



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2013**

**CONSUMER STUDIES  
MEMORANDUM**

**MARKS:            200**

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This memorandum consists of 15 pages.

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**QUESTION 1.1**

1.1.1	<del>A</del>	B	C	D
1.1.2	A	B	<del>C</del>	D
1.1.3	A	B	<del>C</del>	D
1.1.4	A	<del>B</del>	C	D
1.1.5	A	B	<del>C</del>	D
1.1.6	A	B	C	<del>D</del>
1.1.7	<del>A</del>	B	C	D
1.1.8	A	B	C	<del>D</del>
1.1.9	<del>A</del>	B	C	D
1.1.10	A	B	C	<del>D</del>
1.1.11	A	B	<del>C</del>	D
1.1.12	A	B	C	<del>D</del>
1.1.13	A	B	<del>C</del>	D
1.1.14	A	B	C	<del>D</del>
1.1.15	A	<del>B</del>	C	D
1.1.16	A	<del>B</del>	C	D

(16 x 1)	
	16

**QUESTION 1.2**

1.2.1	Cholesterol
1.2.2	Enzymes
1.2.3	Basal metabolic
1.2.4	Iodine
1.2.5	Vitamin C/ Ascorbic acid

(5 x 1)	
	5

**QUESTION 1.3**

1.3.1	<del>A</del>	B	C	D	E	F	G
1.3.2	A	<del>B</del>	C	D	E	F	G
1.3.3	A	B	C	D	E	F	<del>G</del>
1.3.4	A	B	<del>C</del>	D	E	F	G
1.3.5	A	B	C	<del>D</del>	E	F	G

(5 x 1)	
	5

**QUESTION 1.4**

1.4.1	A	<del>B</del>	C	D	E	F	G
1.4.2	A	B	C	D	E	<del>F</del>	G
1.4.3	<del>A</del>	B	C	D	E	F	G
1.4.4	A	B	C	<del>D</del>	E	F	G
1.4.5	A	B	C	D	<del>E</del>	F	G

(5 x 1)	
	5

**QUESTION 1.5**

A
C
E
H
I

(ANY ORDER)

(5 x 1)	
	5

**QUESTION 1.6**

1.6.1	Emphasis
1.6.2	Orientation
1.6.3	Traffic pattern
1.6.4	Capital

(4 x 1)	
	4

<b>TOTAL</b>	
	<b>40</b>

**QUESTION 2: THE CONSUMER**

- 2.1 2.1.1 **CWO**  
Cash with Order. ✓ When you buy goods using the cash with order method, you pay for the goods when you order them. ✓ (2)
- 2.1.2 **COD**  
Cash on delivery. ✓ This is a method of payment for goods that are delivered to the buyer. COD allows you to pay at the time of delivery instead of having to pay upfront. ✓ (2)
- 2.1.3 **Financial Income**  
The money that a person or family receives within a specific period, ✓ e.g. salaries, wages, investments, rental income, etc. ✓ (2)
- 2.2 **Name the FOUR main factors that affect the expenditure or spending patterns of South African households.**
- Household composition ✓
  - Financial resources and disposable income ✓
  - Needs ✓
  - Location ✓
  - Preferences ✓
- (Any 4 x 1) (4)
- 2.3 **Explain what internet payments are (EFT or electronic funds transfer).**  
Internet payments refers to the:
- transfer of money from one bank account to another without using paper money. ✓✓
- OR**
- use of a personal computer for banking or Internet. ✓✓ (2)
- 2.4 **Suggest FOUR ways the Brown family could reduce their expenses.**
- The children can get less spending money per day. ✓✓
  - Mrs Brown can make lunch for them for school. ✓✓
  - Mrs Brown can spend less on jewellery, readymade meals. ✓✓
  - Mrs Brown can do her washing by hand/washing machine instead of taking it to the laundromat.
  - Mr Brown can spend less on games.
  - The children can go twice a month to the movies.
  - Any acceptable answer.
- (Any 4 x 2) (8)

**[20]**

**QUESTION 3: FOOD AND NUTRITION****3.1 Give THREE functions of fibre.**

- It absorbs water and makes stools soft and bulky. ✓
- Faeces pass quickly through colon; therefore, prevent constipation, cancer of the colon and haemorrhoids. ✓
- Fibre increases the feeling of fullness because it delays the emptying of the stomach. ✓
- Fibre helps to control ✓ the levels of blood glucose in diabetics as it slows down the entry of glucose into the bloodstream. ✓
- It plays a role in lowering blood cholesterol levels as it bind some cholesterol in the gut, preventing it from being absorbed/reducing risk of coronary heart disease.
- It keeps the digestive system healthy.
- Keep bowel movement regular.

