

SMARTWIZ

GRADE 12 CONSUMER STUDIES EXAM

MARKS: 150

TIME: 2.5 HOURS

SCHOOL _____

CLASS (eg. 4A) _____

SURNAME _____

NAME _____

MARKS	
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Instructions for Learners:

- Read all instructions carefully before starting the exam.
- Write your full name and student number clearly on the answer sheet/book.
- Answer all questions unless otherwise instructed.
- Show all your working/calculations where required.
- Write neatly and clearly.
- Use a blue or black pen only. Do not use correction fluid or correction tape.
- Electronic devices (cell phones, computers, 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 examination consists of five pages, including the cover page.

QUESTION 1: THE CONSUMER (20 MARKS)

1.1 Define the term **consumer responsibility**. (2)

1.2 Explain **two ways** in which consumers can protect themselves against fraud. (4)

1.3 Discuss the **impact of advertising** on consumer decision-making. (6)

1.4 Case Study:

A store advertises a "Buy 1 Get 1 Free" deal on a pair of branded shoes. However, when customers arrive at the store, the price of one pair has been increased significantly. The customer ends up paying more than the original price of two pairs.

1.4.1 Identify the **unethical advertising technique** used. (2)

1.4.2 Suggest how a consumer can report such unethical behavior. (2)

1.4.3 Explain the consumer's rights that are being violated. (4)

QUESTION 2: FOOD AND NUTRITION (30 MARKS)

2.1 Define the term **nutrient-dense food**. (2)

2.2 List **three functions of proteins** in the body. (3)

2.3 Differentiate between **Type 1 and Type 2 diabetes**. (4)

2.4 Study the nutrition label and answer the questions:

Nutritional Info (per 100g):

Energy: 450 kJ Protein: 5g Carbohydrate: 18g Sugar: 12g Fat: 3g Fibre: 2g

2.4.1 Calculate the **total energy contribution** from carbohydrates. (3)

2.4.2 Assess whether this food is suitable for someone with diabetes. Give a reason. (4)

2.5 Discuss **two effects** of food spoilage on consumer health. (4)

2.6 Explain how the following methods prevent food spoilage:

2.6.1 Refrigeration (2)

2.6.2 Vacuum sealing (2)

2.6.3 Use of preservatives (2)

2.6.4 Pasteurisation (2)

QUESTION 3: CLOTHING (25 MARKS)

3.1 Define **fashion trend**. (2)

MYST PATHWORKS

3.2 Discuss the influence of **media and celebrities** on teenage fashion choices. (6)

3.3 Identify **four elements of design** and explain each briefly. (8)

Element 1: _____

Element 2: _____

Element 3: _____

Element 4: _____

3.4 Explain the term **eco-fashion** and provide one example. (3)

Example: _____

3.5 Discuss **two factors** that affect the price of clothing. (4)

3.6 Suggest **two guidelines** consumers should follow when buying quality clothing. (2)

QUESTION 4: HOUSING (25 MARKS)

4.1 Differentiate between **renting and buying** a home. (4)

4.2 List **three ongoing costs** involved in owning a home. (3)

1. _____
2. _____
3. _____

4.3 Explain the following types of home ownership:

4.3.1 Freehold (2)

4.3.2 Leasehold (2)

4.4 Suggest **three ways** in which consumers can reduce electricity costs in the home. (3)

1. _____
2. _____
3. _____

4.5 Scenario:

Lerato wants to apply for a home loan. Her gross monthly income is R18,000. The house costs R450,000.

4.5.1 Calculate the **maximum monthly repayment** she might qualify for (30% of income). (2)

4.5.2 Will she likely qualify for the loan? Motivate your answer. (3)

4.6 Discuss **two advantages and two disadvantages** of buying a home. (6)

Advantages:

1. _____
2. _____

Disadvantages:

1. _____
2. _____

QUESTION 5: ENTREPRENEURSHIP (25 MARKS)

5.1 Define the term **entrepreneurship**. (2)

5.2 List and explain **three characteristics** of a successful entrepreneur. (6)

1. _____

Explanation: _____

2. _____

Explanation: _____

3. _____

Explanation: _____

5.3 Explain the importance of **sustainable production** in business. (4)

5.4 Scenario:

Nokuthula started a small business making organic skincare products. She uses recycled packaging and sells her products online.

5.4.1 Identify her **target market**. (2)

5.4.2 Suggest **two marketing strategies** she can use to grow her business. (4)

1. _____

2. _____

5.4.3 Discuss the **benefits of using sustainable packaging**. (4)

5.4.4 Suggest one risk and one solution to operating an online business. (3)

Risk: _____

Solution: _____

TOTAL: 150 MARKS

MEMO

QUESTION 1: THE CONSUMER (20)

1.1

Consumer responsibility:

- The duty of consumers to act wisely when purchasing goods/services and to be aware of their rights and obligations.

