

CONSUMER STUDIES

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 18 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. 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 them 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.
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SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES**QUESTION 1 MULTIPLE CHOICE**

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions – write the question number and the correct capital letter(s) in your Answer Book.

1.1 Read the clinical features listed below.

- Failure to grow
- Wasting muscles
- Localised oedema
- Protuberant (bulging) belly
- Enlarged fatty liver
- Low serum proteins

They are characteristic of a child with:

- A AIDS
- B Anaemia
- C Kwashiorkor
- D Marasmus

(1)

1.2 A child with the clinical features listed in Question 1.1 is suffering from a deficiency of which nutrient?

- A Vitamin C
- B Carbohydrates
- C Phosphorous
- D Protein

(1)

1.3 Select the combination of facts that apply to organic food:

- (i) Free of genetically modified organisms.
- (ii) Usually cheaper and more plentiful.
- (iii) Production costs may be lower.
- (iv) Free of harmful chemicals and pesticides.
- (v) More labour-intensive.

- A (i), (ii), (v)
- B (ii), (iii), (v)
- C (i), (ii), (iv)
- D (i), (iv), (v)

(2)

1.4 Select the combination of facts that are true of lactose intolerance:

- (i) Stomach pain and bloating occur due to bacteria in the colon fermenting as a result of undigested lactose.
- (ii) The person cannot digest the sugar (lactose) in milk due to a deficiency of the enzyme, protease.
- (iii) Cheese and yoghurt can be consumed as the lactose has been converted to lactic acid.
- (iv) Lactose intolerance occurs when the body mistakes an ingredient in food as harmful and creates a defence mechanism.

- A (i) and (iii)
- B (i) and (iv)
- C (ii) and (iii)
- D (iii) and (iv)

(2)

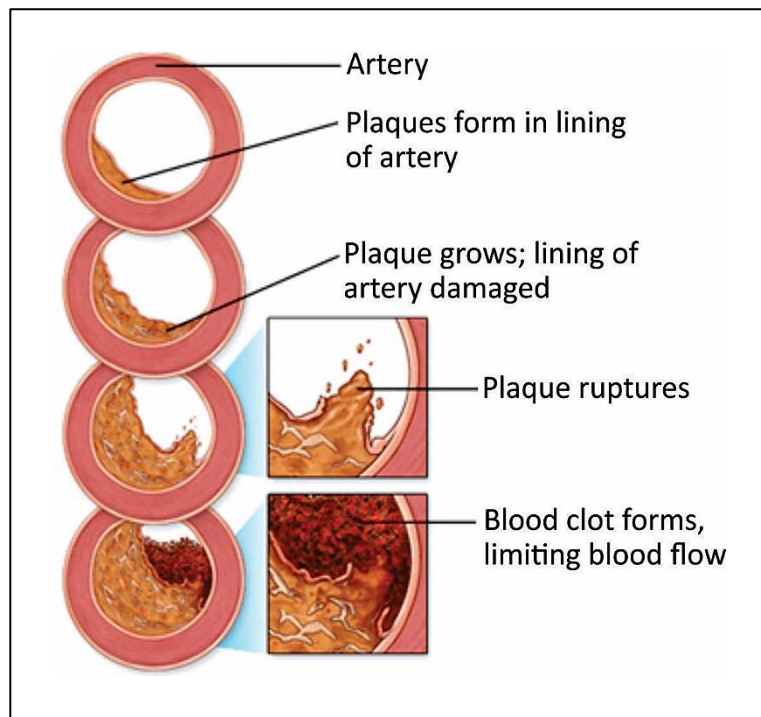
1.5 Which of the following foods should be avoided in a gluten-free diet?

- (i) Rice
- (ii) Pasta
- (iii) Soya sauce
- (iv) Tapioca
- (v) Maize meal
- (vi) Crumbed fish
- (vii) Soya beans

- A (i), (iv), (v)
- B (ii), (iii), (vi)
- C (i), (iii), (vii)
- D (ii), (v), (vi)

(2)

1.6 Identify the food-related health condition that is depicted in the picture below:



[Source. Available at: <<https://www.mayoclinic.org/diseases-conditions/>>]

- A Osteoporosis
- B Arteriosclerosis
- C Type 2 diabetes
- D Anaemia

(1)

1.7 When suffering from anaemia, which nutrient is known to promote the absorption of dietary iron?

- A Vitamin A
- B Vitamin B12
- C Vitamin C
- D Vitamin D

(1)

[10]

QUESTION 2

Study the breakfast menus below and answer the questions that follow.
(Each option may only be used once.)

