



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**CONSUMER STUDIES
(EXEMPLAR)**

MARKS: 150

TIME: 2½ hours

This question paper consists of 17 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (mins)
Question 1: Short questions (All topics)	35	35
Question 2: The Consumer	25	25
Question 3: Food and Nutrition	30	30
Question 4: Clothing	10	10
Question 5: Housing	25	25
Question 6: Entrepreneurship	25	25
TOTAL	150	150

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 non-programmable calculator.
6. Write in black or blue ink only.
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 the letter (A–D) next to the question numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 The practice of collating and analysing numerical information is referred to as ...

- A data.
- B statistics.
- C a census.
- D a model. (1)

1.1.2 Which of the following is NOT an expense on a budget:

- A A gym contract
- B Insurance
- C Wi-Fi contract
- D Interest on saving (1)

1.1.3 If a person is credit worthy, they are likely to ...

- A use a credit card only in one store.
- B transfer money electronically.
- C purchase goods and services on credit.
- D meet their financial obligations. (1)

1.1.4 A credit bureau ...

- A dispenses information relating to the credit ratings of individuals.
- B hears and decides on cases involving consumers and credit providers.
- C protects the consumer in the credit market and makes credit more accessible.
- D protects and promotes consumer rights and raises related issues. (1)

1.1.5 A person who has a deficiency of water could have the following symptoms:

- A Oedema and constipation
- B Sweating and a headache
- C Tiredness and dehydration
- D Kidney strain and weakness (1)

- 1.1.6 The main sugar in milk:
- A Lactose
 - B Glucose
 - C Sucrose
 - D Fructose
- (1)
- 1.1.7 The scientific names for vitamin B2 and vitamin C are:
- A Niacin and retinol
 - B Thiamine and calciferol
 - C Riboflavin and ascorbic acid
 - D Riboflavin and folic acid
- (1)
- 1.1.8 A deficiency of iodine results in ...
- A tooth decay.
 - B too little thyroxine.
 - C weakened muscles.
 - D stunted growth.
- (1)
- 1.1.9 Night blindness is a symptom of a deficiency of ...
- A vitamin A.
 - B vitamin E.
 - C vitamin B1.
 - D vitamin B3.
- (1)
- 1.1.10 When everything in an outfit looks as if it belongs together, the design ...
- A is balanced.
 - B has good rhythm.
 - C has good proportions.
 - D is harmonious.
- (1)
- 1.1.11 A suitable suggestion for a female with a triangle body / pear shape:
- A Use horizontal lines in the lower body
 - B Wear bell-shaped skirts to make the hips appear slimmer
 - C Wear long v-necklines and a long necklace
 - D Use vertical lines above the waist to create width
- (1)

- 1.1.12 The fabric construction technique that is most suited for gym wear is ...
- A woven fabric.
 - B bonded fabrics.
 - C knitted fabric.
 - D heat bonded fabrics. (1)
- 1.1.13 A static-control finish means that the fabric ...
- A will not crease easily.
 - B is resistant to catching fire.
 - C will not cling to the body.
 - D does not attract dirt. (1)
- 1.1.14 Using a dominating horizontal line will make a room ...
- A seem higher and conveys stability.
 - B appear longer creating graceful movement.
 - C create a sense of height and informality.
 - D appear wider and offer a sense of calm. (1)
- 1.1.15 The décor in a living room is dusty pink and fern green. The colour harmony is therefore ...
- A complementary.
 - B analogous.
 - C double complementary.
 - D monochromatic. (1)
- 1.1.16 This colour would create a feeling of space and warmth in a small room:
- A Light orange
 - B Burnt orange
 - C Dark red
 - D Red orange (1)
- 1.1.17 A hue is made lighter by adding white, and the result is called ...
- A shade.
 - B tone.
 - C spectrum.
 - D tint. (1)

1.1.18 A business is said to be ... if it can survive successfully.

- A costly/expenditure
 - B standardised
 - C practical
 - D variable/changes
- (1)

1.1.19 A product specification is ...

- A the business statement of a unique idea.
 - B a product's required characteristics.
 - C the number of products the business sells.
 - D directing your product to a specific person.
- (1)

1.1.20 When the employees go on strike, the factor affecting the production costs are:

- A Electricity
 - B Labour
 - C Capital
 - D Natural resources
- (1)

1.2 Select the function in COLUMN B that matches the nutrient listed in COLUMN A. Write only the correct letter (A–G) next to the question numbers (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A NUTRIENT	COLUMN B FUNCTION
1.2.1 Water	A A concentrated form of energy
1.2.2 Vitamin K	B Necessary for nerve functioning
1.2.3 Fat	C Controls the body's temperature
1.2.4 Vitamin C	D Prevents cell damage
1.2.5 Folic acid	E Essential for maintenance of connective tissue
	F Needed for blood clotting
	G Forms genetic material/DNA

(5 x 1) (5)

1.3 Identify THREE examples of chemical contamination in food from the illustrations shown below. Write only the letters (A–F) next to the question number (1.3) in the ANSWER BOOK.