(Any 3 x 1) (3)

**3.2 Give the effect of too much protein on the body.**

A diet that contains too much protein may result in the following problems:

- An increased risk of cardiovascular heart disease, as cholesterol and saturated fat are found in animal sources of protein (except fish).
- Obesity, as many protein-rich foods are high in fat.
- Kidney problems, as the by-products of protein metabolism are excreted via the kidneys.
- Too much protein may increase the amount of calcium that the body excretes in the urine.

(Any 3 x 1) (3)

**3.3 Complete the following table:**

<b>Vit.</b>	<b>Functions</b>	<b>Sources</b>	<b>Symptoms of deficiency</b>
<b>A</b>	<ul style="list-style-type: none"> <li>• Keeps the skin healthy ✓</li> <li>• Important for good vision ✓</li> <li>• Increase ability to see in poor light</li> <li>• Maintains epithelial lining of eyes and eyelids, lining of lungs and respiratory tract</li> <li>• Important for a strong immune system</li> <li>• Ensures normal growth and development</li> <li>• Helps with the body immune function</li> <li>• Anti-oxidant</li> <li>• Assists the body's reproductive system</li> </ul>	<ul style="list-style-type: none"> <li>• Liver ✓</li> <li>• Full cream milk ✓</li> <li>• Egg yolks</li> <li>• Yellow and dark-green leafy vegetables and fruits (for example, carrots, spinach, broccoli, mangoes)</li> <li>• Margarine</li> <li>• Butter</li> <li>• Apricots</li> </ul>	<ul style="list-style-type: none"> <li>• Most significant cause of blindness in the developing world ✓</li> <li>• Night blindness</li> <li>• Dry bumpy skin</li> <li>• Lowered resistance to infections</li> <li>• Retarded growth in children</li> <li>• Eyes become sensitive to light</li> <li>• Headaches, nausea, and vomiting</li> </ul>
	(Any 2)	(Any 2)	(Any 1)

(5)

- 3.4 **Discuss THREE guidelines for good nutrition for the elderly.**
- Four or five smaller meals are often tolerated better than three substantial meals. ✓
  - Meals and snacks should be nutrient dense, attractive and tasty. Texture is important. ✓
  - A good stock of frozen foods and foods with a long shelf life as they have difficulty getting to the shops. ✓
- (3)
- 3.5 3.5.1 **Functions of water**
- A large part of blood consists of water.
  - Blood transport O<sub>2</sub> and CO<sub>2</sub>.
  - It is the solvent in which nutrients are digested, absorbed and transported.
  - It allows waste products of metabolism to be removed through the urine and faeces.
  - It keeps skin moist and supple.
  - It lubricates joints and muscle membranes.
  - It controls the body temperature through sweat.
  - Enzymes in the digestive system are carried in the saliva (mouth), gastric juices (stomach), bile and intestinal juices through the body.
  - It protects the central nervous system
- (Any 4 x 1) (4)
- 3.5.2 **A deficiency of water**
- Concentrated urine, reduced sweating, constipation and water retention.
  - Tiredness, headaches and digestive problems
  - Dehydration
  - Dizziness
  - Weakness
  - Eventually heart failure
- (Any 3 x 1) (3)
- 3.6 **Name TWO foods (sources) that are very high in cholesterol.**
- Egg yolks ✓
  - Organ meat – liver ✓
- (2)
- 3.7 3.7.1 **Folic acid**
- It is needed for the normal development of the placenta ✓ and the foetus ✓ to prevent neural tube defects. ✓
  - It is needed for rapid development of a baby's cells and the correct development of the brain and nervous system.
  - Folic acid deficiency can lead to a miscarriage, premature birth or development of *spina bifida* (a neural tube defect) in the baby.
- (Any 2 x 1) (2)
- 3.7.2 **Vitamin B<sub>6</sub>**
- Is needed to assist with the synthesis of the non-essential amino acids needed for growth. ✓✓
- (2)

