

SMARTWIZ

GRADE11 CONSUMER STUDIES EXAM

MARKS: 100

TIME: 2 HOURS

SCHOOL _____

CLASS (eg. 4A) _____

SURNAME _____

NAME _____

MARKS	
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Instructions for Learners:

- Read all instructions carefully before you begin the exam.
- Write your full name and student number clearly on the answer sheet/book.
- Answer all questions unless otherwise instructed.
- Show all your work/calculations where necessary.
- Write neatly and clearly.
- Use only a blue or black pen. Do not use correction fluid or tape.
- Electronic devices (calculators, cell phones, etc.) are not allowed unless explicitly permitted.
- Raise your hand if you have any questions.
- Do not talk to other learners during the exam.
- Any form of cheating will result in immediate disqualification from the exam.

This exam consists of five pages, including the cover page.

SECTION A: MULTIPLE CHOICE QUESTIONS (20 marks)

Choose the correct answer and write the letter next to the question number.

1.1 What is the main purpose of a product recall?

- A) To advertise a product
- B) To inform consumers of a faulty or unsafe product
- C) To increase sales
- D) To introduce a new product

_____ (1)

1.2 Which of the following is an example of a fixed expense?

- A) Electricity bill
- B) Groceries
- C) Rent or mortgage payment
- D) Entertainment

_____ (1)

1.3 What does the term “unit price” mean?

- A) Price of the entire product package
- B) Cost per single measurement unit of a product
- C) Price after discount
- D) Price of a product with tax included

_____ (1)

1.4 Which is NOT a way to avoid impulse buying?

- A) Make a shopping list
- B) Shop when hungry
- C) Set a spending limit
- D) Compare prices

_____ (1)

1.5 What is “greenwashing” in advertising?

- A) Advertising products as environmentally friendly when they are not
- B) Using green colors in ads
- C) Offering discounts for eco-friendly products
- D) Recycling ads for new products

_____ (1)

1.6 What should you check when buying second-hand goods?

- A) Brand new packaging
- B) Product condition and authenticity
- C) Whether it's the most expensive item
- D) None of the above

_____ (1)

1.7 What is the role of the National Consumer Commission in South Africa?

- A) Protect consumers and enforce consumer laws
- B) Sell products at low prices
- C) Promote tourism
- D) Manage import-export regulations

_____ (1)

1.8 How can consumers reduce their ecological footprint when shopping?

- A) Buying disposable products
- B) Choosing products with minimal packaging
- C) Buying products from far away
- D) Using plastic bags

_____ (1)

1.9 What is a “cooling-off period” in consumer contracts?

- A) Time to decide to cancel a contract without penalty
- B) Time to pay the contract amount
- C) Time given to the seller to deliver goods
- D) Time allowed for price negotiations

_____ (1)

1.10 Why is it important to read the fine print in contracts?

- A) To find hidden fees or conditions
- B) To check font size
- C) To look for pictures
- D) It is not important

_____ (1)

SECTION B: TRUE or FALSE (10 marks)

Write TRUE or FALSE next to each statement.

2.1 Buying extended warranties always saves you money. _____

2.2 Consumers should keep all receipts and guarantees. _____

2.3 The Consumer Protection Act applies only to goods, not services. _____

2.4 It is important to check expiry dates on food products. _____

2.5 Budgeting helps you manage your money effectively. _____

SECTION C: SHORT ANSWER QUESTIONS (30 marks)

3.1 Explain the difference between needs and wants.

(4)

3.2 List four advantages of saving money regularly.

(4)

3.3 What is the purpose of product labelling?

(3)

3.4 What actions can a consumer take if they receive poor service?

(4)

3.5 Describe three factors that influence consumer buying decisions.

(6)

3.6 What are the risks of buying goods online? Provide two examples.

(3)

3.7 Name two consumer rights related to product quality and safety.

(3)

SECTION D: ESSAY QUESTIONS (40 marks)

4.1 Discuss how a consumer can effectively manage personal finances. Include budgeting, saving, and avoiding debt.

(10)

4.2 Explain the impact of advertising on consumer behaviour.

(10)

4.3 Evaluate the role of consumer education in protecting consumer rights.

(10)

4.4 Describe the importance of sustainable consumption for future generations.

(10)

END OF EXAM

TOTAL : 100

MEMO**SECTION A: MULTIPLE CHOICE QUESTIONS (20 marks)**

- 1.1 B) To inform consumers of a faulty or unsafe product
 - 1.2 C) Rent or mortgage payment
 - 1.3 B) Cost per single measurement unit of a product
 - 1.4 B) Shop when hungry
 - 1.5 A) Advertising products as environmentally friendly when they are not
 - 1.6 B) Product condition and authenticity
 - 1.7 A) Protect consumers and enforce consumer laws
 - 1.8 B) Choosing products with minimal packaging
 - 1.9 A) Time to decide to cancel a contract without penalty
 - 1.10 A) To find hidden fees or conditions
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SECTION B: TRUE or FALSE (10 marks)

- 2.1 FALSE
 - 2.2 TRUE
 - 2.3 FALSE
 - 2.4 TRUE
 - 2.5 TRUE
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SECTION C: SHORT ANSWER QUESTIONS (30 marks)

3.1 Difference between needs and wants:

- Needs are essentials required for survival (e.g., food, shelter)
- Wants are things that are desired but not necessary (e.g., designer clothes)

3.2 Four advantages of saving money regularly:

- Builds financial security
- Helps meet emergencies
- Allows for future purchases
- Reduces stress about money

3.3 Purpose of product labelling:

- Provides important information about the product
- Helps consumers make informed choices

3.4 Actions if receiving poor service:

- Politely complain to the manager
- Write a formal complaint
- Report to consumer protection agencies

3.5 Three factors influencing buying decisions:

- Price of the product
- Quality and brand reputation
- Advertising and promotions

3.6 Risks of buying goods online:

- Receiving counterfeit or poor quality goods
- Risk of fraud or identity theft

3.7 Two consumer rights related to product quality and safety:

- Right to safe and good quality products
- Right to fair value for money

SECTION D: ESSAY QUESTIONS (40 marks)

4.1 Managing personal finances:

- Create a budget to track income and expenses
- Save regularly for emergencies and goals
- Avoid unnecessary debt by spending wisely

4.2 Impact of advertising:

- Influences consumer preferences and choices
- Can create desire for unnecessary products
- Raises awareness of new products

4.3 Role of consumer education:

- Empowers consumers to make informed decisions
- Increases awareness of rights and responsibilities
- Helps prevent exploitation and fraud

4.4 Importance of sustainable consumption:

- Conserves natural resources for future use
- Reduces pollution and waste
- Supports ethical and eco-friendly products

TOTAL : 100