(2)

1.2

Any **two** ways:

- Check for scams or suspicious offers
- Always ask for receipts
- Keep proof of transactions
- Use secure payment methods
- Read product/service contracts before signing

(Any $2 \times 2 = 4$)

1.3

Impact of advertising:

- Influences consumer preferences and perceptions
- Encourages impulse buying
- Can create unrealistic expectations
- May mislead if unethical

(Any $3 \times 2 = 6$)

1.4

1.4.1

- Bait advertising / False advertising (2)

1.4.2

- Report to the National Consumer Commission or use the CPA complaints platform (2)

1.4.3

- Right to honest and fair marketing
- Right to fair and reasonable pricing
- Right to information

(Any $2 \times 2 = 4$)

QUESTION 2: FOOD AND NUTRITION (30)

2.1

- Nutrient-dense foods provide a high amount of nutrients (vitamins, minerals, protein, etc.) relative to their calorie content. (2)

2.2

- Growth and repair of body tissues

- Formation of enzymes and hormones
 - Provides energy (if carbs/fats are insufficient)
- ($3 \times 1 = 3$)

2.3

Type 1: Body doesn't produce insulin; often inherited or autoimmune

Type 2: Body becomes resistant to insulin; linked to lifestyle and diet

(4)

2.4

2.4.1

$18 \text{ g} \times 17 \text{ kJ} = 306 \text{ kJ}$ from carbohydrates (3)

2.4.2

- Not suitable: High sugar content (12g), which can spike blood glucose (4)

2.5

- Foodborne illnesses
- Diarrhoea, vomiting
- Allergic reactions

(Any $2 \times 2 = 4$)

2.6

2.6.1 – Slows bacterial growth by lowering temperature (2)

2.6.2 – Removes air to prevent oxidation/spoilage (2)

2.6.3 – Inhibit microbial growth (e.g., salt, vinegar) (2)

2.6.4 – Kills bacteria through heat, especially in milk (2)

QUESTION 3: CLOTHING (25)

3.1

- A general direction in which fashion is moving; a popular style adopted by many (2)

3.2

- Young people imitate celebrities
- Media creates awareness of new styles
- Pressure to follow trends to fit in

($3 \times 2 = 6$)

3.3

Elements of design:

- Line: Direction, movement, structure
- Shape/form: Silhouette or outline
- Colour: Visual appeal, mood
- Texture: Surface feel or appearance

($4 \times 2 = 8$)

3.4

Eco-fashion: Clothing made sustainably, e.g., organic cotton T-shirts (3)

3.5

- Fabric quality
- Brand name
- Import costs
- Labour costs

(Any $2 \times 2 = 4$)

3.6

- Check stitching and finishes
- Read care labels

(1 mark each = 2)

QUESTION 4: HOUSING (25)

4.1

Renting: Temporary use, monthly payment, no ownership

Buying: Permanent ownership, long-term investment

(4)

4.2

- Municipal rates
- Maintenance costs
- Insurance

($3 \times 1 = 3$)

4.3

4.3.1 Freehold – Full ownership of property and land (2)

4.3.2 Leasehold – Property leased for a number of years, land still owned by another party (2)

4.4

- Use LED bulbs
- Turn off unused appliances
- Use solar energy

($3 \times 1 = 3$)

4.5

4.5.1

30% of R18,000 = R5,400 (2)

4.5.2

Yes, she may qualify – her repayment capacity (R5,400/month) is likely sufficient for a R450,000 loan over 20 years at standard interest rates. (3)

4.6

Advantages:

- Builds equity
- No landlord restrictions

Disadvantages:

- High initial cost (deposit, transfer)
- Maintenance responsibility

(2 + 2 = 4)

QUESTION 5: ENTREPRENEURSHIP (25)

5.1

- The act of starting and managing a business to make a profit (2)

5.2

Any 3 characteristics:

- Creative
- Risk-taker
- Self-motivated
- Resilient

(3 × 2 = 6)

5.3

- Reduces environmental harm
- Builds long-term customer trust
- Saves costs over time

(Any 2 × 2 = 4)

5.4

5.4.1

- Health-conscious, eco-conscious consumers / Young adults / Online shoppers (2)

5.4.2

- Use social media marketing
- Offer discounts for referrals

(2 × 2 = 4)

5.4.3

- Reduces waste
- Attracts eco-friendly customers
- Enhances brand image

(Any 2 × 2 = 4)

5.4.4

Risk: Hacking/data theft

Solution: Use secure payment gateways and antivirus protection (3)

TOTAL: 150 MARKS

