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**REPUBLIC OF SOUTH AFRICA**

## SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

**CONSUMER STUDIES**

**MAY/JUNE 2024**

**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)
<b>SECTION A (Short questions)</b>			
1	Short Questions (All topics)	40	20
<b>SECTION B (Long questions)</b>			
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
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

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 ... calculates the increase in prices of goods over a period of time.
- A South African Revenue Services (SARS)  
B South African Reserve Bank (SARB)  
C Johannesburg Securities Exchange (JSE)  
D Consumer Price Index (CPI) (1)
- 1.1.2 A/An ... will contribute to the sustainable consumption of electricity.
- A electric geyser  
B solar geyser  
C electric stove  
D electric and gas stove (1)
- 1.1.3 Max took the seller, who refused to refund him, to court and the seller was exonerated by a/an ...
- A exemption clause.  
B unfair business practice.  
C phishing scam.  
D cooling-off period. (1)
- 1.1.4 In an illegal pyramid scheme all members ...
- A receive the same benefits.  
B sell products using direct marketing.  
C are recruited by existing members.  
D receive a portion of the sales. (1)
- 1.1.5 The information on a food label that guarantees the safety of consumers:
- A Manufacturer's name  
B Nutritional information  
C Use-before date  
D Net mass/Batch number (1)

- 1.1.6 Genetically modified crops can contribute to food security as they ...
- A have greater resistance to disease.
  - B are organically produced.
  - C do not contain micro-organisms.
  - D have a high protein content. (1)
- 1.1.7 Nancy has celiac disease. She can eat the following:
- A Hot milk vanilla sponge cake
  - B Flourless nutty muffin
  - C Oatmeal honey crunchie
  - D Eggless chocolate cake (1)
- 1.1.8 The addition of lecithin as an emulsifier to food helps to ...
- A prevent crystals from forming.
  - B improve the nutritional value.
  - C give food a certain colour.
  - D mix oil and water permanently. (1)
- 1.1.9 Foods are irradiated to ...
- A add flavour to fruit and vegetables.
  - B speed up ripening.
  - C deactivate microorganisms.
  - D increase the crop yield. (1)
- 1.1.10 A/An ... person consumes more kilojoules than they use:
- A anorexic
  - B obese
  - C bulimic
  - D diabetic (1)

Study the pictures below and answer QUESTIONS 1.1.11 and 1.1.12.

			
<b>Pants A:</b>	<b>Pants B:</b>	<b>Pants C:</b>	<b>Pants D:</b>
<ul style="list-style-type: none"> <li>• Hipster</li> <li>• Flare leg</li> </ul>	<ul style="list-style-type: none"> <li>• Tie belt on waistline</li> <li>• Flared leg bottom</li> </ul>	<ul style="list-style-type: none"> <li>• Side pockets below waist</li> <li>• Wrinkled leg below knee</li> </ul>	<ul style="list-style-type: none"> <li>• Belt at waist</li> <li>• Top-stitching on centre fold line</li> <li>• Slim leg</li> </ul>

[Source: [blog.petitedressing.com](http://blog.petitedressing.com)]

1.1.11 The pants most suitable for someone with broad hips:

- A Pants A
- B Pants B
- C Pants C
- D Pants D

(1)

1.1.12 The pants that are most likely to make a short person appear taller:

- A Pants A
- B Pants B
- C Pants C
- D Pants D

(1)

1.1.13 A good example of the technological changes in clothing can be seen in ... jeans.

- A baggy
- B bootleg
- C stretch
- D ripped

(1)



Read the scenario below and use it to answer QUESTIONS 1.1.14 and 1.1.15.

The Brian family has seven members with four of them still at school. They often entertain over weekends and are very active in sports.

[Own text]

- 1.1.14 The efficient way that the family can use the washing machine to save non-human energy is by ...
- A using a hot-water cycle.
  - B washing every day.
  - C washing full loads.
  - D washing single items.
- (1)
- 1.1.15 The most suitable washing machine for this family will be a/an ...
- A 11 kg top loader.
  - B 7 kg front loader.
  - C 3 kg twin tub.
  - D 5 kg washer-drier.
- (1)
- 1.1.16 ... control assists businesses in producing products of the required standards.
- A Stock
  - B Quality
  - C Financial
  - D Time
- (1)
- 1.1.17 To determine if a business has the ability to succeed, a ... must be conducted.
- A cash-flow projection
  - B product promotion
  - C market research
  - D feasibility study
- (1)
- 1.1.18 An entrepreneur must consider ... when deciding on a product to sell.
- A the availability of raw materials
  - B the label on the packaging
  - C his/her relationship with customers
  - D proper production planning
- (1)

- 1.1.19 Using ... ensures that a business is a sustainable producer.
- A cheap chemicals for cleaning
  - B affordable biodegradable packaging
  - C regenerative imported raw materials
  - D local non-renewable resources
- (1)

- 1.1.20 Musa's business is profitable because he keeps up with current trends by ...
- A hiring young workers.
  - B charging competitive prices.
  - C being active on social media.
  - D working many hours.
- (1)

- 1.2 Match the explanation in COLUMN B with the type of tax in COLUMN A. Write only the letter (A–G) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 H.

