and explain the type of homeownership in the advertisement above. (3)
- 5.3.2 Identify in the advertisement above THREE services that will be paid for by levies. (3)
- 5.3.3 Describe why it will be financially beneficial to buy property in the development described above. (6)
- [20]**

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Define the term *target market*. (2)
- 6.2 Name TWO distribution methods that an entrepreneur can use to sell his/her products. (2)
- 6.3 Suggest FOUR ways in which a new entrepreneur can build good customer relations to ensure the success of his/her business. (4)
- 6.4 Explain the importance of adhering to product specifications. (3)
- 6.5 Read the case study below and answer the questions that follow.

EGGSELENT BUSINESS

After seeing how impoverished her community was, Lebuhang started an egg business on a small rent-free piece of land. She bought 12 trays of eggs and egg-laying chickens from a local farmer. She now sells freshly laid eggs and slaughtered chickens to the local community.

A friend lent her R2 000 and she received a grant worth R50 000 from the National Youth Development Agency which also provided her with a business mentoring opportunity. She built a bigger chicken house to accommodate at least 600 egg-laying chickens. She gives the community free chicken manure as fertiliser for community gardens.

Eggselement now sells eggs to bakeries, bed and breakfast establishments and walk-in customers. She also promotes and sells her products online. The eggs are sold at an affordable price. She packages the eggs in biodegradable and recyclable material and encourages her customers to bring their own packaging. Every Friday she donates the unsold eggs to early childhood development centres in her community.

[Adapted from *Sowetan Live*, 6 November 2021]

- 6.5.1 Discuss the following factors that Lebuhang considered when she selected Eggselement as her small-scale business: (2)
- (a) Availability of financial resources (2)
 - (b) Availability of work space (2)
 - (c) Availability of raw materials (2)
- 6.5.2 Describe why Lebuhang is considered an environmentally and socially responsible entrepreneur. (5)
- 6.5.3 Explain why it is likely that Eggselement will be a sustainable profitable business. (6)

6.5.4 Read the information below and answer the question that follows.

It costs R15,00 to produce one dozen eggs. Lebuhang adds 40% for profit.

Calculate the profit she makes on five dozen eggs. Show ALL calculations.

(4)

6.6 Read the statement below and answer the question that follows.

Load-shedding has a ripple effect on small-scale businesses, bringing them to their knees.

[Adapted from *News24*, June 2022]

Predict the negative financial impact that load-shedding will have on small-scale businesses and its employees.

(8)

[40]

GRAND TOTAL: 200