



CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 13 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
SECTION C: Housing and Furnishings and Consumer-related Issues
SECTION D: Extended Writing Response
 3. Read the questions carefully.
 4. Start **each section** on a **new** page.
 5. Number the answers exactly as the questions are numbered.
 6. Some of the sections have multiple-choice questions. Write only the question number and the correct **capital letter**, e.g. 1.1.8 A, in your Answer Book. Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.
 7. Leave an open line between all answers.
 8. Do not write in the margins; leave these blank for the recording of marks.
 9. The marks allocated to each question will indicate the detail required.
 10. Calculators may be used.
 11. It is in your own interest to write legibly and to present your work neatly.
-

SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES

Spend approximately 60 minutes on this section.

QUESTION 1 MULTIPLE CHOICE

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.

Write only the correct capital letter(s) next to the question number.

1.1 Haem iron foods are more easily absorbed by the body, especially by a person suffering from anaemia. Choose the haem iron foods from the list below:

- A red meat
- B beans
- C dried fruit
- D fish
- E chicken
- F lentils

(3)

1.2 A food ... occurs when the immune system responds to a specific food (often a protein) that is considered harmful.

- A intolerance
- B allergy
- C reaction
- D illness

(1)

1.3 Which of the following are examples of indirect tax?

- A capital gains tax
- B value-added tax
- C import duties
- D transfer duties
- E excise duties
- F income tax

(3)

1.4 A stokvel can be defined as:

- A Goods that a manufacturer or dealer does not want to sell in a particular country.
- B False and dishonest businesses transactions, linked to organised crime.
- C An unsustainable business model where members are paid to recruit new members.
- D A savings system in which members contribute a fixed amount on a regular basis.

(1)
[8]

QUESTION 2 MATCH THE COLUMNS

Match the statement in Column B to the food-borne illness in Column A.

Write only the capital letter (A–G) next to the question number.

Column A Food-borne illness		Column B Statement	
2.1	Gastro-enteritis	A	An infection of the intestines caused by poor hygiene and that could result in severe diarrhoea.
2.2	Dysentery	B	A highly contagious liver infection that is caused by a virus and is excreted in faeces.
2.3	E. coli	C	An infection causing a rise in blood pressure due to the withdrawal of sodium.
2.4	Tuberculosis	D	A bacterium found in beef and vegetables that may cause infection in the intestines.
2.5	Hepatitis A	E	A condition where glucose accumulates in the blood stream and can cause kidney failure.
		F	An infectious disease that is highly contagious and usually attacks the lungs.
		G	Inflammation of the inner lining of the stomach and small and large intestines in reaction to an infection.

[5]

QUESTION 3

- 3.1 Define the health condition *obesity*. (2)
- 3.2 Explain why type 2 diabetes is often associated with obesity. (2)
- 3.3 Name four symptoms of type 2 diabetes. (4)
- 3.4 Identify two lifestyle changes that a person can make to manage type 2 diabetes. (2)

[10]

QUESTION 4

4.1 Identify the following logo:



(1)

4.2 This logo is beneficial to people suffering from certain nutrition-related health conditions. Name two of these conditions.

(2)

4.3 Explain the health risks if food that is high in cholesterol is consumed regularly.

(4)

4.4 Identify and describe the two types of cholesterol.

(4)

[11]

QUESTION 5

Differentiate between the eating disorders *anorexia nervosa* and *bulimia nervosa* by completing the table below:

Table:

	Anorexia nervosa	Bulimia nervosa
Description	(2)	(2)
Symptoms	(2)	(2)
Management	(2)	

[10]

QUESTION 6

Read the scenario below and answer the questions that follow:

Lebo and Michaela are both two years old and are hospitalised because they presented with the following clinical features:

Lebo:

- appeared to be well-nourished or even over-nourished
- change in skin colour and hair colour (to a rust colour) and texture
- loss of muscle mass
- oedema (swelling) of the ankles, feet and belly
- flaky rash

Michaela:

- appeared to be chronically starved
- wasting, or a loss of body tissue and fat
- dry skin and brittle hair
- sunken eyes

- 6.1 Identify the malnutrition-related conditions that Lebo and Michaela are suffering from. (2)
- 6.2 Name the main cause(s) of each of these conditions. (2)
- 6.3 Advise parents on how to manage and prevent these conditions. (6)
- [10]**

QUESTION 7

Differentiate between *functional* and *nutraceutical foods* and give two examples of either one. [8]

QUESTION 8

Read the source below and answer the question that follows:

The goal of sustainable agriculture is to meet society's food and textile needs in the present without compromising the ability of future generations to meet their own needs. Practitioners of sustainable agriculture seek to integrate three main objectives into their work: a healthy environment, economic profitability, and social and economic equity. Every person involved in the food system – growers, food processors, distributors, retailers, consumers, and waste managers – can play a role in ensuring a sustainable agricultural system.

[Source: <<https://asi.ucdavis.edu/programs/ucsarep/about/what-is-sustainable-agriculture>>]

Discuss how organic foods may contribute to successful sustainable farming. [8]

70 marks

SECTION B CLOTHING

Spend approximately 40 minutes on this section.