COLUMN A TYPE OF TAX	COLUMN B EXPLANATION
1.2.1 PAYE	A paid twice a year
1.2.2 Fuel levy	B paid on fast-moving non-essential goods
1.2.3 Excise duty	C deducted from a monthly salary
1.2.4 VAT	D paid on dividends
1.2.5 Provisional tax	E payable on inheritance
	F paid on petrol products
	G added to most products and services

(5 x 1) (5)

- 1.3 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.3.1 to 1.3.3) in the ANSWER BOOK.

- 1.3.1 Fashion that remains popular over a long period
- 1.3.2 Ensures that fashion is always moving and changing
- 1.3.3 Fashion that has sales that rise very fast and drop quickly (3 x 1) (3)



- 1.4 Match the function in COLUMN B with the food additive in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK, e.g. 1.4.5 G.

COLUMN A FOOD ADDITIVE		COLUMN B FUNCTION	
1.4.1	Sulphur dioxide	A	preserves the texture of food
1.4.2	Sodium benzoate	B	preserves processed meats
1.4.3	Nitrates	C	prevents the growth of mould on baked products
1.4.4	Calcium propionate	D	prevents browning of dried fruits
		E	preserves the flavour of food
		F	inhibits bacterial growth in fruit juice

(4 x 1) (4)

- 1.5 Give ONE term for each of the following descriptions. Write only the term next to the question numbers (1.5.1 to 1.5.4) in the ANSWER BOOK.

- 1.5.1 The percentage added to the cost price of goods
- 1.5.2 A forecast of what could happen when the product sells poorly
- 1.5.3 The ability of a business to maintain production and sales without exhausting available cash
- 1.5.4 A document that shows the movement of money over a future period of time

(4 x 1) (4)

1.6 Select FOUR statements from the list below that apply to renting as a housing acquisition option. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.

- A The deposit can be used to cover damage to the property.
- B The tenant needs to pay an initiation fee.
- C The rental amount can fluctuate.
- D A lease agreement is signed by the tenant and the landlord.
- E The tenant needs to take out comprehensive homeowners' insurance.
- F Rent is payable in advance.
- G The landlord is responsible for maintaining the property.
- H The municipality must approve the rental. (4 x 1) (4)

**TOTAL SECTION A: 40**

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

- 2.1 Name the interest rate that is charged by the South African Reserve Bank. (1)
- 2.2 Give TWO examples of renewable sources of energy. (2)
- 2.3 Explain the following with regard to property rates and taxes charged by a municipality:
- 2.3.1 Who is responsible for the payment? (1)
- 2.3.2 How does the municipality determine the amount to be paid? (1)
- 2.3.3 What is the money used for? (1)
- 2.4 Explain how a household can reduce electricity usage when heating a home during the winter months. (5)
- 2.5 Define the term *grey goods/parallel imports*. (3)
- 2.6 Explain what it means if a product has a guarantee. (2)
- 2.7 Explain the term *inflation*. (2)
- 2.8 Compare a *stokvel* to a *multilevel/tiered-level marketing scheme* under the following subheadings:

Subheadings	Stokvel	Multilevel/Tiered-level marketing scheme
Tiered level		
Selling of products		
Payment of members		

(6)

- 2.9 State THREE ways in which consumers can assist with reducing water pollution. (3)
- 2.10 Read the statement below and answer the question that follows.

Municipalities are responsible for building and maintaining roads and providing storm-water drainage.

- Discuss the negative impact that a municipality neglecting these responsibilities has on the local community. (5)

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

Ben was approached outside a shop by a salesman selling generators. The salesman promised that the generator could run all Ben's electrical appliances. Ben went into the shop, signed the instalment sales transaction contract, paid a deposit and took the generator home. He started using it the next day and soon realised that the generator did not allow the functioning of the geyser and stove. Ben immediately took the generator back to the shop and cancelled the contract. The shop manager refused to refund Ben.

[Own text]

Analyse the response of the shop manager with specific reference to the cooling-off period and an unfair business practice.

(8)  
[40]

**QUESTION 3: FOOD AND NUTRITION**

- 3.1 Give THREE examples of common food allergens found in animal products. (3)
- 3.2 State THREE guidelines for the management of food allergies. (3)
- 3.3 Name FOUR characteristics of a person suffering from anorexia. (4)
- 3.4 State TWO advantages of adding antioxidants to food. (2)
- 3.5 Explain how gastroenteritis can be transmitted. (3)
- 3.6 Explain why almond milk is suitable for people who are lactose intolerant. (3)
- 3.7 Explain why doctors, psychologists and dieticians need to be consulted in the management of bulimia. (4)
- 3.8 Discuss the reasons why organic foods cannot help to sustain food security. (6)
- 3.9 Read the scenario below and answer the question that follows.

