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NATIONAL SENIOR CERTIFICATE EXAMINATION NOVEMBER 2022

# CONSUMER STUDIES

**EXAMINATION NUMBER** 

Time: 3 hours

200 marks

# PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

- 1. This question paper consists of 36 pages. Please check that your question paper is complete.
- 2. This paper is divided into four sections:

**SECTION A:** Food and Nutrition and Consumer-related Issues **SECTION B:** Clothing and Consumer-related Issues **SECTION C:** Housing and Furnishings and Consumer-related Issues **SECTION D:** Extended Writing Response

- 3. Read the questions carefully.
- 4. Answer ALL the questions on the question paper and hand this in at the end of the examination. Remember to write your examination number in the space provided on the question paper.
- 5. The marks allocated to each question will indicate the detail required.
- 6. Calculators may be used.
- 7. It is in your own interest to write legibly and to present your work neatly.
- 8. TWO blank pages (pages 35–36) are included at the end of the paper. If you run out of space for a question, use these pages. Clearly indicate the number of your answer should you use this extra space.

### Allocation of marks

Q1	Q2	Q3	Q4	Q5	Q6	Q7	<b>Q</b> 8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Total

#### SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES

#### Spend approximately 60 minutes on this section.

#### QUESTION 1 MULTIPLE CHOICE

Choose the most correct answer to each of the following questions. Write only the letter of your choice in the table below.

Question	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8
Answer								

1.1 The following logo is an indication of the ... on food labels.



- A glucose intolerance
- B glycaemic index
- C glycaemic intolerance
- D glucose infusion
- 1.2 The ... provides safeguarding and recourse when consumer rights have been violated.
  - A Consumer Protection Act
  - B Consumer Profile Bureau
  - C Consumer Price Index
  - D Consumer Portfolio Services
- 1.3 To persuade a consumer to buy goods or services by promising benefits if they help the business supply goods or services to other customers can be seen as ...
  - A a pyramid scheme.
  - B an exclusion clause.
  - C an unscrupulous dealer.
  - D an unfair business practice.
- 1.4 The following additive will cause a product not to qualify for a vegan claim.
  - A Pectin
  - B Gelatine
  - C Benzoates
  - D Tartrazine

(1)

(1)

(1)

(1)

#### 1.5 The following is/are beneficial function(s) of omega-3 fatty acids.

- Reduced risk of cardiovascular disease А
- В Reduced blood pressure
- С **Reduced cholesterol**
- D A, B and C

Study the nutritional composition labels and answer Questions 1.6–1.8.

Label	Α	Label	В	Label C Nutrition Facts Serving Size 1 roti (200 g)		
Nutrition Fa	cts	Nutrition Fa	acts			
Serving Size 1 se	rving (300 g)	Serving Size	100 g			
	Per serve				Per serve	
Energy	2007 kj		Per serve	Energy	2000 kj	
	480 kcal	Energy	2032 ki		478 kca	
Protein	26.10g		486 kcal	Protein	10.40g	
Carbohydrates	41.00g	Protein	4.60g	Carbohydrates	56.00g	
Sugar	2.70g			Sugar	6.80g	
Fat	22.60g	Carbohydrates	52.00g	Fat	21.50g	
Saturated Fat	8.400g	Sugar	27.80g	Saturated Fat	7.900g	
Trans Fat	1.920g	Fat	28.90g	Trans Fat	0.200g	
Polyunsaturated Fat	3.900g	Saturated Fat	12.100g	Polyunsaturated Fat	4.100g	
Monounsaturated Fat	12.000g	Cholesterol	37mg	Monounsaturated Fat	9.500g	
Cholesterol	102mg	Fibre		Cholesterol	64mg	
Fibre	4.5g		3.7g	Fibre	9.2g	
Sodium	1056mg	Sodium	190mg	Sodium	850mg	

[Source: <https://www.fatsecret.co.za/calories-nutrition>]

