



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2013

CONSUMER STUDIES

MARKS: 200

TIME: 3 hours

This question paper consists of 15 pages, including an answer sheet.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of six questions.

QUESTION	SECTION	MARKS
1	Short questions	40
2	The consumer	20
3	Food and nutrition	40
4	Clothing	20
5	Housing	40
6	Entrepreneurship	40
TOTAL		200

2. All questions are **COMPULSORY**.
3. Answer **QUESTION 1** on the **ATTACHED ANSWER SHEET** and place it at the back of your **ANSWER BOOK**.
4. Number the questions correctly according to the numbering system used in this question paper.
5. Start each question on a **NEW PAGE**.
6. A calculator may be used.
7. Pay attention to spelling and sentence construction.
8. Write in blue or black ink only.
9. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1 Various options are provided as possible answers to the following questions. Choose the answer and make a cross (X) in the block (A–D) next to the question number (1.1.1–1.1.16) on the ANSWER SHEET provided. No marks will be awarded if more than one cross (X) appears for an answer.

- 1.1.1 Sandra needs to purchase a washing machine. The one Sandra likes cost R5 000,00. She has enough money to pay for the machine in full. Which method of payment should she choose to keep her costs as low as possible?
- A Debit card
B Credit card
C Hire purchase
D Cheque for the full amount (1)
- 1.1.2 ... is a series of numbers showing how the average prices of products and services bought by consumers change over time.
- A Budget
B Economy
C Consumer Price Index
D Expenditure pattern (1)
- 1.1.3 The ... hears complaints about credit agreements and credit providers.
- A National Regulator
B National Creditor
C National Consumer Tribunal
D National Credit Act (1)
- 1.1.4 ... is used when a person wishes to invest money for a fixed period of time.
- A Call account
B Fixed-deposit account
C Money market account
D Savings account (1)
- 1.1.5 The addition of vitamins and minerals to specific foods are known as ...
- A enrichment.
B supplementation.
C fortification.
D nitrification. (1)

- 1.1.6 ... is needed for the synthesis of the hormone thyroxine.
- A Fluoride
 - B Potassium
 - C Iron
 - D Iodine
- (1)
- 1.1.7 Pregnant women should take ... to ensure the development of strong bones of the foetus.
- A calcium
 - B iron
 - C sodium
 - D fibre
- (1)
- 1.1.8 ... colours are colours that are next to one another on the colour wheel.
- A Primary
 - B Split complementary
 - C Monochromatic
 - D Analogous
- (1)
- 1.1.9 Proportion refers to the ...
- A relationship of objects.
 - B overall size of an object.
 - C visual patterns.
 - D focal points of interest.
- (1)
- 1.1.10 ... is the design element that describes the surface quality of an object which can be rough, smooth, soft and shiny.
- A Space
 - B Shape
 - C Form
 - D Texture
- (1)
- 1.1.11 ... is a process of compressing a fabric to make it shrink resistant.
- A Embossing
 - B Mercerising
 - C Sanforising
 - D Calendaring
- (1)
- 1.1.12 ... is used to weave hardwearing fabrics.
- A Satin
 - B Dobby
 - C Plain
 - D Twill
- (1)

- 1.1.13 A written guarantee to repair or replace a faulty article is known as ...
- A economy.
 - B durability.
 - C warranty.
 - D aesthetics. (1)
- 1.1.14 The term used for the number items that must be made and sold to cover all business expenses are known as ...
- A marketing strategy.
 - B marketing mix.
 - C overheads.
 - D breakeven point. (1)
- 1.1.15 The material cost of a product includes the ...
- A overheads.
 - B packaging.
 - C transport.
 - D fringe benefits. (1)
- 1.1.16 These colours create a feeling of warmth:
- A Blue and yellow
 - B Orange and red
 - C Green and purple
 - D Pink and white (1)
- 1.2 Give ONE word for the following descriptions. Write the word next to the question number (1.2.1–1.2.5) on your ANSWER SHEET.
- 1.2.1 The white, waxy fat-like substance in blood
- 1.2.2 Proteins that speed up chemical reactions in the body
- 1.2.3 The amount of energy you need to stay alive – to breathe, keep your heart pumping and digest your food
- 1.2.4 The mineral responsible for the functioning of the thyroid gland
- 1.2.5 A deficiency of this vitamin will result in scurvy (5 x 1) (5)

- 1.3 From COLUMN A, choose the design principle that matches description in COLUMN B. Make a cross (X) in the block (A–G) next to the question number (1.3.1–1.3.5) on the attached ANSWER SHEET.

