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TOTAL
MARKS

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INTERNATIONAL SECONDARY CERTIFICATE EXAMINATION
NOVEMBER 2023

CONSUMER STUDIES

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 30 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 29–30) 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	Q8	Q9	Q10	Total
17	10	23	15	5	25	15	6	49	35	/200

SECTION A FOOD AND NUTRITION AND THE CONSUMER**QUESTION 1 SHORT QUESTIONS****1.1 Multiple choice**

Various options are provided as possible answers to the following questions. Choose the most correct answer to each of the following questions. Write only the letter (A–D) of your choice in the table below.

Question	1.1.1	1.1.2	1.1.3	1.1.4
Answer				

1.1.1 Symptoms of bulimia nervosa include ...

- A irrational fear of gaining weight; low blood pressure.
- B fine hair growth over cheeks; menstruation stops.
- C binge-eating; abuse of laxatives or diuretics.
- D swollen salivary glands; excessive thinness. (2)

1.1.2 A skeletal disease caused by a lack of calcium and a variety of other factors, in which bones become porous and brittle.

- A Arthritis
- B Osteomalacia
- C Osteoporosis
- D Osteosarcoma (1)

1.1.3 ... may result in developing coronary heart disease.

- A Consuming avocado pear regularly
- B Consuming meals high in saturated fat
- C Giving preference to high density lipoproteins
- D Increasing soluble fibre intake (1)

1.1.4 The following facts apply to iron deficiency anaemia.

1. A lack of intrinsic factors to absorb vitamin B₁₂.
2. Liver is a poor source of iron.
3. Vegans can suffer from it.
4. Butter and oily fish can help to increase iron absorption.
5. Blood loss is the most common cause.
6. Strawberries, guavas, and oranges can assist the absorption of iron.

- A 1, 2, 5
- B 2, 3, 4
- C 2, 4, 5
- D 3, 5, 6 (3)

1.2 Give one word/term for the following descriptions.

Write only the correct term/word in the space provided below.

- 1.2.1 The hormone that stimulates the enzymes in muscle and fat tissue to break down glucose for energy.

(1)

- 1.2.2 The substance that triggers abnormal reactions of the immune system to substances that are normally harmless.

(1)

- 1.2.3 A medical condition in which bile pigments in the blood cause yellowing of the whites of the eyes, skin, and mucous membranes.

(1)

- 1.2.4 When foods like herbs are treated with very short light and radio waves to destroy harmful organisms.

(1)

- 1.2.5 All people, at all times, have access to enough food to live a healthy, active life.

(1)

1.3 Match the columns

Choose a food additive function from Column B that best matches the food additive in Column A. Write only the letter of your choice in the table below.

Question	1.3.1	1.3.2	1.3.3	1.3.4	1.3.5
Answer					

Column A	Column B
Food Additive	Function of Food Additive
1.3.1 Gelatine	A Emulsifier
1.3.2 Citric Acid	B Antimicrobial
1.3.3 Calcium Propionate	C Stabiliser
1.3.4 Lecithin	D Bleaching agent
1.3.5 Sorbitol	E Colouring agent
	F Flavouring agent
	G Antioxidant

(5)
[17]

QUESTION 2

Read the extract below and answer the questions that follow.

Kwashiorkor

Sadly, malnutrition in infants is still common in many parts of the world. Severely affected children become very skinny, but with a swollen potbelly. This is called kwashiorkor and happens because their bodies cannot deal with fluids properly. Infants with kwashiorkor are very vulnerable – if they catch a diarrhoea bug, they quickly develop shock.

[Source: <<https://www.childhealthafrica.org/kwashiorkor>>]

2.1 Describe the causes of the malnutrition condition *kwashiorkor*.

(2)

2.2 Name TWO *additional* symptoms of kwashiorkor not mentioned in the extract.

(2)

2.3 List TWO possible complications of chronic diarrhoea for an infant.

(2)

2.4 Explain TWO nutritional tips for the treatment of acute diarrhoea.

(4)
[10]

[illegible]

3.2 Select and assess the most suitable breakfast cereal (A, B or C) for a person suffering from both gluten intolerance and obesity.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

(7)
[23]

QUESTION 4

Examine the list of food and drinks items below.