1.6 Identify the label unsuitable for a person suffering from diabetes.

А	Label A	

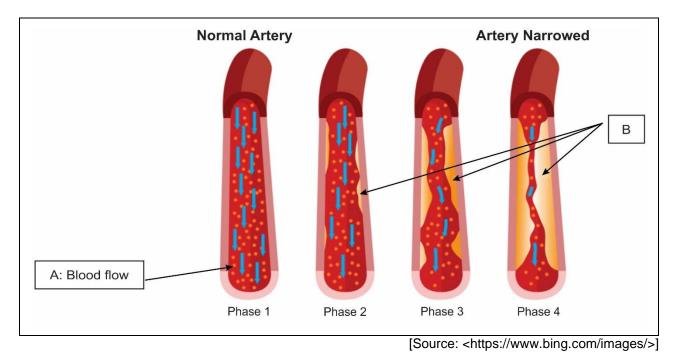
- В Label B С
- Label C
- 1.7 This product is unsuitable for a person suffering from hypertension.
  - А Label A
  - В Label B Label C

С

(1)

(1)[8]

- The ... and ... content makes label A unsuitable for a person suffering from 1.8 cardiovascular disease.
  - А saturated and trans fat
  - В saturated fat and carbohydrate
  - С trans fat and protein
  - protein and carbohydrate D



Study the picture below and use it to answer the questions that follow.

- 2.1 Identify the food-related health condition that is depicted in this picture.
- 2.2 Name the substance labelled **B** in the picture.
- 2.3 Explain TWO possible outcomes/consequences of this disease.

(2)

(4)

(2)

# **QUESTION 3**

3.1 What are *pre- and probiotics*?

3.2 Define *gastro-enteritis*.

3.3 Define *constipation*.

3.4 What is the benefit of using pre- and probiotics for the above-mentioned digestive conditions?



4.1 Explain the term *glycaemic index*.

- (3)
- 4.2 What are the health benefits of low-glycaemic diets and low-glycaemic food?

(3)

4.3 Explain the ranking of carbohydrates according to the glycaemic index.

# 4.4 What will the possible results of a diet consisting mainly of high-GI foods be?

		(4)

(2)

(2)

(1)

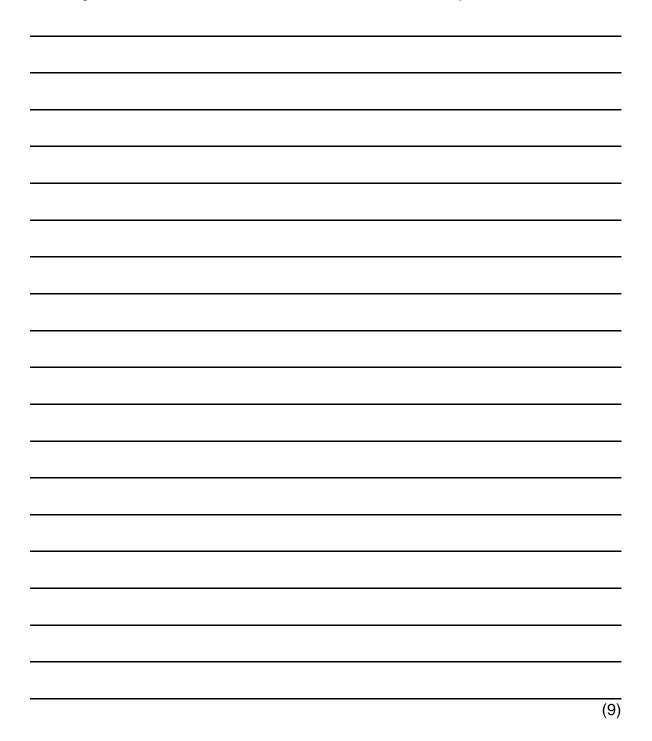
# **QUESTION 5**

5.1 Define the term *eating disorder*.

5.2 Name TWO possible causes of eating disorders.

- 5.3 Name the eating disorder most associated with binge eating, purging, and laxative abuse.
- 5.4 Critically analyse possible management strategies (treatment options) for the eating disorder identified in Question 5.3.

6.1 Evaluate why organic food production is seen as a sustainable farming method by referring to economic, environmental, and social sustainability.



# 6.2 Outline the THREE main principles of food security.

(6
Explain the negative impact of an increased CPI (Consumer Price Index) on foo security.