COLUMN A Design element		COLUMN B Description	
1.3.1	Horizontal lines	A	It creates a sense of calmness, relaxation and informality
1.3.2	Shape	B	It can be flat or two-dimensional
1.3.3	Diagonal lines	C	It has three dimensions
1.3.4	Form	D	Influences the emotional and visual effect of a design
1.3.5	Texture	E	The area around shapes or the unoccupied area between lines
		F	Makes things appear round and continuous
		G	Creates the impression of movement and action

(5 x 1) (5)

- 1.4 Choose the symptom of deficiency that matches the nutrient in COLUMN A. Make a cross (X) in the block (A–G) next to the question number (1.4.1–1.4.5) on the attached ANSWER SHEET.

COLUMN A		COLUMN B	
1.4.1	Calcium	A	Anaemia
1.4.2	Sodium	B	Rickets
1.4.3	Iron	C	Goitre
1.4.4	Vitamin B ₁	D	Beriberi
1.4.5	Vitamin A	E	Night blindness
		F	Muscle cramps
		G	Scurvy

(5 x 1) (5)

1.5 From the list below, select FIVE P's of the marketing mix and write only the correct letters (A–J) down on your ANSWER SHEET.

- A People
- B Publication
- C Place
- D Public
- E Price
- F Projection
- G Production
- H Product
- I Promotion
- J Project

(5 x 1) (5)

1.6 Fill in the missing word/s.

1.6.1 ... in a room refers to the focal point or centre of interest.

1.6.2 ... refers to how a house is situated on a plot and the direction in which it faces.

1.6.3 ... patterns in a home refer to how people move around inside and between rooms.

1.6.4 The money needed to start a business is known as ...

(4 x 1) (4)

[40]

QUESTION 2: THE CONSUMER

2.1 Explain the following terms:

2.1.1 CWO (2)

2.1.2 COD (2)

2.1.3 Financial Income (2)

2.2 Name the FOUR main factors that affect the expenditure or spending patterns of South African households. (4)

2.3 Discuss the following payment:

Explain what internet payments are (EFT or electronic funds transfer). (2)

2.4 Read the following case study and answer the questions that follow.

The Brown family budget

Mr and Mrs Brown are working at different companies. They have two children, Michael, eight years old and Natasha, twelve years old who both attend the local school. They get R20,00 spending money every day because Mrs Brown has no time to make lunch. Mrs Brown spends most of her money on jewellery and readymade meals and takes their clothes to a laundromat.

Mr Brown spends his money on games. The children go to the cinema every Saturday.

Suggest FOUR ways the Brown family could reduce their expenses. (4 x 2) (8)
[20]

QUESTION 3: FOOD AND NUTRITION

3.1 Give THREE functions of fibre. (3)

3.2 Give the effect of too much protein on the body. (3)

3.3 Complete the following table:

Vitamin	Functions	Sources	Symptoms of deficiency
A	(2)	(2)	(1)

(5)

3.4 Discuss THREE guidelines for good nutrition for the elderly. (3)

- 3.5 Water is considered to be a nutrient as it is essential for life. Discuss the following:
- 3.5.1 Functions of water (4)
- 3.5.2 A deficiency of water (3)
- 3.6 Name TWO foods (sources) that are very high in cholesterol. (2)
- 3.7 Discuss why the following vitamins are needed during pregnancy:
- 3.7.1 Folic acid (2)
- 3.7.2 Vitamin B₆ (2)
- 3.8 Study the list of ingredients for the **Chicken Cheesecake** recipe and answer the questions that follow.

CHICKEN CHEESECAKE	
Crust	250 ml cream crackers (crushed) 90 ml margarine (melted) 2,5 ml mixed herbs
Filling	30 ml margarine 1 medium onion (finely chopped) 500 ml chicken breast pieces (finely chopped) 30–45 ml cake flour 170 ml chicken stock 180 ml dry mustard 250g cottage cheese 3 eggs separated 85 ml fresh cream Salt and pepper to taste
Top layer	15 ml margarine 6 fresh mushrooms (sliced) 30 ml cream 120 ml cheddar cheese (grated)