Lentil lasagne
 Potato bake
 Glass of red wine
 Toasted wholewheat cheese rolls
 Steamed broccoli
 Tinned guavas with whipped cream
 Sliced papaya

- 4.1 Recommend THREE foods/drinks from this list that would be best for a person suffering from AIDS and provide TWO valid nutritional reasons to support each choice.

Recommended food/drinks	Reasons Do <i>not</i> repeat reasons.
(1)	(2)
(1)	(2)
(1)	(2)

- 4.2 Recommend ONE food/drink item from this list that should be avoided by a person suffering from AIDS and provide TWO valid nutritional reasons to support your choice.

Food/drinks to be avoided	Reasons

(3)

- 4.3 State THREE possible benefits of nutraceutical foods for people living with HIV/AIDS.

(3)
[15]**65 marks**

SECTION B CLOTHING AND THE CONSUMER**QUESTION 5 Match the columns**

Choose the explanation from COLUMN B that matches the fashion term in COLUMN A.

Write only the letter of your choice in the table below.

Question	5.1	5.2	5.3	5.4	5.5
Answer					

Column A	Column B
Fashion term	Explanation
5.1 Style	A Novelty fashion that disappears just as quickly as it appears. B Defined by the construction lines of a garment. C Distinguishes similar items from each other according to the fabrics used. D Unique styles created by designers and introduced at fashion shows. E Overall impression of the outline, shape, and form of the garment. F Fashion that is not static and changes over time.
5.2 Haute Couture	
5.3 Silhouette	
5.4 Trend	
5.5 Fad	

[5]

6.1 Analyse the impact of distressed jeans on the natural environment.

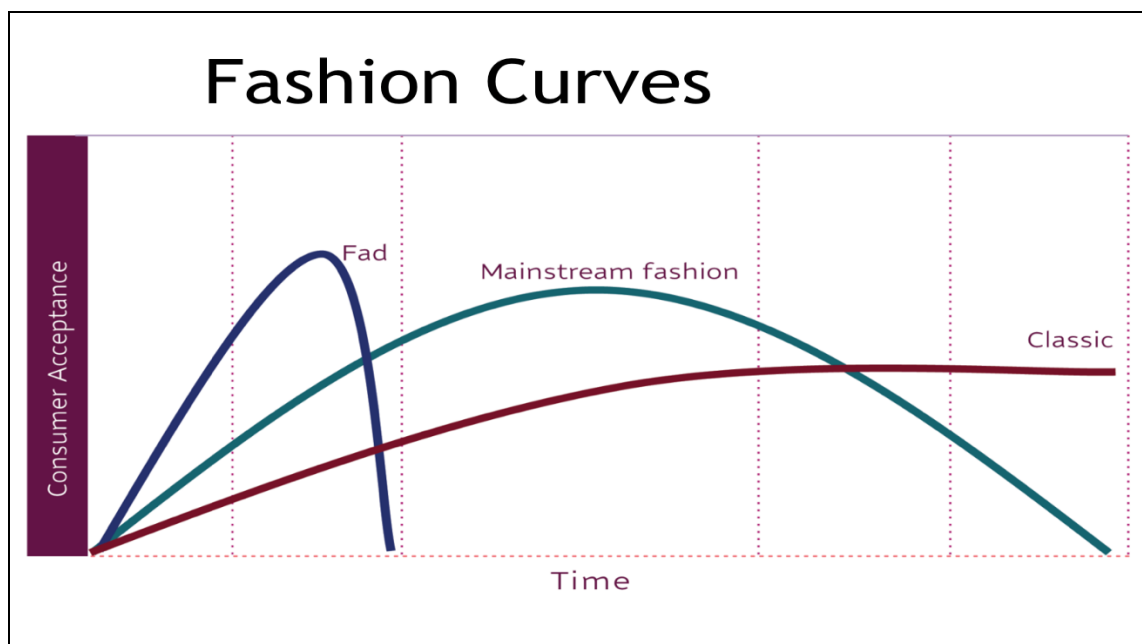
Nollywood actress, Oge Okoye, stepped out looking super stylish in a distressed jeans ensemble. She paired her distressed jeans which are made from commercially grown cotton, with a white sleeveless cape, a black leather bag and purple heels.