[Source: Google images]

(3)

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

1.4.1 Financial assistance from the government to improve the standards of living for people who are vulnerable to poverty

1.4.2 A recruitment scheme that promises great returns if more people are recruited

1.4.3 A central piece in the design acts as an attention grabber in a living space to create a point of interest

1.4.4 It is described as the fitting together throughout the design which creates a sense of unity

(4 x 1) (4)

1.5 Identify THREE examples that reflect the core principles of marketing. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

A Reaching more people by advertising electronically.

B When the business must retrench employees.

C An overseas company will invest in the business.

D Closing the business during the government imposed lockdown.

E Five employees are not very punctual.

F A new wing of the factory has been built to facilitate expansion.

(3 x 1) (3)

[35]

QUESTION 2: THE CONSUMER

2.1 Study the following case study and answer the questions that follow.

Nwabisa shares an apartment with two friends. She follows a budget to organise her personal finances. She is working toward saving R4 800,00 over the year to go on a Christmas trip. Thus far she has saved R3 600,00. The following table shows her planned and actual figures for the month of October.

Income	Budget Rand	Actual Rand
Salary (Works fulltime)	7 500,00	7 500,00
Wages (Part-time work on weekends)	500,00	650,00
TOTAL	R8 000,00	R8 150,00
Expenses		
Savings for Christmas	400,00	400,00
Rent contribution to communal dwelling	2 500,00	2 500,00
Water and electricity (share)	275,00	300,00
Paying back her study loan	2 000,00	2 000,00
Contribution to communal groceries	1 600,00	1 600,00
Cellphone contract	340,00	340,00
Contribution to petrol for commune vehicle	330,00	300,00
Toiletries	230,00	230,00
Entertainment	325,00	375,00
Online clothing purchase		300,00

2.1.1 Define the term *budget*. (2)

2.1.2 Give TWO other sources of income for households in general, excluding salary. (2)

2.1.3 Discuss how the household composition / type of household has influenced her expenditure pattern. (4)

2.1.4 Identify TWO fixed expenses and TWO variables expenses. Tabulate as follow. (4)

Fixed	Variable
(2)	(2)

2.1.5 Evaluate the budget. Compare the planned expenses with the actual expenses and give TWO corrective steps to balance the budget. (6)

2.2 Read the case study below and answer the questions that follow.

Shane uses his credit card to pay for many of his goods and services. He went to the local electronics store and used his credit card to buy a television. He spent over his credit limit again and will owe the bank interest on the outstanding amount. He will not be able to pay the interest back for a few months as he has outstanding debt on two store cards. He decided to seek assistance at one of the debt counselling services.

- 2.2.1 Give the TWO disadvantages for Shane using a credit card for his purchases. (2)
- 2.2.2 Identify the credit provider in this case study. (1)
- 2.2.3 The National Credit Act (NCA) serves to protect consumers. Name ONE area that the NCA stipulates in the case of credit cards. (1)
- 2.2.4 Explain how the debt counselling service will help Shane. (3)

[25]

QUESTION 3: FOOD AND NUTRITION

3.1 Sardines are known to be a healthy animal protein food source.

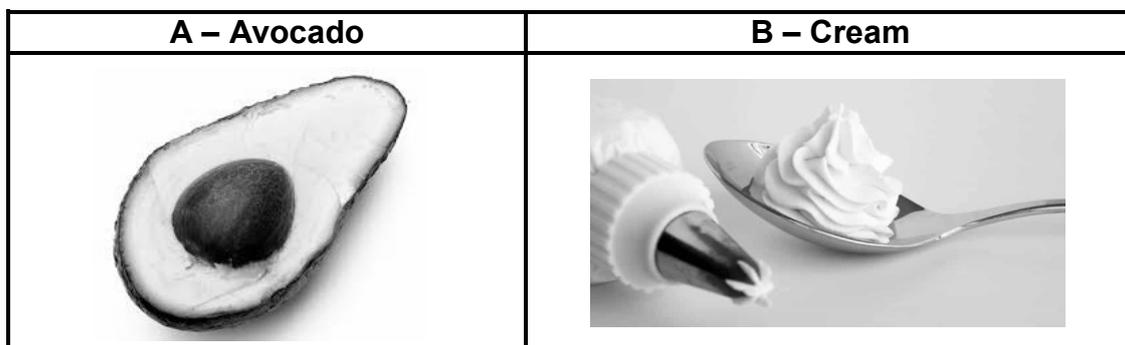
3.1.1 State TWO other animal protein sources. (2)