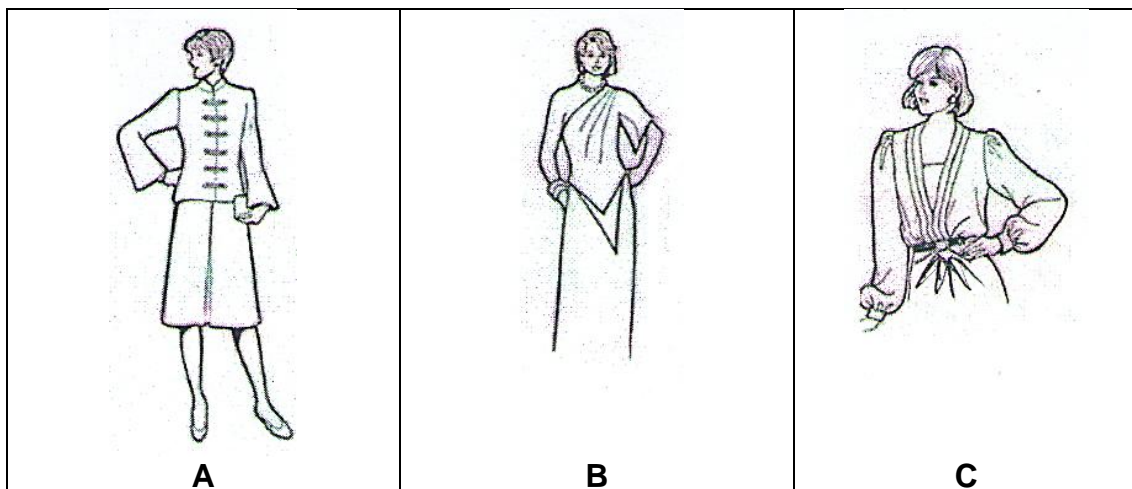
- 3.8.1 Identify the potentially hazardous ingredients in the recipe. (3)
- 3.8.2 Explain why the above ingredients are potentially dangerous. (2)
- 3.8.3 The chicken cheesecake will be served at a birthday party. The ingredients will be bought the day before and the cheesecake will be made on the morning of the party. Suggest suitable control measures that can be put in place to ensure the chicken cheesecake will be safe to eat (start with buying the ingredients and ending with serving the dish). (8 x 1) (8)

[40]

QUESTION 4: CLOTHING

- 4.1 Give advice when selecting clothing for a person with a triangular body shape. (4)
- 4.2 Discuss how the following colours will have an effect on the size of your figure:
 - 4.2.1 Red (with a low value) (1)
 - 4.2.2 Green (with a high value) (1)
- 4.3 Answer the following questions about rhythm.
 - 4.3.1 Explain the design principle *rhythm*. (2)
 - 4.3.2 Name THREE ways how rhythm can be achieved. (3)
- 4.4 Study the pictures below and answer the questions that follow.

Identify the type of balance in each of the following.



Tabulate your answer as follows:

Sketch	Type of balance	Effect on the body
A	(1)	(1)
B	(1)	(1)
C	(1)	(1)

(6)

- 4.5 “Texture” is affected by light. Discuss the effect of light on:
 - 4.5.1 Smooth textures (2)
 - 4.5.2 Rough textures (1)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 Complete the table below with reference to an open plan. Tabulate your answer as follows:

Type of plan	Explanation	Two advantages	Two disadvantages
Open Plan	(2)	(2)	(2)

(6)

5.2 List THREE consumer responsibilities when purchasing furniture. (3)

5.3 Give FOUR guidelines to consider when drawing up a lighting plan for a home. (4)

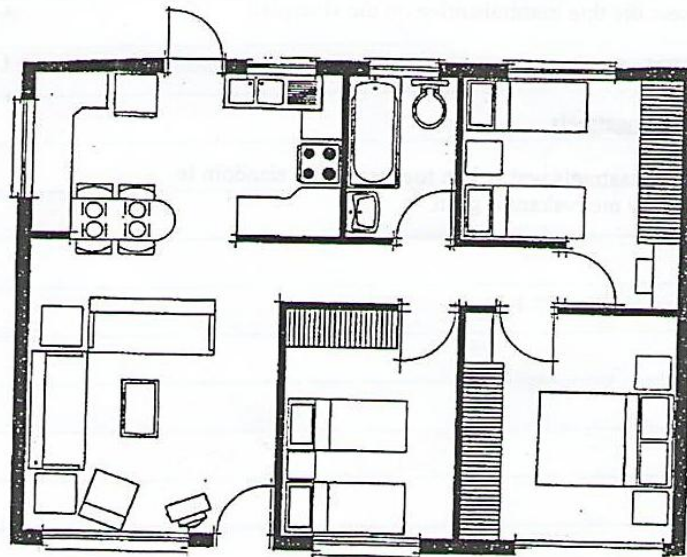
5.4 Compare the properties of wood and bamboo when used in the manufacturing of furniture. Tabulate your answer as follows:

Properties	Wood	Bamboo
Maintenance	(2)	(2)
Impact on the environment	(2)	(2)

(8)