[Source: <<https://www.instagram.com/p/BG4C1YnI8o5/?taken-by=ogeokoye>>]

(5)

6.2 The graphic presentation below represents three different fashion cycles.



[Source: <www.behindtheleopardglasses.com>]

6.2.1 Compare these fashion cycles with regard to the aspects in the table below.

Type of fashion cycle	Time frame	Reasons for the time frame	Number of persons wearing it
Fad	(1)	(1)	(1)
Mainstream Fashion	(1)	(1)	(1)
Classic	(1)	(1)	(1)

[illegible]

[25]

QUESTION 7

Read the article below and answer the question that follows.

COPYING IS THE HIGHEST FORM OF FLATTERY

Ethiopia: Brand piracy to play a major role in upcoming WTO talks

By: **Samuel Getachew, in Addis Ababa**

As Ethiopia aspires to join the World Trade Organisation (WTO), more international brands are taking local fake trademark users to court and winning. One major area of scrutiny by WTO members has been Ethiopia's intellectual property (IP) regime; or lack thereof. As part of its accession process, a number of issues were flagged regarding its IP regime.

Those flags stem from the common practice of brand piracy in the country.

Brand piracy is not new in Ethiopia. And with one of the fastest-growing economies in the region, there has been a slew of knockoffs. These 'local' brands include Intercontinental Addis Ababa, ZARA, KKFC (Kaptain K Fried Chicken) and Kaldi's. A growing number of international brands have been looking to invest in Ethiopia as a result of its economic trajectory in recent years. But with local businesses profiting from the country's weak intellectual property rights protections, some international investors have stayed away.

Experts also see it as problematic that international intellectual brand property is not enforced in Ethiopia because it can tarnish the brands' reputations.

Though the practice of brand piracy is fading in the hospitality sector, **it's becoming common in the apparel sector** with brands such as Puma, Nike and Adidas being slapped on made-in-Ethiopia products, manufactured from lower-quality materials and cheap made-in-China imports with fake branding.

This is believed to be the strategy for many: not spending much on branding or marketing, and not incurring costs for brand promotion, but reaping the benefits of established products.

[Source: <<https://www.theafricareport.com/61566/ethiopia-brand-piracy-to-play-a-major-role-in-upcoming-wto-talks>>]

7.1 Define the term *brand piracy*.

(3)

7.2 'Brand piracy has a drastic effect on the clothing industry, the natural environment, and in turn, the economy.'

Evaluate this statement using the article as a guide.

[illegible]

(12)
[15]

45 marks

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER**QUESTION 8****8.1 Multiple choice**

Various options are provided as possible answers to the following questions. Write only the letter (A–D) of your choice in the table below.

Question	8.1.1	8.1.2
Answer		

8.1.1 According to the ... you may legally cancel a purchase made through direct marketing within five business days.

- A Consumer forum
 - B Consumer Protection Act/Law
 - C Competition Commission Act/Law
 - D National Credit Act/Law
- (1)

8.1.2 A written promise to repair or replace an article if it breaks is called a ...

- A extended guarantee.
 - B guarantee.
 - C warranty.
 - D insurance.
- (1)

8.2 Identify Items

Which of the following are characteristics of parallel imports? Write only the letters of your choices in the line below.

- A They may not be sold by approved dealers.
- B They may carry a warranty provided by the manufacturer.
- C They are authorised to be sold only by the manufacturer.
- D They may enter a country through unauthorised distribution channels.
- E The seller is not always obliged to repair faulty goods.
- F They may be exempted from import duties.
- G They may be sold at a lower price than authorised imports.