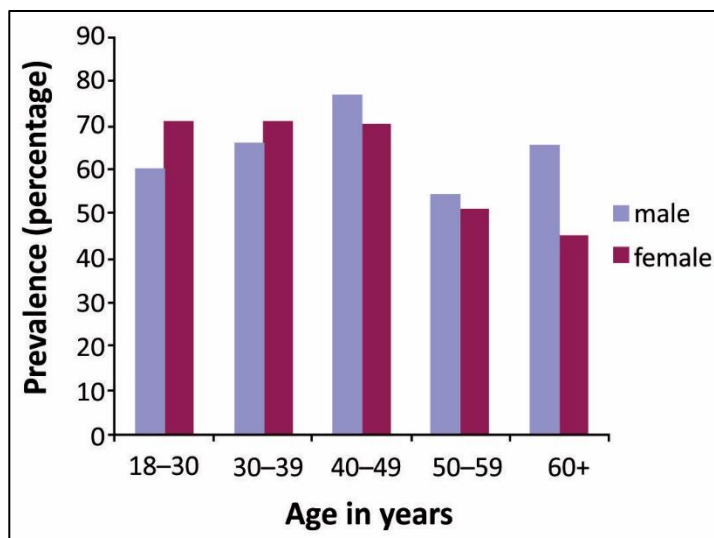
- A Fried egg, Grilled tomato, Sausage, Toast, Orange juice.
- B Boiled egg, Whole-wheat toast, Apple, Water.
- C Steamed salmon, Avocado, Whole-wheat toast, Fresh fruit salad.
- D Scrambled eggs, Hash browns (Grated potato, grated onion and salt), Streaky bacon.

- 2.1 Select the *most suitable* breakfast menu for a Type 2 diabetic. Give reasons for your choice. (6)
- 2.2 Select the *most suitable* breakfast menu for a person who is gluten intolerant. Give reasons for your choice. (2)
- 2.3 Select the *most suitable* breakfast menu for a person who has high cholesterol. Give reasons for your choice. (6)
- [14]**

QUESTION 3

Study the bar graph below to assist you in answering Questions 3.1 and 3.2.

Graph: Prevalence of anaemia according to age group



[Adapted source. Available at <<http://www.scielo.org.za/>>]

- 3.1 Identify the group with the highest incidence of anaemia. (2)
- 3.2 In comparison with the other ages, females (aged 18–39) have a higher incidence of anaemia. Give two reasons for this. (2)
- 3.3 State three noticeable symptoms of anaemia. (3)
- 3.4 Analyse the factors that will influence the bioavailability of dietary iron.
(Bio-availability is the extent to which absorption occurs.) (6)
- [13]**

QUESTION 4

Read the extract below and answer the questions that follow:

During a visit to the doctor, an individual was diagnosed with constipation. He/she experienced acute stomach-ache and cramps, bloating and nausea and had fewer than three bowel movements the past week.

The doctor prescribed probiotics and a diet high in fibre.

- 4.1 Justify why the use of probiotics might be beneficial to this individual. (4)
- 4.2 A diet high in fibre contains two types of fibre.
- 4.2.1 Differentiate between the two types of fibre. Tabulate your answer. (4)
- 4.2.2 Explain the benefits these fibres will have for the treatment of constipation. (4)
- 4.2.3 Name an example of each type of fibre. (2)
- 4.3 Nutrition-related health conditions such as high cholesterol, Type 2 diabetes and obesity will also benefit from a diet high in fibre.

Select *any two* of the above-mentioned health conditions and justify why the statement is true.

(4)
[18]

QUESTION 5

Use the cartoons below as stimuli before answering the following questions:



- 5.1 Define the term *genetically modified organism* (GMO). (3)
- 5.2 Debate whether the characters in the cartoons have any reason to be concerned about GMOs. (9)
- 5.3 Explain what makes organic food different from GMO food. (3)
- [15]**

70 marks

SECTION B CLOTHING AND CONSUMER-RELATED ISSUES**QUESTION 6 MULTIPLE CHOICE**

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions – write the question number and the correct capital letter(s) in your Answer Book.

6.1 Characteristics of a fashion fad are that ...

- (i) it is repeated at some stage.
- (ii) it suddenly appears and disappears.
- (iii) it lasts only one season.
- (iv) it is dependent on price.