**3.8 3.8.1 Potentially hazardous ingredients**

- Chicken breasts ✓
- Cottage cheese ✓
- Cream ✓
- Cheddar cheese
- Eggs (Any 3 x 1) (3)

**3.8.2 Why the above ingredients are potentially dangerous.**

- Neutral pH ✓
- Rich in protein ✓
- Medium-high moisture content (Any 2 x 1) (2)

**3.8.3 Suggest suitable control measures that can be put in place to ensure the chicken cheesecake will be safe to eat.**

- Buy at reputable stores. ✓
- Check sell by date and use by dates. ✓
- Do not keep ingredients in hot car/transport in cooler bags. ✓
- Unpack ingredients immediately and store correctly, e.g. chicken, cheese and cream in refrigerator. ✓
- Work with clean hands/clean utensils/clean work surface/good personal hygiene. ✓
- Do not use the same unwashed chopping board for chicken and other ingredients. ✓
- Follow recipe and bake for prescribed time at prescribed temperature/dish must reach internal temperature of 72 °C. ✓
- Keep in refrigerator until the evening ✓
- Use clean hands and utensils for serving.
- Serve and remove from hot tray.
- Keep raw and cooked food apart.
- Be careful not to put food that may drip, such as raw poultry, close to other food in the shopping cart or refrigerator.
- Use one chopping board for raw meat, poultry and seafood and a separate one for vegetables. (Any 8 x 1) (8)

**[40]**

**QUESTION 4: CLOTHING**

4.1 Give advice when selecting clothing for a person with a triangular body shape.

Elements of design	Principles of design
<ul style="list-style-type: none"> <li>• Use horizontal lines above the waist and shoulder pads to create width.</li> <li>• Use dark colours and roux textures that do not attract attention to your lower body.</li> <li>• Women should wear bell-shaped skirts that skim their hips. (Any 2 x 1)</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasise your upper body</li> <li>• Avoid attracting attention to your waist and lower body</li> <li>• Apply formal balance</li> <li>• Wear long double-breasted jackets that end below the hips. (Any 2 x 1)</li> </ul>

(4)

4.2 4.2.1 **Red (with a low value)**  
Will make the figure look larger

(1)

4.2.2 **Green (with a high value)**  
Will make the figure look smaller.

(1)

4.3 **Rhythm**

4.3.1 **Explain the design principle *rhythm*.**

- It allows the eye to travel smoothly from one feature to the next.
- Rhythm creates the impression of movement.

(2)

4.3.2 **Name THREE ways how rhythm can be achieved.**

- Repetition ✓
- Progression or gradation ✓
- Alternation ✓
- Continuous line ✓

(Any 3 x 1)

(3)

Sketch	Type of balance	Effect on the body
<b>A</b>	Formal/symmetrical balance ✓	Emphasise the irregularities in the figure ✓
<b>B</b>	Informal/asymmetrical balance ✓	Camouflage the figure's irregularities ✓
<b>C</b>	Radial balance ✓	Attention will be drawn to the belt ✓

(6)

4.5 4.5.1 **Smooth textures** – reflect light ✓ and catch the eye ✓

(2)

4.5.2 **Rough textures** – absorb light, ✓ making the object less noticeable ✓  
appear darker ✓

(Any 1)

(1)

**[20]**

**QUESTION 5: HOUSING AND INTERIOR**

5.1	Type of plan	Explanation	Two advantages	Two disadvantages	
	<b>Open Plan</b>	<ul style="list-style-type: none"> <li>In an open-plan design, the bedroom and bathroom are closed rooms while the rest of the house is one large open space with one area flowing into another. ✓✓</li> <li>Open-plan provides a minimum of fixed, floor-to-ceiling partitioning and a maximum of flexible group space.</li> </ul>	<ul style="list-style-type: none"> <li>Allows maximum interaction between people ✓</li> <li>Allows a variety of activities to take place in the same room. ✓</li> <li>Creates a sense of spaciousness.</li> <li>More convenient and functional for people with disabilities.</li> </ul>	<ul style="list-style-type: none"> <li>Can be very noisy and busy ✓</li> <li>The space can look too large and empty ✓</li> <li>Lack of privacy</li> </ul>	(6)
		(Any 1 x 2)	(Any 2)	(Any 2)	