3.1.2 Give the vitamin that is only found in animal products. (1)

3.1.3 Give an essential fatty acid found in fish and give ONE function of this fatty acid. (2)

3.1.4 Explain how sardines are of a high biological value. (3)

3.2 Refer to the illustrations below to answer the questions that follow.



[Source: Google images]

Compare the types of fat found in the foods labelled **A** and **B**. Tabulate your answer as follow.

	A – Avocado	B – Cream	
Type of fat	(1)	(1)	
Effect on blood cholesterol levels	(1)	(1)	
Another food item example of this same type of fat	(1)	(1)	(6)

3.3 Read the following information and answer the questions that follow.

Adequate nutrition is important during the young adult years for proper growth and development. Today's teenagers consume more than the recommended amounts of fat, added sugars, simple carbohydrates, inadequate amounts of whole grains, iron and calcium. Focusing on including the necessary nutrients in a young adult's diet can help them have more energy and be healthier.

[Adapted from healthyeating.sfgate.com]

- 3.3.1 State the main function of calcium and list TWO nutrients that work together with calcium to help it function more effectively. (4)
- 3.3.2 Explain why a young female adult requires more iron than a male of the same age. (2)
- 3.3.3 Describe the role of iron in preventing the feeling of tiredness that is a symptom of iron deficiency (anaemia). (4)
- 3.3.4 Discuss the implications when young adults consume more amounts of added sugars, simple carbohydrates and inadequate amounts of whole grains in their diet. (3 x 2) (6)

[30]

QUESTION 4: CLOTHING

4.1 Refer to the illustrations below and answer the questions that follows.



[Source: Google images]

- 4.1.1 State TWO fabric finishes that can be applied to alter the appearance of the cotton fabric used to make the shirt. (2)
- 4.1.2 The coat is made from wool. Discuss ONE fabric property that would make the coat comfortable to wear. (2)
- 4.1.3 Identify the dominant line in the shirt and give the effect it would have on the body. (3)
- 4.1.4 Discuss how rhythm is achieved in the outfit. (3)

[10]

QUESTION 5: INTERIOR

5.1 Refer to the pictures below and answer the questions that follow.



[Source: Google images]

- 5.1.1 Define the term *texture*. (2)
- 5.1.2 Discuss what effect the texture of the headboard will have on the room. (2)
- 5.1.3 The bedside lamp in picture is a similar style to the example shown below. Discuss the principle proportion as applied to the lamp. (3)



[Source: Google images]

5.2 Read the scenario below and answer the question that follows.

Betty has limited space in her wardrobe. She needs to purchase a storage box for her bedroom so that she can pack away her winter clothes. She wants to be an environmentally responsible consumer when making her choice. She has narrowed her selection down to the following three options.