(4)
[6]

QUESTION 9

Read the scenario below and answer the questions that follow.

Nquba and Utoni Wambui have been married for eighteen years and have always lived in rented accommodation. They are currently in the market for their first home and are extremely excited about this next chapter as a family. They have two teenage daughters. At weekends they enjoy entertaining. They are considering purchasing the house advertised below:

3 Bedroom house for sale in cul-de-sac for \$2 340 000



[Source: <<https://www.property24.co.na>>]

- 9.1 What is the name of the legally binding document called that outline Mr and Mrs Wambui's interest to buy the house?

(1)

- 9.2 What is the document that must be signed by both parties prior to the transfer of the house to the Wambuis' name?

(1)

9.3 Analyse the following aspects to compare the implications of buying or renting a home.

	ASPECT	BUYING	RENTING
(a)	Ownership & investment		
		(4)	(4)
(b)	Housing security		
		(2)	(2)
(c)	Maintenance		
		(1)	(1)

- 9.4 List FOUR costs (over and above the price of the house) that Mr and Mrs Wambui would be responsible for if they decide to buy the house.

(4)

- 9.5 Mr and Mrs Wambui have completed and signed the application forms for their home loan with their local bank.

List THREE other documents they must provide to their bank when applying for a home loan.

(3)

9.6 Mrs Wambui needs a new freezer.**9.6.1 Compare the options below and analyse which one will be the best option.**

 Upright Freezer Features: Service Guarantee 1 year guarantee \$3 800 AA rating	 Chest Freezer Features: Service Guarantee 2 year guarantee \$2 500 AAA Energy rating
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[Source: <<https://www.bing.com/makro>>]

9.6.2 Give tips to the family for utilising electricity in a more efficient way for the chosen freezer.

(6)

9.6.3 Mrs Wambui decides to buy the freezer using an instalment sale credit agreement.

Evaluate this purchasing decision.

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(8)

9.6.4 State FOUR consumer responsibilities Mrs Wambui has once she buys her preferred freezer.

(4)
[49]

55 marks

SECTION D CASE STUDY**QUESTION 10**

Read the articles below. Use the information provided as well as your own knowledge to answer the questions which follow.