**5.2 THREE consumer responsibilities when purchasing furniture**

- Shop around and look at all possibilities. ✓
- Compare the prices of different furniture items of different stores. ✓
- Compare your budget with the price (include all hidden costs). ✓
- Read the contract and the guarantee carefully.
- Find a reputable store that you can trust.
- Draw up a budget and stick to it.
- Check how the furniture is constructed.
- Determine the store's return policy.
- Get the detail of any agreement in writing. (Any 3 x 1) (3)

**5.3 Give FOUR guidelines to consider when drawing up a lighting plan for a home.**

- Light switches should be placed on the open side of doors. ✓
- Entrances, stairs and outdoor areas should be well lit for safety purposes. ✓
- Good lighting is essential in work and reading areas. ✓
- General lighting is used together with lights above work surfaces in the kitchen.
- General lighting and bedside lamps are used in the bedrooms.
- Bathrooms should have very good general lights.
- Ceiling and wall lights provide enough light for you to walk through a room without stumbling over furniture.
- Entrances should be well lit and outside lighting should be controlled from the outside. (Any 4 x 1) (4)



5.4 Compare the properties of wood and bamboo when used in the manufacturing of furniture. Tabulate your answer as follows:

Properties	Wood	Bamboo
<b>Maintenance</b>	<ul style="list-style-type: none"> <li>Keep furniture out of direct sunlight ✓</li> <li>Always use coasters under glasses, hot cups or plates ✓</li> <li>Dust wood with a soft cloth moistened with polish</li> <li>Never use soap and water on wood furniture</li> <li>Use the same type of polish consistently</li> <li>Keep liquids away from wood</li> <li>Can be maintained easily is wood is kept from drying out (Any 2 x 1)</li> </ul>	<ul style="list-style-type: none"> <li>Lightweight, so easy to move ✓ for cleaning purposes</li> <li>Easy to clean ✓</li> <li>Dust regularly with small brush or vacuum</li> <li>Keep furniture out of rain, direct sunlight and dew</li> <li>A coating of clear varnish, shellac or lacquer can be applied</li> <li>A thin coating of liquid furniture wax applied after the new finish is completely dry – it will help to maintain the glossy finish (Any 2 x 1)</li> </ul>
<b>Impact on the environment</b>	Reusable and recyclable ✓ wood is a renewable product – forests ✓ are sustainable (2)	Grows fast and can be harvested annually ✓✓ (2)

(8)

5.5 **THREE storage principles**

- Store items in the area where they are first used. ✓
- Store items together that are used together and according to how often they are used. ✓
- Store items most often used at the most convenient heights, which is usually the height of the person using them and the weight and size of them. ✓
- Store items for easy access.
- Store items where they will be safe from damage and not a safety risk for users.
- Keep storage flexible to adjust to changing needs.
- Use all available space.
- Use versatile storage units such as adjustable shelves or loose pieces.
- Built-in storage units help to insulate a room against cold, heat or noise.
- Built-in storage units use less space because the existing walls, floor and ceiling of the room form part of the structure.
- Heavy objects should be placed close to the floor. (Any 3 x 1)

(3)

5.6 5.6.1 **THREE basic zones and where these activities take place.**

Zones	Room
(a) Rest ✓	Bedroom/Bathroom ✓
(b) Work ✓	Kitchen ✓
(c) Social ✓	Living room ✓

(6)

5.6.2 **Comment on the traffic flow upon entering the living room from outside through to the kitchen.**

- The most direct route is planned along one side of the room. ✓
- Furniture placement enhances the traffic pattern. ✓
- There is enough space to move freely, i.e. no obstructions.
- Traffic flows upon entering the living room from outside through to the kitchen. (Any 2 x 1)

(2)