(3) **[18]** 

70 marks

6.3

# SECTION B CLOTHING AND CONSUMER-RELATED ISSUES

#### Spend approximately 40 minutes on this section.

# QUESTION 7 MULTIPLE CHOICE

Choose the most correct answer to each of the following questions. Write only the letter of your choice in the table below.

Question	7.1	7.2	7.3	7.4
Answer				

#### 7.1 Fashion is ...

- 1 a style of clothing.
- 2 unique and very expensive.
- 3 timeless and elegant.
- 4 exposed through media channels.
- A 1 and 2
- B 2 and 4
- C 1 and 4
- D 2 and 3

(2)

- 7.2 ... is an indirect tax charged to all clothing items during production and distribution.
  - A PAYE
  - B VAT
  - C CGT
  - D SITE

#### 7.3 The fashion choices shown below are motivated by ...



- 1 Social factors
- 2 Political factors
- 3 Environmental concerns
- 4 Economic factors
- A 1 and 2
- B 3 and 4
- C 2 and 3
- D 1 and 4

(2)

### 7.4 What would be the motivation for a person to wear the clothing items below?



- 1 They want to appear successful.
- 2 They follow the current fashion fad.
- 3 They want to appear confident.
- 4 They want to appear to have good taste.
- 5 They appear to be very lazy.
- A 1, 2 and 3
- B 3, 4 and 5
- C 2, 4 and 5
- D 1, 3 and 4

(2) **[7]** 

State whether each sentence is TRUE or FALSE. For each FALSE statement, correct only the word(s) typed in bold print. Do not rewrite the entire sentence.

- 8.1 **Contemporary** fashion refers to new garment styles that are worn by a few fashion leaders.
- 8.2 Depression is seen as an **economic** factor that influences fashion change.
- 8.3 The natural textile, **cotton**, is environmentally unsound and should be avoided.
- 8.4 The **peak** of one fashion wave overlaps the decline of the previous wave.
- 8.5 **Brand name** clothing has a negative impact on a country's economy.



9.1 Identify the different fashion concepts shown in A–C above.

9.2 Define the fashion concepts as identified in Question 9.1.

(3)

'In psychology, a first impression is the event when one person first encounters another person and forms a mental image of that person.'

[Source: <https://en.wikipedia.org/wiki/First\_impression\_(psychology)>]

10.1 Why is the above-mentioned statement true when dressing for a work interview?

(4)

10.2 List FIVE clothing tips for dressing for an interview.

(5)

(2)

10.3 State TWO things to avoid when creating a professional clothing look.

10.4 Evaluate the wearing of a uniform to work.



'Even though it could be easier to think that this trend emerged from a nature-lovers club, the truth is eco-friendly culture has influenced well-known fashion brands such as Nike and Adidas, and also famous fashion designers like Giorgio Armani and Prada, to tailor their clothing collections following the eco-fashion principles.'

[Source: <https://www.modadel.com/eco-fashion-fashion-trends-and-environment/>]

11.1 What is *eco-fashion*?

(2)

(4)

11.2 List FOUR conditions a clothing item must satisfy to be classified as eco-fashion.

11.3 What role do celebrities/fashion leaders play in the promotion of eco-fashion?

(5) [**11**]

50 marks

#### SECTION C HOUSING AND FURNISHINGS AND CONSUMER-RELATED ISSUES

#### Spend approximately 40 minutes on this section.

# QUESTION 12 MATCH THE COLUMNS

Choose the most suitable description in Column B for the property buying cost in Column A. Write only the letter of your choice in the table below.

Question	12.1	12.2	12.3	12.4	12.5
Answer					

Pro	Column A perty buying cost		Column B Description
12.1	Deposit	Α	This is an amount agreed upon when the purchaser wants to move in before registration of the property
12.2	Occupational rent	В	These fees are paid for the registration of the mortgage loan and property title.
12.3	Initiation fee	С	These taxes are paid to transfer the property from the seller to the buyer.
12.4	Property tax	D	A percentage of the cost price of the home, payable by the buyer.
12.5	Deeds office fees	Е	Fee based on the market value of the property and used for municipal services.
		F	A once-off fee is payable to the bank after approval of the loan.
		G	These payments are made to the conveyancer for overseeing the transfer process.