A – Wooden Kist



B – Cane



C – Plastic

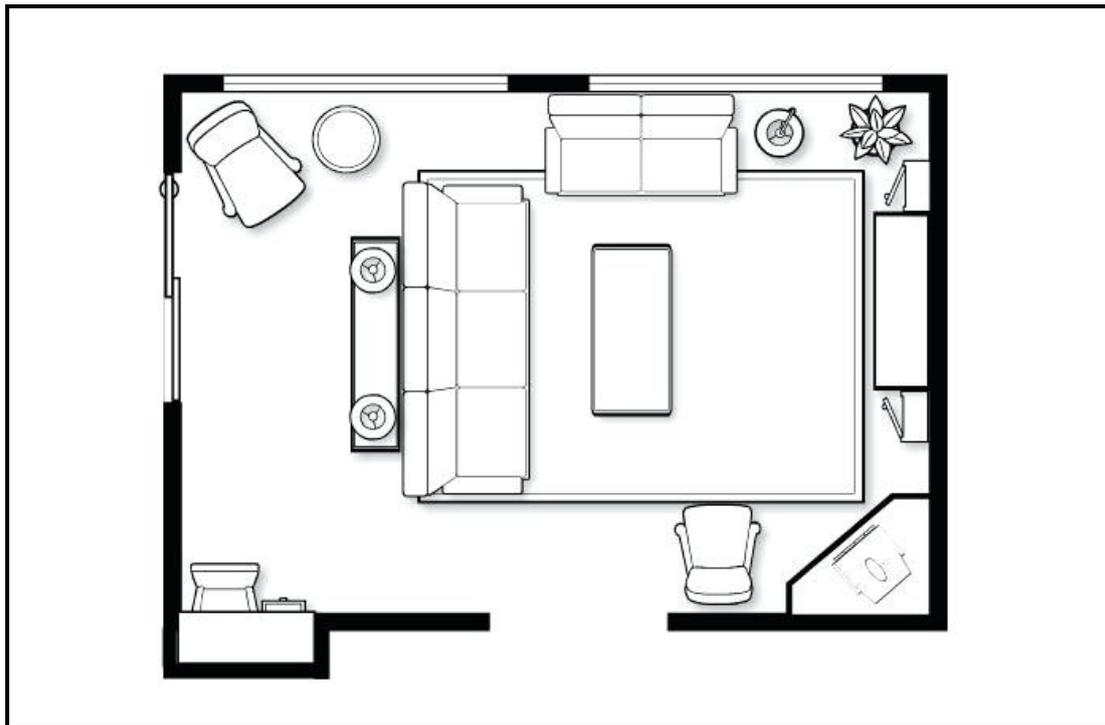


Compare the three boxes according to the suitability for her need and whether it is made from an eco-friendly material. Tabulate your answer as follows.

Criteria	A – Wood	B – Cane	C – Plastic
Suitability for need	(1)	(1)	(1)
Eco-friendly	(1)	(1)	(1)

(6)

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



- 5.3.1 State the zone represented by this lounge. (1)
- 5.3.2 Identify ONE other activity besides the conversation area that is provided for in this room. (1)
- 5.3.3 Discuss the different types of lighting that is evident in this room. (4)
- 5.3.4 Evaluate the furniture arrangement in the room. (6)

[25]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the case study below and answer the questions that follow.

Angie's grandmother taught her the basics of sewing when she was in Grade 8. Over the past few years, she has sewn some garments using basic patterns. When the coronavirus outbreak started in South Africa, she decided to make herself a face mask. She did some research on the internet and created two designs. The one design is where the elastic is worn over the ears and for the other design the elastic goes behind the head. She had old pillow slips to use for the fabric that could be cut up and they were a good quality tight weave cotton. She tested the masks out to check that the fit was comfortable, and that the fabric was breathable. Her friend asked her to make her a mask for her. Soon she realised with the rising pandemic that there was a need for masks. By selling masks it would help contribute towards the family income. She was confident in herself and promoted her masks on social media. She was overwhelmed with people wanting to place orders.

She wanted her masks to be reusable, washable, limit the spread of COVID-19 as well as protect people from dust and help those who suffer from sinuses. She must cover her production costs, but the sale price must be affordable. Once the old pillow slips were recycled into masks, she would use some of her profit to buy good quality cotton. She decided to help her community by pledging to give a mask away to the needy for every two masks that she sold.

She was sure that in the future there would still be a demand for masks, as she could make them as a stylish fashion accessory.

[Examiner's own text]

- 6.1.1 State TWO characteristics that Angie has, that are positive strengths for an entrepreneur to possess. (2)
- 6.1.2 Identify TWO groups of people that her mask would appeal to besides protecting people from the virus. (2)
- 6.1.3 Name any THREE P's in the marketing mix and match an example from the case study to each one. (6)
- 6.1.4 Identify the stage that her masks would be at in the product life cycle at these parts of the case study:
- (a) She promoted her masks on social media (1)
 - (b) There would still be a demand and she could make them as a stylish fashion accessory (1)

6.1.5 Discuss how her masks had a competitive edge at the time when the masks were required for the pandemic. (4)

6.2 Angie's requirements and the cost of materials and packaging for ten masks is as follow.

REQUIREMENTS	COST
Fabric: needs 1 metre	R79,99 per metre
Sewing thread: needs $\frac{1}{4}$ reel	R15,65 per reel
Elastic: 3 metres	R5,95 per metre
Labels: pack of 10	R2,70
Packaging: pack of 10	R10,00

6.2.1 Calculate the production cost for 10 masks. (3)

6.2.2 Calculate the profit on 10 masks if she adds 75% mark up. (3)

6.2.3 Calculate the selling price of ONE mask. Round off to the nearest rand. (3)

[25]

TOTAL: 150