5.7 **Solutions to her problem**

- Keep the furniture in proportion with the room. Avoid large, bulky pieces. ✓
- Arrange objects close to the walls to create space in the middle of the room. ✓
- Do not place an object such as a coffee table or mat in the empty space of the room. ✓
- Create harmony and feeling of spaciousness by choosing an analogous colour combination of light colours for the walls and floors.
- Paint the ceiling white and the windows and floor frames the same shade as the walls.
- A monochromatic colour scheme in pale shades is ideal.
- Use cool colours.
- A curtain rail above all the windows will create the illusion that it is one window.
- Avoid flash fabrics with large prints. Small patterns work the best.
- Use mirrors to create the illusion of spaciousness.
- Low horizontal lines have strong broadening effect on the room.
- Apply striped wallpaper horizontally instead of vertical to make a room seem broader.
- Match the size of the furniture to the size of the room. Furniture with low lines will give a feeling of space.
- Have lots of light and use up lighters to highlight the light ceiling. (Any 4 x 1)

(4)

5.8 **TWO types of line and the illusion**

Type of line	Effect
Horizontal lines ✓	Create the illusion of width ✓
Vertical lines ✓ (2)	Create the illusion of height ✓ (2)

(4)

[40]

**QUESTION 6: ENTREPRENEURSHIP**

- 6.1 6.1.1 **Target market** – is the people who will be buying your product. ✓✓ (2)
- 6.1.2 **Standardise** – consistently make something to meet the 9 specific standards of quality. ✓✓ (2)
- 6.1.3 **Product specification** – it is a written description of an item, including details about the size of the article and its appearance. ✓✓ (2)
- 6.2 **SIX core principles of marketing**
- Produce what customers want ✓
  - Analyse the competitive advantage ✓
  - Target specific markets ✓
  - Create profitable sales volumes ✓
  - Grow networks and build relationships ✓
  - Satisfy customer needs ✓ (6)
- 6.3 **Name and explain the first THREE stages of the product life cycle**
- **Introduction:** ✓ During this stage the product is new and the customers do not know it exists. ✓
  - **Growth:** ✓ Customers are starting to accept the product and sales are increasing. Profit increases with a higher demand for the product. ✓  
(Any 1)
  - **Maturity:** ✓ The demand for the product continues to grow, but at a slower rate, and eventually remains the same. Consumers have tried the product and sales now depend on an increase in the population or buying power. ✓  
(Any 1) (3 x 2) (6)
- 6.4 **FOUR ways to complete a needs analysis**
- Surveys ✓
  - Questionnaires ✓
  - Observation ✓
  - Personal interviews ✓ (4)
- 6.5 6.5.1 **Calculation**  
Breakeven point = fixed cost ÷ gross profit  
R120 ✓ ÷ gross profit ✓  
R120 ✓ ÷ R12 ✓ (R15 – R3) ✓  
Ten packets must be sold every week ✓ to cover expenses and make a profit. (6)
- 6.5.2 **Explain how calculating the breakeven point would benefit the business.**
- The minimum number of products that must be made to break even is calculated. ✓
  - The owner can then decide whether it is possible to make and sell more than this number in the specified period. ✓
  - If not, they have to reconsider. ✓ (3)

## 6.6 Practical Options

### THEORY OF FOOD PRODUCTION

#### 6.6.1 **THREE ways to prevent lump formation when preparing milk tart filling**

- Separate the starch granules before they are heated in the liquid by mixing the flour and corn flour with cold milk to a paste. ✓
- Stir the mixture continuously until it thickens and cooks. ✓
- Mix the beaten egg yolks with a little of the hot starch mixture before adding it to the rest of the pot. ✓

(3)

#### 6.6.2 **Characteristics of successful choux pastry**

- The puffs have an irregular surface
- They are golden brown
- They are tender because of the high fat content
- The centre of the puff is hollow and cavity can clearly be seen when the puff is cut open
- The cavity is dry
- They have an appetising nutty taste

(Any 3 x 1)

(3)

#### 6.6.3 **How should biscuits be packaged to keep them fresh and crisp?**

- Keep the type of biscuit and cost of the packaging in mind when planning packaging for homemade biscuits.
- Store different kinds of biscuits in separate containers.
- Store soft biscuits in airtight containers.
- Layer the biscuits with sheets of waxed paper between them so that they do not stick together.
- Store iced or filled biscuits in a single layer.
- Line cardboard with foil or plastic wrap to prevent the biscuits from absorbing a cardboard flavour.