Many South African households provide some food for themselves by growing fruit and vegetables and having poultry in their back yard. This allows them to have sufficient fruit, vegetables and poultry for their needs. They are able to sell their excess fresh produce to generate an income.

[Own text]

- Analyse how the floods in 2022 and 2023 may have affected the food self-sufficiency of these households. (6)
- 3.10 Read the statement below and answer the question that follows.

Loadshedding may increase the risk of obesity.

[Adapted from [Moneyweb.co.za](https://www.moneyweb.co.za), July 2022]

Justify the statement above.

(6)  
**[40]**

**QUESTION 4: CLOTHING**

- 4.1 Define the following terms:
- 4.1.1 Fashion (2)
- 4.1.2 Dress code (2)
- 4.2 Explain the meaning of *organic textiles*. (2)
- 4.3 Describe why a navy blue suit is a good choice for a wardrobe for the world of work. (4)
- 4.4 Read the extract below and answer the question that follows.

**THE FAST FASHION INDUSTRY IS ONE OF THE MOST POLLUTING  
IN THE WORLD**

Rewoven is a textile-recycling start-up company. It collects textile waste from the producer and recycles it into new fabrics.

[Adapted from *News24*, October 2021]

- Discuss the positive impact that Rewoven will have on the natural and economic environment of the country if it was to be implemented all over South Africa. (4)
- 4.5 Read the extract below and answer the questions that follow.

South Africa has become a hot spot for A-grade fake replicas of clothing items, which are quite difficult to distinguish from the originals.

[Adapted from *Weekend Argus*, 4 March 2023]

- 4.5.1 Name TWO illegal clothing practices that copy original products. (2)
- 4.5.2 Discuss the impact that the buying of replica items may have on local upcoming clothing designers. (4)
- [20]**

**QUESTION 5: HOUSING AND INTERIOR**

- 5.1 Define the term *full-title ownership*. (2)
- 5.2 Explain what is an *offer to purchase*. (2)
- 5.3 Give reasons why it is cheaper to buy household appliances using cash rather than an instalment sale transaction. (3)
- 5.4 State the costs that a prospective homeowner will be responsible for before and during the building of a new house. (4)
- 5.5 Study the information of the portable one-plate gas stove below and answer the questions that follow.



- Size: 30 x 30 cm square
- Disposable, replaceable gas canister that fits on the right-hand side
- Removable top plate rim
- A firm light plastic carry case
- Automatic igniting switch
- Cash price: R333,00
- Instalment sale: R69,00 x 6 months
- Deposit: R59,00
- Payment period: 6 months

[Source: Checkers Hyper/takealot/Alva]

- 5.5.1 Calculate the total instalment sale transaction price of the portable gas stove. Show ALL calculations. (3)
- 5.5.2 Analyse how this portable one-plate gas stove:
- (a) Saves human energy (3)
- (b) Will be a useful purchase for a household (3)
- [20]**

**QUESTION 6: ENTREPRENEURSHIP**

- 6.1 List the information that should appear on a product label. (4)
- 6.2 State which TWO of the 5 Ps marketing strategies are indicated by the affordability and accessibility of a product. (2)
- 6.3 Explain why it is advantageous for a business to use locally available raw materials. (3)
- 6.4 Discuss THREE financial advantages for a business to have trained staff members. (3 x 2) (6)
- 6.5 Give FOUR consequences of poor stock control in a business. (4)
- 6.6 Read the article below and answer the questions that follow.

**EERSTE KAFEE**

Two determined women had a dream of opening their own coffee shop. They bought a used shipping container from Big Box Containers to make their dream a reality. The shipping container was already fitted with solar panels, a gas stove and recycling bins.

Stellenbosch is a very popular tourist destination. They found an affordable location in the parking area close to three schools and on the way to the University of Stellenbosch.

They serve different types of coffees, snacks, light meals and coffee beans. They bake the giant muffins they are famous for and all their other products on the premises. They offer a sit-down or take-away option. They use reusable or biodegradable take-away cups and containers. Regular customers are offered loyalty cards.

[Adapted from Big Box Containers]

- 6.6.1 Identify the target market of Eerste Kafee. (2)



- 6.6.2 Explain the advantages of using a container from Big Box Containers as a coffee shop. (4)
- 6.6.3 List ways in which the business may appeal to consumers. (4)
- 6.6.4 Read the information below and answer the question that follows.
- The total cost to make 24 giant muffins is R300,00. 60% profit mark-up is added.
- Calculate the selling price of ONE giant muffin. Show ALL calculations. (3)
- 6.6.5 Analyse ways in which the business applies sustainable production and consumption principles. (8)

**[40]**

**TOTAL SECTION B: 160**  
**GRAND TOTAL: 200**