- A (i), (iv)
- B (ii), (iv)
- C (i), (iii)
- D (ii), (iii)

(2)

6.2 A 70-year-old pensioner finds it increasingly difficult to pay for his/her clothing. This is because of ...

- A interest rates.
- B inflation.
- C bank charges.
- D the repo rate.

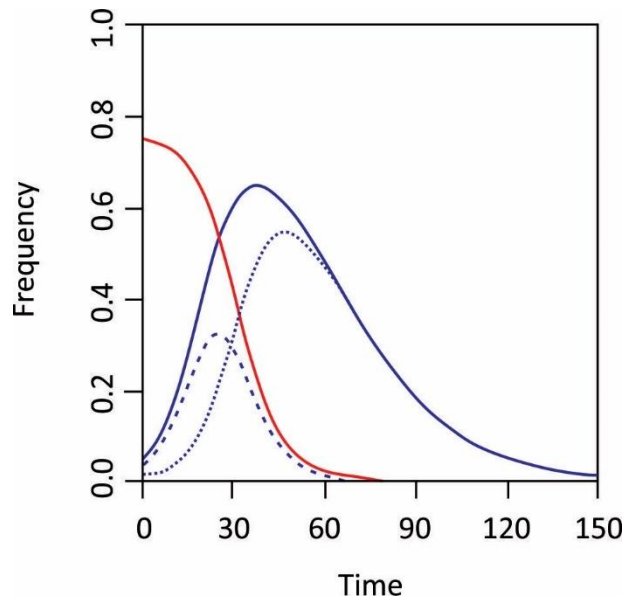
(1)

6.3 Recession is a/an ... factor that will influence fashion.

- A political
- B economic
- C technological
- D social

(1)

- 6.4 The graphs below represent overlapping waves of fashion cycles. At which two stages do fashion cycles usually overlap?



- A Introduction and rise
- B Introduction and decline
- C Peak and decline
- D Decline and obsolescence

(1)
[5]

QUESTION 7 MATCH THE COLUMNS

Match the explanation in Column B to the term in Column A.

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions – write the question number and the correct capital letter(s) in your Answer Book.

Column A Term		Column B Explanation	
7.1	First impression	A	A set of rules with regard to clothing that was created due to social perceptions and norms.
7.2	Individuality	B	A type of social influence involving a change in belief or behaviour to fit in with a group.
7.3	Conformity	C	The way a person perceives their own behaviour, abilities, and unique characteristics.
7.4	Self-image	D	The quality or character of a particular person or thing that distinguishes them from others of the same kind.
7.5	Dress code	E	The opinion that is formed when one person first encounters another person and forms a mental image of that person.
		F	The term used to describe a person's overall subjective sense of personal worth or value.
		G	The picture a person has of themselves, developed from birth through social interaction.

[5]

QUESTION 8

8.1 Define and explain the term *eco-fashion*. (6)

8.2 **'Globally, the share of women in senior management is increasing incrementally (in stages).'** – Aug 11, 2020, by Catalyst Research.

Evaluate how this change in the workplace environment influences fashion change by referring to the following factors:

8.2.1 Economic factors (4)

8.2.2 Social factors (4)

8.3 Study the pictures below and use either picture A or picture B to answer the questions that follow.



[Source. Available at:
<<https://corporette.com/>>]

[Source. Available at:
<<https://pbuy2021.ml/>>]

8.3.1 Motivate why the jacket is a smart choice for a basic item for a working wardrobe. (4)

8.3.2 By using your selected picture, suggest two accessories to add to the outfit to reflect your personality at work. (2)

8.3.3 Suggest clothing changes that could be made to her or his current look to suit an informal social event after work. (4)

8.4 Planning a working wardrobe requires certain steps. Give your chosen individual six working-wardrobe planning tips. (6)

8.5 Analyse the impact of fast fashion on the natural environment. (5)

8.6 Predict five economic consequences of brand piracy. (5)

[40]

50 marks

SECTION C HOUSING AND CONSUMER-RELATED ISSUES**QUESTION 9**

Do not use the grid printed on the inside front cover of the Answer Book to answer these questions – write the question number and the correct capital letter(s) in your Answer Book.

9.1 Mortgage protection insurance is ...

- A paid to protect the house against structural damage.
- B paid to cover household content against fire and theft.
- C paid to a financial institution to cover the loan amount.
- D paid to cover hail or nature-related incidences.