[5]

Study the line graph below and use it to answer the questions that follow.



13.1 What is meant by the term interest rate?

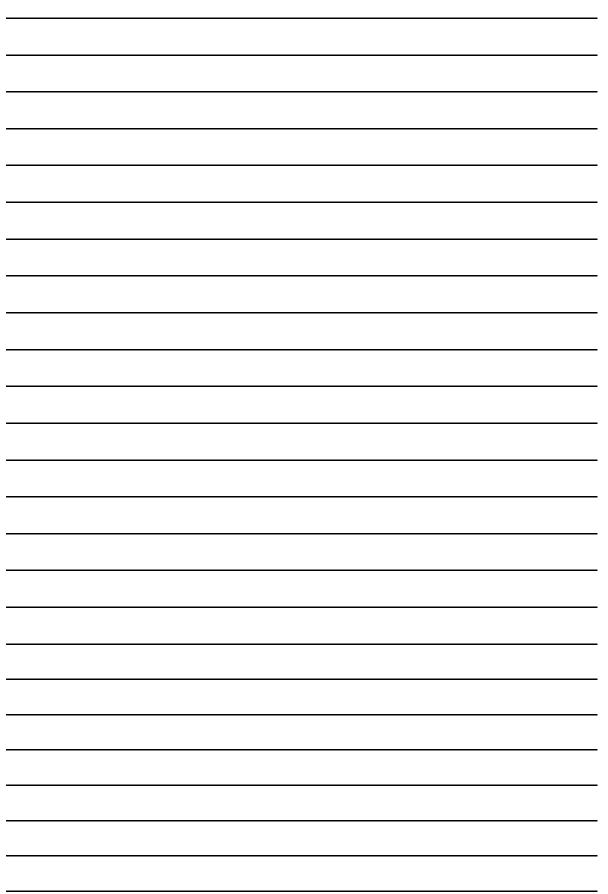
increase in first-time buyers was noted.

(2)

13.2 Identify TWO differences between fixed and variable interest. Tabulate your answer as shown below.

Fixed interest	Variable interest

13.3 Justify the increase in first-time house buyers from May to July, by referring to the benefits of homeownership.



13.4 Predict the outcome for the following housing options if the interest rate continues to increase.

ng	13.4.1
(2)	
ng	13.4.2
(2)	
ing	13.4.3
(2) [ <b>20</b> ]	

Study the employment contract below and use it to answer the questions that follow.

# Employment Contract Estate Agent

The Real Estate Agent, or Property Consultant, is responsible for using their knowledge of local real estate markets to help individuals buy, sell or rent residential or commercial properties.

Duties include but is not limited to meeting with their clients to discuss their ideal property requirements and price points, overseeing open houses for sellers and showing clients properties that align with their expectations.

Responsibilities:

- Maintain a good relationship with lenders, valuers, home inspectors and escrow companies.
- Prepare necessary paperwork such as closing statements, deeds, contracts, purchase agreements and leases.
- Compile lists of real estate properties with details regarding their location, square footage and features.
- Promote sale of properties through open houses, engagement in multiple listing services and advertisements.
- Establish a network of mortgage lenders, contractors and legal attorneys to whom you can refer clients.
- Inspect condition of premises and organise for necessary maintenance or inform property owners of maintenance needs.
- Evaluate clients' financial abilities and research properties within their buying power.