QUESTION 9

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.

Write only the correct capital letter(s) next to the question number.

9.1 Fashion ...

- A is the general direction that a fashion style will take after it has been mass produced and sold in chain stores.
- B is a style of clothing for a specific group of people in a specific country and at a specific time.
- C is clothes that have a very short cycle, usually only one year, but will disappear quickly.
- D is garments that go out of style and is very expensive, because of the high production cost.

(1)

9.2 Select the two most suitable outfits for a work interview.

A	B
	
C	D
	

(2)

9.3 A professional appearance can be created by ...

- A wearing clothes that fit well.
- B using as many accessories as possible.
- C not wearing clothes that will offend others.
- D keeping hair and nails neatly groomed.
- E wearing provocative clothing.
- F wearing high-heeled shoes.

(3)

9.4 Self-concept is ...

- A how people picture themselves and it includes the physical, psychological and spiritual self.
- B people who are exploited and work unreasonable hours, without a job contract.
- C how people think and feel about themselves and include the physical, psychological and spiritual self.
- D the belief in oneself and your own feelings of self-worth often associated with work performance.

(1)
[7]

QUESTION 10

Match the statement in Column B to the phase of the fashion cycle in Column A.

Write only the capital letter (A–F) next to the question number.

Column A Phase		Column B Statement	
10.1	Peak	A	New fashion is presented to the market at international fashion shows.
10.2	Innovation	B	Fewer people are wearing the fashion and are looking for something new.
10.3	Obsolescence	C	Fashion will reach the height of its popularity and many people will wear it.
10.4	Rise	D	Only rich people can afford the fashion, because these styles are too expensive.
		E	The popularity of the fashion is increasing and more people are accepting and buying the fashion.
		F	The fashion cycle is now complete and garments will go out of fashion.

[4]

QUESTION 11

- 11.1 Identify the four reasons for fashion change and give two examples of each. (12)
- 11.2 State five advantages of corporate wear. (5)
- 11.3 Discuss the importance of first impressions during an interview. (5)
- 11.4 Give an example of an outfit that will make a positive first impression during an interview as a doctor at a private hospital. (4)
- 11.5 Identify and discuss the steps to follow for successful wardrobe planning. (8)
- 11.6 Choose either wardrobe A or B and analyse its suitability for a Grade 4 teacher. His/her job description includes the teaching of Physical Education (PE).



(5)
[39]

50 marks

SECTION C HOUSING AND FURNISHINGS AND CONSUMER-RELATED ISSUES

Spend approximately 40 minutes on this section.

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions.

Write only the correct capital letter(s) next to the question number.

QUESTION 12

12.1 Identify the monthly payments the homeowner must pay to the local municipality.

- A water
 - B levy
 - C mortgage
 - D refuse removal
 - E rent
 - F sewerage
- (3)

12.2 A government housing subsidy is ...

- A a department of the government that buys and sells property.
 - B a specific housing program designed for government employees.
 - C a once-off payment to government employees for a deposit on a house.
 - D a grant to qualifying government employees for housing purposes.
- (1)

12.3 The following costs are involved in obtaining a mortgage loan/bond.

- A occupational rent
 - B inflation
 - C inspection fees
 - D deposit
 - E interim interest
 - F transfer costs
- (3)
[7]

QUESTION 13

Match the definition in Column B to the financial/contractual implications in Column A. Write only the capital letter (A–L) next to the question number.

Column A Financial/Contractual Implications		Column B Definition	
13.1	Employment contract	A	False and dishonest business transactions often linked to organised crime and targeted at anybody.
13.2	Insurance policy	B	A deposit will be paid, followed by payments over a fixed period of time. The consumer will receive the product after the contract has been signed.
13.3	Credit agreement	C	A deposit will be paid, followed by instalments over a fixed period of time. The consumer will only receive the product once the full amount has been paid.
13.4	Instalment sale	D	The manufacturer or dealer does not want to sell these goods in a certain country and they are therefore imported through unofficial channels.
13.5	Lay-by	E	After signing a contract or agreement, the consumer can change his/her mind and cancel the contract/agreement.
13.6	Cooling-off period	F	A contractual provision disclaiming liability for a particular eventuality.
13.7	Warranty	G	The employer and employee have to sign this written agreement before the employee can start working. Terms and conditions are legally binding.
13.8	Exclusion clause	H	This agreement will be between the consumer and a financial institution if the consumer does not have enough cash.
13.9	Grey goods	I	An agreement between the consumer and a specific company that will compensate for stolen or damaged goods.
13.10	Scams	J	Excessively high-priced goods and deceptive/false statements are used to market these products.
		K	A written promise that the product is reliable and free of defects, and that the consumer will be refunded or the product will be repaired if they are not satisfied.
		L	An e-mail requesting log in, verification and personal detail from a consumer.

