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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

NOVEMBER 2023

MARKS: 200

TIME: 3 hours

This question paper consists of 14 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 The percentage at which the price of goods and services increases:
- A Interest rate
 - B Inflation rate
 - C Prime interest rate
 - D Repo rate
- (1)
- 1.1.2 The body that collects taxes on behalf of the government:
- A SARS
 - B SABC
 - C SABS
 - D SARB
- (1)
- 1.1.3 An example of non-renewable energy:
- A Wind power
 - B Hydro power
 - C Fossil fuels
 - D Solar power
- (1)
- 1.1.4 An illegal pyramid scheme ...
- A pays out equal amounts of money to all members.
 - B sells goods or services to customers.
 - C follows fair-trade practices in all dealings.
 - D pays members' compensation for recruiting new members.
- (1)
- 1.1.5 The type of bread that is exempted from VAT:
- A Brown bread
 - B White bread
 - C Rye bread
 - D Whole-wheat bread
- (1)
- 1.1.6 ... has an incubation period of 28 days or three to five weeks.
- A E. coli
 - B Dysentery
 - C Gastro-enteritis
 - D Hepatitis A
- (1)

- 1.1.7 This information found on a food label will assist in making healthier food choices:
- A Country of origin
 - B Manufacturer's details
 - C Serving suggestions
 - D Nutritional information (1)
- 1.1.8 ... adds to the colour of some potato crisps.
- A Lecithin
 - B MSG (monosodium glutamate)
 - C Tartrazine
 - D Aspartame (1)
- 1.1.9 A serious gluten intolerance may lead to ...
- A celiac/coeliac disease.
 - B hypertension.
 - C anaemia.
 - D hyperglycaemia. (1)
- 1.1.10 ... are irradiated because of their high bacterial load.
- A Yoghurt and cheese
 - B Herbs and spices
 - C Apple and orange juice
 - D Bread and flour (1)
- 1.1.11 Study the picture below and answer the question that follows.



[Source: Shopstyle UK]

The vertical white pin stripes on the jacket will make the wearer appear ...

- A narrower and taller.
- B broader and taller.
- C smaller and shorter.
- D shorter and narrower. (1)

- 1.1.12 ... is/are the illegal copying of an original clothing item.
- A Parallel imports
 - B Black goods
 - C Brand piracy
 - D Grey goods
- (1)
- 1.1.13 Computerised pattern design methods and the development of new textiles is a result of ... factors influencing fashion changes.
- A political
 - B technological
 - C economical
 - D social
- (1)
- 1.1.14 In a ... transaction the appliance stays with the seller until it is fully paid.
- A lay-by
 - B credit card
 - C instalment sale
 - D store card
- (1)
- 1.1.15 Buying a sectional title property automatically makes one a member of a/an ...
- A home builder's council.
 - B estate agent association.
 - C rental tribunal.
 - D body corporate.
- (1)
- 1.1.16 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 time and money is not wasted.
 - D extra stock is always bought.
- (1)

Read the scenario below and use it to answer QUESTIONS 1.1.17 to 1.1.20.

John sells a variety of sandwiches at a school's tuck shop and he also makes sandwiches for school functions when requested. He buys bread from the local bakery who gives him a discount. He advertises his services on the school's website.

[Own text]

- 1.1.17 John's business will get a lot of exposure because he uses ... to promote his business.
- A electronic media
 - B print media
 - C direct mail
 - D outdoor media
- (1)
- 1.1.18 John's business has consumer appeal because he ...
- A has a business at a school.
 - B makes various sandwiches.
 - C caters for school functions.
 - D advertises on the school's website.
- (1)
- 1.1.19 Select a reason that may negatively affect the financial sustainability of John's business:
- A Advertising on social media
 - B Making sandwiches for social functions
 - C Using the local bakery
 - D Schools closing at certain times of the year
- (1)
- 1.1.20 John is a responsible producer because he ...
- A advertises on the school's website.
 - B produces a variety of sandwiches.
 - C buys bread from the local bakery.
 - D sells to both students and staff.
- (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 1.2.6) in the ANSWER BOOK.