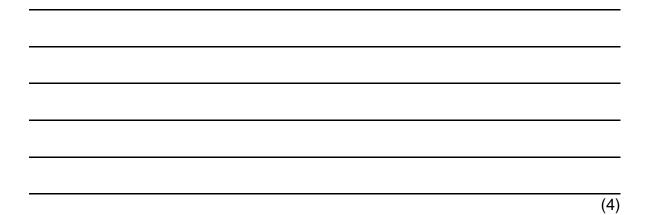
[Source: Adapted from <https://www.indeed.com/hire/job-description/real-estate-agent>]

14.1 What is an *employment contract*?

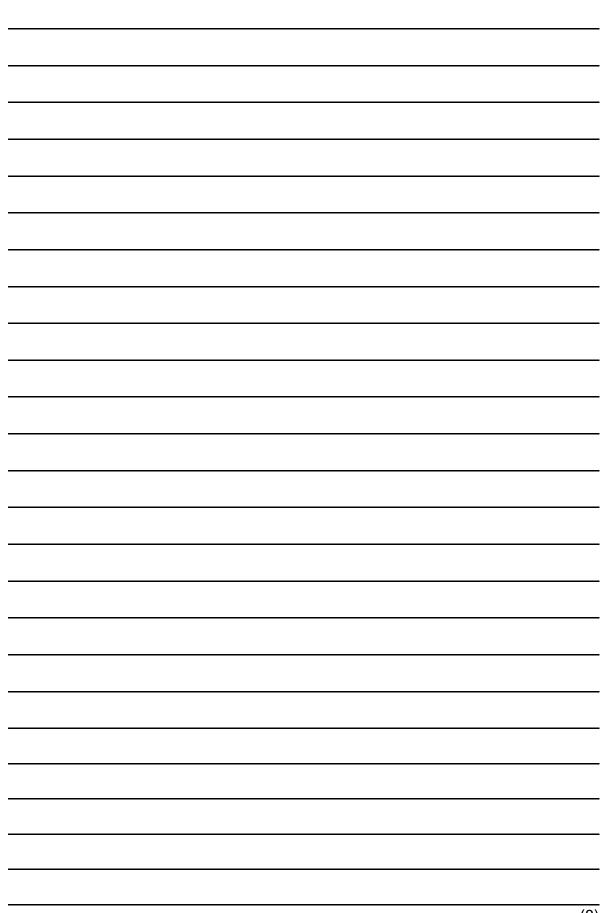
	(
.2	By law, an employment contract must include certain information to make it lega binding. State FIVE reasons why the contract on page 23 is not legal.

(5)

14.3 List FOUR other types of contracts.



14.4 Discuss the advantages of using an estate agent when buying a property.



Study the picture below and answer the questions that follow.

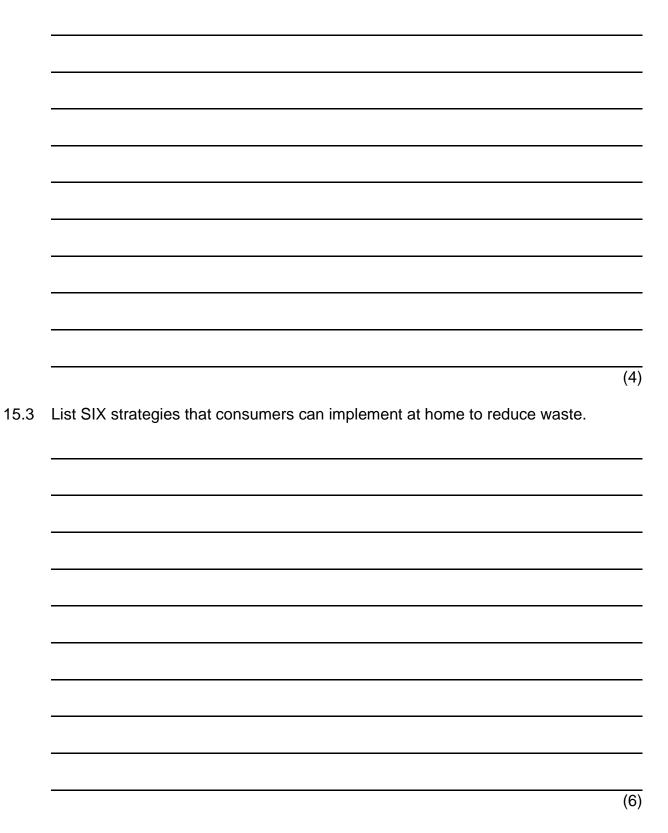


[Source: <https://friendsoftheearth.uk/>]

15.1 Identify FOUR products in this picture that can be recycled.

(4)

15.2 Explain why it is important for South African consumers to manage waste and recycling.



# 15.4 Suggest ONE creative way to reuse a plastic 2-litre bottle.

(1) **[15]** 

60 marks

#### SECTION D INTEGRATED WRITING RESPONSE

#### Spend approximately 40 minutes on this section.

### **QUESTION 16**

Read the sources below and use them to answer the question that follows.