[10]

QUESTION 14

- 14.1 Distinguish between full-title and sectional-title property ownership and give two examples of each. Tabulate your answer. (8)
- 14.2 State two advantages of owning a full-title property. (2)
- 14.3 Explain the relationship between inflation, interest and a home loan. (6)
- 14.4 Discuss the contractual responsibilities when renting property. (5)
- [21]**

QUESTION 15

- 15.1 Outline the criteria for buying energy-efficient household appliances. (3)
- 15.2 Predict the possible environmental impact if consumers do not take energy efficiency into account when buying household appliances. (4)
- [7]**

QUESTION 16

- 16.1 Explain the following transfer costs when buying a property.
- 16.1.1 Transfer duty (2)
- 16.1.2 Conveyance fees (2)
- 16.1.3 Deeds office fees (2)
- 16.2 Justify the important role an estate agent plays when buying a home/property. (4)
- 16.3 Critically analyse how the role of the estate agent has changed with the introduction of social media. (5)
- [15]**

60 marks

SECTION D EXTENDED WRITING RESPONSE

Spend approximately 40 minutes on this section.

QUESTION 17

Style that's sustainable: A new fast-fashion formula

Stylish, affordable clothing has been a hit with shoppers. Now companies are trying to reduce their social and environmental costs.

Fast fashion is the term used to describe clothing designs that move quickly from the catwalk to stores to meet new trends. The collections are often based on designs presented at Fashion Week events. Fast fashion allows mainstream consumers to purchase trendy clothing at an affordable price.

Fast fashion became common because of cheaper clothing, an increase in the appetite for fashionable clothing, and the increase in consumers' purchasing power. Because of all this, fast fashion is challenging new fashion lines that are introduced on a seasonal basis by traditional fashion houses. In fact, it's not uncommon for fast-fashion retailers to introduce new products multiple times in one week to stay on trend.

The early 21st century has been good to the apparel industry. Thanks to falling costs, streamlined operations, and rising consumer spending, clothing production has increased drastically in the past decade and the number of garments purchased each year by the average consumer has increased significantly year on year. Fast fashion has been a particularly hot segment and a source of enviable growth for some clothing companies. By compressing production cycles and turning out up-to-the-minute designs, these businesses have enabled shoppers not only to expand their wardrobes but also to refresh them quickly. Across nearly every apparel category, consumers keep clothing items about half as long as they did 15 years ago. Some estimates suggest that consumers treat the lowest-priced garments as nearly disposable, discarding them after just seven or eight wears.



[Adapted from: REMY, N., E. SPEELMAN and R. SWARTZ. (2016). Style that's sustainable: A new fast-fashion formula. Available at: <www.mckinsey.com/business-functions/sustainability/our-insights/style-that-s-sustainable-a-new-fast-fashion-formula> Accessed January 2020]

Using the article above as well as your own knowledge, discuss the impact of fast fashion on the environment and local economies, and formulate strategies to reduce the impact.

Study the rubric to guide your response.

Criteria	Performance Indicators				
	6 marks	4-5 marks	2-3 marks	1 mark	0 marks
Impact of fast fashion on the environment and local economies.	Response shows a thorough understanding of the impact of fast fashion on both the environment AND local economies. No factual errors.	Response shows a good understanding of the impact of fast fashion on both the environment AND local economies. Minor factual errors.	Response shows an understanding of the impact of fast fashion on either the environment OR local economies. Some important information is missing/incorrect in one or the other.	Response shows weak understanding of the impact of fast fashion on both the environment AND local economies. Some important information is missing/incorrect in both.	Response shows a poor or no understanding of the impact of fast fashion on both the environment and local economies.
Strategies to reduce the impact of fast fashion on the environment and local economies.	Response provides at least 5 effective and clear strategies to reduce the impact of fast fashion on both the environment AND local economies.	Response provides at least 4 strategies to reduce the impact of fast fashion on both the environment AND local economies. Some lack of appropriateness, clarity or detail.	Response provides at least 3 strategies to reduce the impact of fast fashion but they are flawed in their effectiveness and clarity with regard to the environment and/or local economies.	Response attempts to provide strategies to reduce the impact of fast fashion but they are mostly inappropriate or vague with regard to the environment and/or local economies.	Response provides no strategies that would be effective.
Use of information			2 marks Information in the article well integrated with own knowledge.	1 mark Integration of information in the article with own knowledge was attempted.	0 marks Information in the article was not used.
Quality of the discussion	4 marks Discussion is clear and concise. Flow is logical. Focus is consistently maintained. Use of terminology is accurate.	3 marks For the most part, the discussion is clear, the flow is logical, the focus is maintained, and the use of terminology is accurate. There are minor lapses.	2 marks Response has some flaws relating to clarity, reasoning, focus and terminology, which affect the quality of the discussion.	1 mark Discussion is often vague, lacking cohesion, rambling or repetitive. Terminology used is often incorrect.	0 marks The discussion is meaningless.
Presentation			2 marks Response is organised with well-constructed paragraphs, an engaging introduction and clear conclusion. Language and tone are appropriate. Minor flaws are evident.	1 mark Response is organised but flawed in several respects.	0 marks Response is flawed in all or almost all aspects of presentation.

20 marks

Total: 200 marks