(Any 3 x 1)

(3)

## THEORY OF CLOTHING

### 6.6.1 Transferring pattern markings to the fabric

- Mark the fabric after cutting and before removing the pattern from the cut-out sections.
- Markings show how and where garment sections should be joined. They also show where the details, such as pockets, buttons and buttonholes, should be placed.
- Use the marking method that will be most suitable for the type of fabric and the position to be marked. In Grade 10, you learnt to use dressmaker's carbon, the tracing wheel, pins and tailor's chalk.
- Use tailor's tacking for sheer and delicate fabrics and for springy or multi-coloured fabrics where other methods may not be successful.
- Use double thread and sew backstitch on the dots and the tip of darts but do not pull the loop tight.
- Leave loops between the backstitches.
- Snip the loops between the backstitches and gently pull through the paper.
- Pull the two layers of fabric apart and snip the loops.
- The thread tufts on each layer of fabric will not come out easily, so it is a good method of marking to use on garments that take a relatively long time to sew such as tailored garments. (Any 3 x 1) (3)

### 6.6.2 Characteristics of good ironing and pressing

- The original texture of the fabric is maintained.
- No shine or press marks show on a dull-textured fabric.
- No wrinkles or crinkled areas appear on a smooth-surfaced fabric.
- Seams and darts are pressed smoothly on the stitching line.
- Seams lie flat and do not pucker.
- Edges of seam allowances do not form ridges on the right side of the garment. (Any 3 x 1) (3)

### 6.6.3 Discuss how to maintain your overlocker

- Keep it free of lint and stray scraps of fabric by regularly brushing the inside with the brush provided.
- Oil parts of the overlocker as recommend in the manual.
- Change the needles if they are blunt or bent.
- Replace the knife blades when seam edges are no longer cut smoothly. (Any 3 x 1) (3)

## THEORY OF SOFT FURNISHING

### 6.6.1 THREE types of curtain headings

- Simple, gathered headings
- Penal-pleated headings
- French, triple or pinch-pleated heading
- Tab-top heading
- Cased heading
- Goblet-pleated headings
- Handmade box-pleated headings
- Scalloped cafe heading
- Eyelet heading

(Any 3 x 1) (3)

### 6.6.2 THREE factors to consider when buying fabric for cushions

- Choose durable, hard-wearing, washable fabrics for cushions that will take a lot of wear and tear.
- Look for crease-resistant, shrink-resistant and dirt-repellent fabric finishes.
- Use silk and woollen fabrics for decorative cushions.

(3)

### 6.6.3 Fabric needed

2,5 ✓ + (30 x 3) ✓ panels = 8,4 m ✓ fabric

(3)

## THEORY OF KNITTING AND CROCHETING

### 6.6.1 Abbreviations

- (a) sl – slip ✓
- (b) yrn – yarn around the needle ✓
- (c) P – Purl ✓

(1)

(1)

(1)

### 6.6.2

	Needles	Uses	
(a)	Cable needles	Prevent stitches from falling off the needle ✓	(1)
(b)	Double-pointed	These needles are used to knit circular items such as socks ✓	(1)
(c)	Point protectors	It prevents stitches from falling off and protects the points of the needles from damage when you put it down ✓	(1)

### 6.6.3 How to join yarn when crocheting

- Never use a knot to join yarn.
- When there are only a few centimetres of yarn left, place the end of the yarn along with the top stitches still to be worked.
- Join the new yarn at the end of the row.

(3)

**THEORY OF PATCHWORK QUILTING BY HAND**

6.6.1 **Reasons for cotton**

- Cotton sews easily ✓
- Washes easily ✓
- Presses easily ✓

(3)

6.6.2 **Purpose of batting**

- It gives it dimension ✓
- It gives warmth ✓
- It gives insulation ✓

(3)

6.6.3 **Importance of labelling**

- Must be informative ✓
- Provide information to the consumer ✓
- Provides information for the care of the item ✓

(3)

**[40]**

**TOTAL: 200**