#### Source 1

#### Fashion

Fashion trends change so quickly that it can be difficult to keep up. We don't just mean staying in the know about what celebrities and fashion icons are wearing – there's also a lot of pressure on the average consumer to purchase the latest designs in clothing.

Not everyone can afford to purchase designer clothes, which has led to a boom of brands and department stores that offer cheaper lines. These cheaper brands are examples of fast fashion, an effect of globalisation.

[Source: <https://stylevanity.com/2020/07/>]

#### Source 2

#### Housing in Europe: The Impact of Globalisation on a Once Local Issue

The European region is strongly influenced – politically, socially, and economically – by the European Union on the matter of housing. This influence is increasingly evident since globalisation, which has encouraged the free movement of capital and enterprises, heavily changed urban structures and attracted massive migration from within and outside Europe.

[Source: <https://www.socialwatch.org/sites/default/files/Eu\_SW2010\_Housing\_eng.pdf>]

### Source 3

#### The Impact of Globalisation on Food Availability and Access in Developing Countries

Globalisation has affected food systems in the world and the world's poor in so many ways.

The increased process of globalisation has had a major impact on food security around the world and with it a greater impact on and increased importance to the lives of producers and food consumers.

[Source: <https://scholar.sun.ac.za/bitstream/handle/10019.1/>]

Debate the impact of **globalisation** on **consumer behaviour**. In your argument refer to the fashion, housing, and food industries.

Study the rubric to guide your response.

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Criteria			Performance Indicators		
	6 marks	5–4 marks	3–2 marks	1 mark	0 marks
Introduction & Conclusion	An introduction with a clear and concise definition of both globalisation and consumer behaviour. The conclusion is a consolidation of all facts with a clear argument against or for globalisation.	An introduction that shows an understanding of the terminology, but only one of the terms was defined. A conclusion is present, but the facts were not consolidated OR there is no clear argument for or against globalisation.	An introduction was attempted but it shows a poor understanding of the terminology. The conclusion and consolidation of facts are attempted but lacks clarity. Either the introduction or conclusion was not attempted.	The introduction and conclusion were attempted but they are vague, lacking cohesion, rambling or repetitive.	No introduction or conclusion.
	10–8 marks	7–5 marks	4–3 marks	2–1 marks	0 marks
Effect of globalisation on the fashion, housing, and food industry	The response shows a thorough understanding of globalisation and its effect on consumer behaviour in all three industries. Advantages and disadvantages are clearly argued. No factual errors.	The response shows a good understanding of globalisation and its effect on consumer behaviour in two industries. Some advantages and disadvantages are argued. Minor factual errors.	The response shows an understanding of globalisation and its effect on consumer behaviour in only one of the industries. Vague advantages and disadvantages. Some important information is missing/incorrect.	The response shows a weak understanding of globalisation and its effect on consumer behaviour. Vague and repetitive. No advantages or disadvantages.	The response shows a poor or no understanding of globalisation or consumer behaviour.
	4 marks	3 marks	2 marks	1 mark	0 marks
Quality of the article	The article written is clear and concise. Flow is logical. Focus is consistently maintained. The use of terminology is accurate.	For the most part, the article is clear, the flow is logical, the focus is maintained, and the use of terminology is accurate. There are minor lapses.	The response has some flaws relating to clarity, reasoning, focus and terminology, which affect the quality of the article.	The article is often vague, lacking cohesion, rambling or repetitive. The terminology used is often incorrect.	The article is meaningless.



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Total: 200 marks

# ADDITIONAL SPACE (ALL QUESTIONS)

# REMEMBER TO CLEARLY INDICATE AT THE QUESTION THAT YOU USED THE ADDITIONAL SPACE TO ENSURE THAT ALL ANSWERS ARE MARKED.