- 1.2.1 All members contribute funds and are paid by the scheme
- 1.2.2 Conducting unreasonable practices towards consumers
- 1.2.3 Protects a party in a contract from blame or guilt
- 1.2.4 Cancellation of a sale that was influenced by direct marketing
- 1.2.5 All members sell products for the scheme
- 1.2.6 Products sold in a country without the consent of the manufacturer
- (6 x 1) (6)

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

COLUMN A		COLUMN B	
1.3.1	Deed of sale	A	a document that states the amount that a potential buyer is prepared to pay for a property
1.3.2	Lease agreement	B	an agreement detailing all the changes to be made on a property
1.3.3	Offer to purchase	C	a legal signed agreement between a buyer and a seller
		D	a document indicating the date of occupation
		E	a document indicating all the defects in a rental property
		F	an agreement signed by both a tenant and the property owner

(3 x 1) (3)

1.4 Select FIVE statements from the list below that form part of the 5 Ps marketing strategy. Write only the letters (A–J) next to the question number (1.4) in the ANSWER BOOK.

- A Having customers locally and internationally
 - B Delivering on time
 - C Using trained staff to produce products
 - D A business that has a website, *Instagram* and *TikTok* accounts
 - E Charging reasonable amounts
 - F Careful control of finances
 - G Products can be ordered online or in the shop
 - H Having sufficient storage for the products
 - I Using natural raw materials in production
 - J Conducting routine maintenance
- (5)

1.5 Select SIX factors from the list below contributing to the food insecurity of South Africans. Write only the letters (A–L) next to the question number (1.5) in the ANSWER BOOK.

- A Increased labour protests
 - B No drought
 - C More load-shedding
 - D Higher interest rates on loans
 - E Low production costs
 - F Higher salaries
 - G More unemployment
 - H Longer working hours
 - I Higher inflation
 - J Fertiliser costs lowered
 - K Higher fuel prices
 - L Higher government grants
- (6)

TOTAL SECTION A: 40

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

- 2.1 Name the document that promises to repair, replace or refund appliances by the seller or the manufacturer after being bought. (1)
- 2.2 List the municipal services that a homeowner or household must pay for. (3)
- 2.3 Name THREE ways of saving water when using a washing machine. (3)
- 2.4 State FOUR ways of saving electricity when cooking. (4)
- 2.5 2.5.1 Name TWO practices that most scams have in common. (2)
- 2.5.2 Explain how consumers can protect themselves from online scams. (4)
- 2.6 Give TWO reasons why some people pay provisional tax. (2)
- 2.7 Explain why compound interest is more expensive than simple interest. (3)
- 2.8 Describe the role that municipalities should play in helping their communities to recover from flood damage. (5)
- 2.9 Read the extract below and answer the question that follows.

The consumer price index (CPI) in South Africa increased to 109,40 points in April from 109 points in March.

[Source: Statistics South Africa]

- Explain how a high consumer price index (CPI) may affect South African consumers. (5)
- 2.10 Evaluate the impact that alternative sources of energy used by households during load-shedding may have on the environment. (8)

[40]

QUESTION 3: FOOD AND NUTRITION

- 3.1 Explain the following terms:
- 3.1.1 Food additives (3)
- 3.1.2 Food allergy (2)
- 3.2 Name the functions of the following food additives:
- 3.2.1 Stabilisers (1)
- 3.2.2 Antioxidants (2)
- 3.3 Explain the advantages of food irradiation. (4)
- 3.4 Explain the possible negative impact of organically grown foods on the natural environment. (4)
- 3.5 Describe the characteristics of bulimia nervosa. (4)
- 3.6 Write a paragraph to explain how food-borne diseases can be transmitted to freshly picked vegetables. (4)
- 3.7 Describe the cause of lactose intolerance. (4)
- 3.8 One of the advantages of genetically modified foods is that they are cheap. Explain how this fact may contribute to food security. (2)
- 3.9 Study the meal plan below and answer the questions that follow.

BREAKFAST	LUNCH	DINNER
<ul style="list-style-type: none"> Oats and milk Fresh fruit Orange juice 	<ul style="list-style-type: none"> Whole-wheat sandwich with chicken mayonnaise Fresh fruit 	Mixed salad lettuce, cucumber, tomatoes, carrots, avocados, feta cheese, boiled eggs/grilled fish/skinless chicken, croutons and salad dressing (olive oil and vinegar)


[Own text]

- 3.9.1 Identify TWO food items from the meal plan that are NOT suitable for people who are gluten intolerant. (2)
- 3.9.2 Evaluate the suitability of the meal plan above for the management of obesity. (8)

[40]

QUESTION 4: CLOTHING

- 4.1 Explain the term *retrospective fashion*. (2)
- 4.2 Name TWO stages in the fashion cycle where sales are low. (2)
- 4.3 Explain the difference between a *classic fashion* and a *fashion fad*. (4)
- 4.4 Study the picture below and answer the question that follows.