(1)

Study the following advertisement and answer Question 9.2 and 9.3.

R570 000 Bond Costs ▾ ♥

2-Bedroom House for Sale in Sunset Glen

Sunset Glen, Blue Downs

[Contact agents for street address](#)

2
 1
 2
 46 m²

NO TRANSFER DUTY

[Source: <<https://www.property24.com/>>]

9.2 Transfer duty is a/an ...

- A state tax.
- B attorney fee.
- C interim tax.
- D connection deposit.

(1)

9.3 No transfer duty is payable in this case because ...

- (i) it is included in the price.
- (ii) it is a new development.
- (iii) no estate agent is involved.
- (iv) the townhouse costs less than a million.

- A (i) and (iv)
- B (ii) and (iv)
- C (ii) and (iii)
- D (iii) and (iv)

(2)

9.4 A lease agreement includes ...

- A wages and salaries of the staff.
- B the deposit and rental amount.
- C purchase price and transfer duties.
- D property rates and taxes.

(1)

[5]

QUESTION 10

Identify the type of tax an individual/company would pay in each of the following scenarios:

- 10.1 One makes a charitable contribution (exceeding R100 000,00) to an animal shelter in pursuit of their philanthropic (seeking to promote the welfare of others) goals. (1)
 - 10.2 One disposes of an asset and makes a profit. A change of ownership of the asset takes place. (1)
 - 10.3 All consumers pay this tax, regardless of their income. (1)
 - 10.4 Paid by consumers on non-essential items such as tobacco and alcohol. (1)
 - 10.5 This tax is levied on all goods and services that legally enter the country. (1)
- [5]**

QUESTION 11

Study the advertisements A to D below to guide your response to Questions 11.1 and 11.2.

HOUSING OPTION A**R 7 300****2-Bedroom Apartment / Flat to Rent in Douglasdale**

70 Niven Avenue, Douglasdale, Sandton

 2 1 65 m²

AVAILABLE: 01 JUN

Sunny 2-Bedroom 1-Bathroom Apartment in Douglasdale. Immediate Occupation

The apartment is situated in a complex called Douglasgate. Both bedrooms are tiled with built-in cupboards. The main bedroom can fit a queen-sized bed and the 2nd bedroom a double bed. The living room is open plan with the kitchen and opens up onto a covered patio. The kitchen has a double sink, a big pantry cupboard and space for two appliances. Water is included in the rental and electricity is prepaid. Complex is fibre ready.

HOUSING OPTION B**R 887 999**

Bond Costs ▾

**2-Bedroom Apartment / Flat for Sale in Douglasdale**

81 Swallow Dr, Douglasdale, Sandton

 2 1 2 66 m²
2-Bedroom Apartment / Flat for Sale in Douglasdale**PRICED TO SELL**

As you enter this beautiful 2-bedroom second-floor apartment you are welcomed into a stunning kitchen with dark wood-finish cupboards. It includes a double sink and built-in oven with hob and extractor. The kitchen flows into an open-plan living area with a fabulous double-volume ceiling that gives a very spacious feeling to the area.

Both bedrooms are stylish and spacious with built-in cupboards. They share a full family bathroom that includes a modern-style bath.

The complex boasts gorgeous well-maintained gardens throughout and a communal swimming pool, a gym, clubhouse, kids' play area and braai area. There is also plenty of parking and excellent security.

HOUSING OPTION C	
R3 699 000 Bond Costs  	
6-Bedroom House for Sale in Douglasdale 20 Yvette Lane, Douglasdale, Sandton  6  4  5  1 686 m ² 	
A perfect home for an extended family or Investor's dream Magnificent property with 3 income-generating homes!! Nestled in a lush indigenous garden paradise, this property comprises a stunning 3-bedroom family home, a large cosy cottage and a self-contained loft apartment. Upon entering the main family home, one is warmly greeted into a spacious, open-plan living area adorned with newly laid cemcrete flooring. Neat kitchen with granite counter tops, ample storage space, gas stove with electric oven and convenient separate scullery. Three sizable bedrooms, with two stylish bathrooms. Large under-cover patio for relaxed entertainment, overlooking the lush garden and sparkling pool.	
HOUSING OPTION D	
R 995 000 Bond Costs  	
Vacant Land / Plot for Sale in Woodstock 23 Greatmore Street, Woodstock, Cape Town  187 m ² 	
Vacant land up for sale in popular location! Large 187 sqm vacant land. Corners York and Greatmore Street. Popular location as a short walk away from the Old Biscuit Mill. Well-maintained surrounding homes. Close to all amenities and MyCiti bus routes. Invest and create!	