5.5 Well-planned homes have sufficient storage for all activities that take place. Name THREE storage principles. (3)

5.6 Study the floor plan below and then answer the questions that follow.



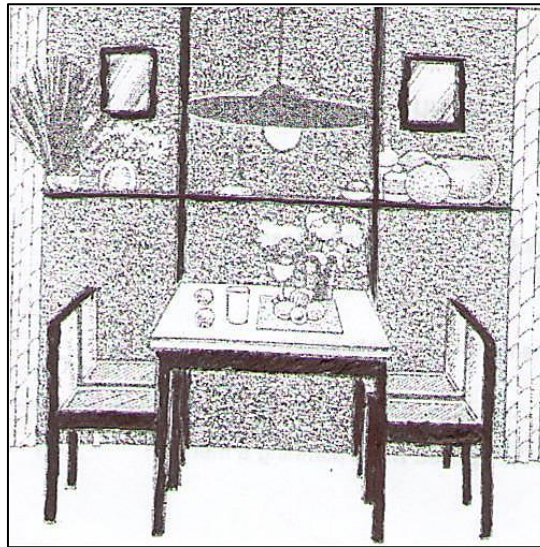
5.6.1 Name the THREE basic zones and the example of the room in this home where these activities take place. Tabulate your answer as follows:

Zones	Room
(a)	
(b)	
(c)	

(6)

5.6.2 Comment on the traffic flow upon entering the living room from outside through to the kitchen. (2)

- 5.7 Mrs Steenkamp has a problem with her bedroom. The room is very small. Suggest to her possible solutions to her problem. (4)
- 5.8 Study the sketch below and answer the questions that follow.



Identify TWO types of line and the illusion it has in the room. Tabulate your answer as follows:

Type of line	Effect
(2)	(2)

(4)
[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Explain the following:
 - 6.1.1 Target market (2)
 - 6.1.2 Standardise (2)
 - 6.1.3 Product specification (2)
- 6.2 Name the SIX core principles of marketing. (6)
- 6.3 Name and explain the first THREE stages of the product life cycle. (3 x 2) (6)
- 6.4 State FOUR ways to complete a needs analysis. (4)
- 6.5 Study the following and answer the questions that follow.
 - 6.5.1 Calculate the breakeven point for a product.
Selling price = R15,00 per pack of 4 items
Variable costs per week = R3,00
Fixed costs per week = R120,00 (6)
 - 6.5.2 Explain how calculating the breakeven point would benefit the business. (3)

6.6 Answer the question for the practical option that your school offers.

THEORY OF FOOD PRODUCTION

- 6.6.1 Name THREE ways to prevent lump formation when preparing a milk tart filling. (3)
- 6.6.2 Give the characteristics of successful choux pastry. (3)
- 6.6.3 How should biscuits be packaged to keep them fresh and crisp? (3)

OR

THEORY OF CLOTHING

- 6.6.1 Name THREE ways of transferring pattern markings to fabric. (3)
- 6.6.2 Give the characteristics of good ironing and pressing. (3)
- 6.6.3 Discuss how to maintain your overlocker. (3)

OR

THEORY OF SOFT FURNISHING

- 6.6.1 Name THREE types of curtain headings. (3)
- 6.6.2 Name THREE factors to consider when buying fabric for cushions. (3)
- 6.6.3 Calculate how much fabric you would require for the following curtain:

• Width of curtain track	400 cm
• Fabric width	300 cm
• Curtain length	2,5 m

(3)

OR

THEORY OF KNITTING AND CROCHETING

6.6.1 Write the following abbreviations in full:

- (a) sl (1)
- (b) yrn (1)
- (c) P (1)

6.6.2 Complete the following table:

Needles		Uses
(a)	Cable needles	(1)
(b)	Double-pointed	(1)
(c)	Point protectors	(1)

6.6.3 Explain how to join yarn when crocheting. (3)

OR

THEORY OF PATCHWORK QUILTING BY HAND

6.6.1 Give THREE reasons why pure cotton fabrics are best. (3)

6.6.2 What is the purpose of batting when doing quilting? (3)

6.6.3 Discuss the importance of labelling quilted articles for selling. (3)

[40]

TOTAL: 200

**CONSUMER STUDIES
ANSWER SHEET**

NAME:

GRADE 11.....

NOVEMBER 2013

QUESTION 1.1

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

(16 x 1)	16
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QUESTION 1.2

1.2.1	
1.2.2	
1.2.3	
1.2.4	
1.2.5	

(5 x 1)	5
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QUESTION 1.3

1.3.1	A	B	C	D	E	F	G
1.3.2	A	B	C	D	E	F	G
1.3.3	A	B	C	D	E	F	G
1.3.4	A	B	C	D	E	F	G
1.3.5	A	B	C	D	E	F	G

(5 x 1)	5
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QUESTION 1.4

1.4.1	A	B	C	D	E	F	G
1.4.2	A	B	C	D	E	F	G
1.4.3	A	B	C	D	E	F	G
1.4.4	A	B	C	D	E	F	G
1.4.5	A	B	C	D	E	F	G

(5 x 1)	5
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QUESTION 1.5

ANY ORDER

(5 x 1)	5
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QUESTION 1.6

1.6.1	
1.6.2	
1.6.3	
1.6.4	

(4 x 1)	4
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TOTAL		
	40	