	<p>Orange, cotton, shirt dress worn with tackies (running shoes).</p> <ul style="list-style-type: none"> • Long sleeves • Collar • Button-through in the middle front • Midi length • Rounded hem • Side slits
--	--

[Source: Foschini online]

- Explain, with examples, why this shirt dress is versatile. (6)
- 4.5 Read the information below and answer the question that follows.

'yaga' is a new cellphone app that can be used to buy and sell pre-loved and pre-owned (second-hand) clothing and accessories.

[Source: Google Play Store]

Discuss the economic and environmental advantages of using the 'yaga' app to buy and sell clothing.

(6)
[20]

QUESTION 5: HOUSING AND INTERIOR


- 5.1 Name ONE method of paying for household appliances where interest is charged. (1)
- 5.2 List factors that a student needs to consider when shopping for a microwave oven for his/her rented room. (3)
- 5.3 State the main differences between *full-title homeownership* and *sectional title homeownership*. (4)
- 5.4 Compare the financial advantages of renting a property with the financial disadvantages of buying a property with a mortgage bond.

Tabulate the answer as follows:

FINANCIAL ADVANTAGES OF RENTING A PROPERTY	FINANCIAL DISADVANTAGES OF BUYING A PROPERTY WITH A MORTGAGE BOND
(3)	(3)

(6)

- 5.5 Read the scenario below and answer the question that follows.

<p>Mr Johannes is a pensioner who lives in a small flat. He normally buys frozen food in bulk when he receives his pension. He considers buying the chest freezer below.</p> <p style="text-align: right;">[Own text]</p>	
	<p>Chest freezer</p> <ul style="list-style-type: none"> • 160 litre (small) • Gas and electric chest freezer • Manual defrost • White in colour <p style="text-align: right;">[Source: OKFurniture.co.za]</p>

Analyse the suitability of this chest freezer for Mr Johannes.

(6)
[20]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Give THREE examples of start-up costs for a small business from home. (3)
- 6.2 State THREE factors that influence the efficient production of quality products. (3)
- 6.3 Give reasons for conducting a financial feasibility study. (3)
- 6.4 Give THREE characteristics of eco-friendly packaging materials. (3)
- 6.5 Explain the advantages of using local raw materials for a small-scale business. (4)
- 6.6 Explain why it is important for a business to handle customer queries or complaints immediately. (3)
- 6.7 Read the case study below and answer the questions that follow.

BAKERS CREATIONZ

Njabulo Sithole started his business in his home kitchen. He loved eating cakes and this encouraged him to start baking cakes. He used recipes from the back of flour packets and tried recipes from the internet, which he adjusted to suit his preferences. People liked his products and he realised there was a demand.

He gave up his job as a marketing manager at the end of 2012 to start Bakers Creationz. He initially supplied local schools with cakes, muffins and cupcakes. He paid school children commission for selling them. Orders started pouring in and he moved to a larger kitchen. He made sure it complied with food safety regulations by inviting the Department of Health for an inspection. He started saving his profit and bought equipment from bakeries that were closing down. In the beginning he used taxis to deliver his products.

In 2016 he joined the Pick n Pay Boost Your Biz programme and won. This gave him access to the retail giant. He currently supplies more than 12 000 snowballs, hot dog rolls and burger buns to 191 Pick n Pay stores across Gauteng and KwaZulu-Natal. His Bakers Creationz business had grown to employ 40 staff.

[Adapted from <https://www.bizcommunity.com>]

- 6.7.1 List the information that must be included on the package label of the baked products. (4)
- 6.7.2 Name TWO human skills that helped Njabulo to start his business. (2)

6.7.3 Explain why it is important for Bakers Creationz to conduct regular maintenance of its second-hand equipment. (3)

6.7.4 Read the information below and answer the questions that follow.

The snowballs are packaged in packs of two. Njabulo sells them to Pick n Pay for R16,00 per pack. Pick n Pay adds 70% profit per pack.

(a) Calculate the profit that Pick n Pay will make on EACH pack of snowballs. (2)

(b) Calculate Pick n Pay's selling price for EACH pack of snowballs. Show ALL calculations. (2)

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

Bakers Creationz has not had cash flow challenges since it started in 2012.

Analyse the validity of the statement above. (8)
[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200