[Sources: <<https://www.property24.com/>>]

- 11.1 Different housing options are available to consumers. Name and explain the housing options represented in the advertisements A–D above. (4)
- 11.2 State two costs specific to each of the options (A–D) in Question 11.1 that the consumer should be aware of when choosing a particular housing option. (8)
- 11.3 The consumer decided to build a house on the vacant plot in advertisement D. Advise them on how to choose the right builder. (6)

- 11.4 List the advantages of building your own house over buying an existing house. (6)
- 11.5 Explain the following with regard to the building of a house:
- 11.5.1 Building contract (4)
 - 11.5.2 Responsibilities of the builder (5)
 - 11.5.3 Responsibilities of the owner (5)
- 11.6 Suggest possible options for this owner to:
- 11.6.1 Start a water-wise garden (6)
 - 11.6.2 Save electricity on heating and cooling the house (6)
- [50]**

60 marks

SECTION D EXTENDED WRITING RESPONSE**QUESTION 12**

The following question featured on 'The chef's garden' blog.

THE CHEF'S GARDEN* ABOUT SHOP NOW HOME DELIVERY **BLOG** BOOK 800-289-4644

WHAT ARE FUNCTIONAL FOODS* AND WHY ARE THEY SO IMPORTANT?

Home | Blog | What Are Functional Foods and Why Are They So Important?



February 27, 2020

What are Functional Foods and Why are They so Important?

SHARE   

farmacy, functional foods, regenerative farming, the chef's garden, veggie carbs

Functional foods is a buzzword for a concept that has a long history. This term is being used for foods that can have a positive effect on a person's health – meaning food that goes beyond simply providing him or her with basic nutrition. In other words, functional foods would be ones that help to promote good health while helping to prevent disease.*

[Source: <<https://www.chefs-garden.com/blog/february-2020/what-are-functional-foods>>]

Compose a reply/response to the question asked by a consumer in this blog. Use the points below to assist you in your written response.

- Prevention of nutrient deficiencies
- Protection against disease
- Promotion of proper growth and development

Criteria	Performance Indicators				
	5 marks	4 marks	3 marks	2-1 mark	0 marks
Prevention of nutrient deficiencies.	The response shows a thorough understanding of how functional foods can probably prevent nutrient deficiencies. 3 examples of nutrient deficiencies are mentioned. No factual errors.	The response shows a good understanding of how functional foods can probably prevent nutrient deficiencies. 2 examples of nutrient deficiencies are mentioned. No factual errors.	Only 1 nutrient deficiency is mentioned. Some lack of appropriateness, clarity or detail.	Response attempts to provide some deficiencies but they are mostly inappropriate or vague.	Response provides no deficiencies where functional food may be beneficial.
Protection against nutritional diseases.	The response shows a thorough understanding of the role functional food plays with regard to the protection against nutritional diseases. 3 examples of nutritional diseases are mentioned. No factual errors.	The response shows a good understanding of the use of functional food against nutritional diseases and mentions at least 2 diseases. Minor factual errors.	The response shows an understanding of the use of functional food against nutritional diseases and mentions at least 1 disease. Some important information is missing/incorrect.	The response shows a weak understanding of how functional foods can protect against diseases. Vague with no examples.	The response shows a poor or no understanding of the role of functional foods for protection against nutritional diseases.
Promotion of proper growth and development.	The response shows a thorough understanding of the role functional foods play with regard to proper growth and development. 3 examples. No factual errors.	The response shows a good understanding of the role functional foods play with regard to proper growth and development. 2 examples. No factual errors.	The response shows some understanding of the role functional foods play with regard to proper growth and development. 1 example. Some factual errors.	The response shows a poor understanding of the role functional foods play with regard to proper growth and development. No examples. Major factual errors.	The response is meaningless.
Quality of the article.	The response is clear and concise. Flow is logical. Focus is consistently maintained. The use of terminology is accurate.	For the most part, the response 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 response is often vague, lacking cohesion, rambling or repetitive. The terminology used is often incorrect.	The response is meaningless.
Presentation			The response is organised with an appropriate title, well-constructed paragraphs, an engaging introduction and a clear conclusion. Language and tone are appropriate.	The response is organised but flawed in several respects.	The response is flawed in all or almost all aspects of the presentation.

20 marks

Total: 200 marks