SOURCE A

High prevalence of obesity-related hypertension among adults aged 40 to 79 years

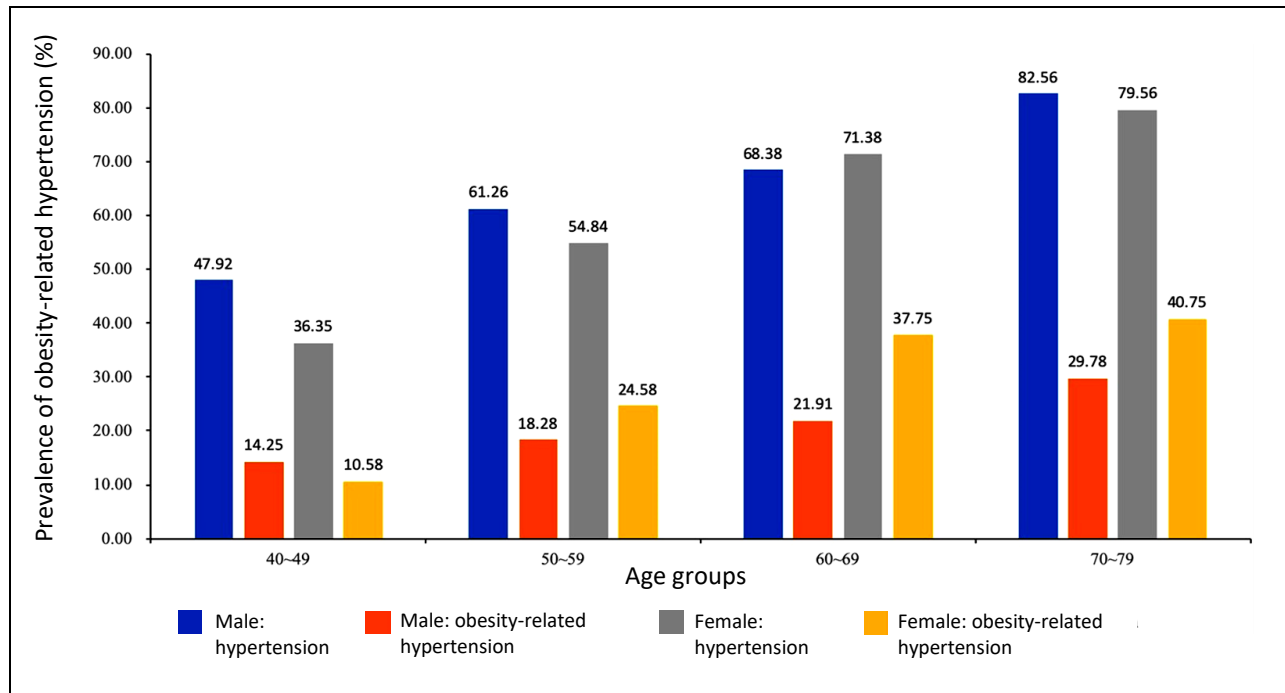
This study aimed to assess the prevalence and related factors of obesity-related hypertension among adults aged 40 to 79 years. The prevalence of obesity-related hypertension and hypertension overall (systolic ≥ 130 mmHg and/or diastolic ≥ 80 mmHg or treated hypertension) was 22,8% and 57,4% higher among all participants. Participants with obesity-related hypertension as opposed to those with non-obesity related hypertension had a higher prevalence of hypertriglyceridemia, high low-density lipoprotein cholesterolemia, diabetes, and hyperuricemia. Analysis showed that age, female gender, current smoking, hypertriglyceridemia, diabetes and family history of hypertension were all positively correlated with obesity-related hypertension, whereas higher education level and having a spouse were negatively correlated with obesity-related hypertension. Aggressive and holistic strategies aiming at the prevention and treatment of obesity-related hypertension are needed.

Hypertension is a major risk factor that leads to myocardial infarction, stroke, renal failure, and death. Obesity raises the risk of morbidity from hypertension, dyslipidaemia, diabetes, coronary heart disease (CHD), stroke and heart failure. Hypertension and obesity are both associated with increased risks of all-cause and cardiovascular mortality, and they often occur together. Socioeconomic and demographic transitions occurring in many developing countries have contributed to the burden of hypertension and obesity, and the transition of morbidity from communicable diseases to non-communicable diseases. With the rapid industrialisation and urbanisation seen in recent decades, the prevalence of hypertension and obesity has increased significantly.

[Source: Adapted from: <<https://academic.oup.com/jphsr/article/>>]

SOURCE B

Figure 1 The prevalence of hypertension and obesity-related hypertension across different age groups



[Source: Zhang, Y., Hou, L.-S., Tang, W.-W., Xu, F., Xu, R.-H., Liu, X., Liu, Y., Liu, J.-X., Yi, Y.-J., Hu, T.-S., Hu, R., Wang, T.-D. and Huang, X.-B. (2019). High prevalence of obesity-related hypertension among adults aged 40 to 79 years in Southwest China. *Scientific Reports*, 9(1). <<https://doi.org/10.1038/s41598-019-52132-6>>]

10.1 Describe the health condition *hypertension* (high blood pressure).

[illegible]

(5)

10.2 Differentiate between systolic and diastolic blood pressure.

(4)

10.3 Describe TWO possible causes of non-obesity related hypertension.

(4)

10.4 Analyse the following statement in Source A: 'Socioeconomic and demographic transitions occurring in many developing countries have contributed to the burden of hypertension and obesity'.

(10)

[illegible]

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ADDITIONAL SPACE (ALL QUESTIONS)

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

[illegible]

[illegible]