# SMARTWIZ

**GRADE11 CONSUMER STUDIES EXAM**

| MARKS | |
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**MARKS: 100**

**TIME: 2 HOURS**

**SCHOOL** _____

**CLASS (eg. 4A)** _____

**SURNAME** _____

**NAME** _____

**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 does the Consumer Protection Act aim to do?
A) Protect only businesses
B) Protect consumer rights and promote fair trade
C) Increase product prices
D) Limit consumer choices
_____ (1)

1.2 What is a warranty?
A) A guarantee that the product will work as promised for a certain period
B) A product advertisement
C) A receipt
D) A discount offer
_____ (1)

1.3 Which of the following is NOT a consumer right?
A) Right to privacy
B) Right to safe products
C) Right to demand a free product
D) Right to information
_____ (1)

1.4 What is a smart way to avoid debt?
A) Borrowing more money
B) Spending more than you earn
C) Budgeting and saving regularly
D) Ignoring bills
_____ (1)

1.5 Which factor should NOT influence your choice when buying clothes?
A) Price
B) Quality
C) Brand popularity only
D) Personal comfort
_____ (1)

1.6 What is 'impulse buying'?
A) Buying after careful consideration
B) Buying without planning or thinking
C) Buying only discounted items
D) Buying in bulk
_____ (1)

1.7 What does the term 'consumer education' mean?
A) Teaching consumers about their rights and responsibilities
B) Teaching only businesses about marketing
C) Learning how to sell products
D) None of the above
_____ (1)

1.8 What should you check before signing a contract?
A) The print size
B) Terms and conditions
C) Whether your friend has signed it
D) The date of the contract only
_____ (1)

1.9 Which organisation helps resolve disputes between consumers and suppliers?
A) Consumer Tribunal
B) Department of Tourism
C) South African Police Service
D) Department of Education
_____ (1)

1.10 What does 'price comparison' help you do?
A) Find the most expensive item
B) Choose the cheapest or best-value product
C) Buy from any shop without checking prices
D) Avoid shopping altogether
_____ (1)

# SECTION B: TRUE or FALSE (10 marks)

Write TRUE or FALSE next to each statement.

2.1 Consumers should always read contracts carefully before signing. _____

2.2 All advertisements are always truthful and accurate. _____

2.3 It is illegal to sell expired food products. _____

2.4 A budget helps track your expenses. _____

2.5 You have the right to return products without any reason in all cases. _____

# SECTION C: SHORT ANSWER QUESTIONS (30 marks)

3.1 List four things you should do before making a large purchase.

(4)

3.2 Explain why it is important to keep receipts after buying goods.

(4)

3.3 What are three consequences of not budgeting your money properly?

(3)

3.4 Name four types of advertising media.

_____
_____
_____
_____

(4)

_____

3.5 Describe two rights and two responsibilities of consumers.

_____
_____
_____
_____

(6)

_____

# SECTION D: VISUAL QUESTION (20 marks)

**Look at the image below and answer the questions that follow:**



_____

4.1 Identify four different types of products shown on the supermarket shelf.

_____
_____
_____
_____

(4)

_____

4.2 Why is it important to compare prices on supermarket shelves before buying?

_____

(4)

4.3 List three things you should check on product labels before purchasing food items.

(6)

4.4 Explain one advantage of buying packaged food items.

(3)

4.5 Suggest one way supermarkets can help consumers make better purchasing decisions.

(3)

**END OF EXAM**

**TOTAL ; 100**

**MEMO**

# SECTION A: MULTIPLE CHOICE QUESTIONS (20 marks)

1.1 B) Protect consumer rights and promote fair trade
1.2 A) A guarantee that the product will work as promised for a certain period
1.3 C) Right to demand a free product
1.4 C) Budgeting and saving regularly
1.5 C) Brand popularity only
1.6 B) Buying without planning or thinking
1.7 A) Teaching consumers about their rights and responsibilities
1.8 B) Terms and conditions
1.9 A) Consumer Tribunal
1.10 B) Choose the cheapest or best-value product

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# SECTION B: TRUE or FALSE (10 marks)

2.1 TRUE
2.2 FALSE
2.3 TRUE
2.4 TRUE
2.5 FALSE

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# SECTION C: SHORT ANSWER QUESTIONS (30 marks)

3.1 Four things to do before a large purchase:

- Research the product
- Compare prices
- Check warranties or guarantees
- Budget for the purchase

3.2 Importance of keeping receipts:

- Proof of purchase
- Necessary for returns or exchanges
- Useful for warranty claims
- Helps track spending

3.3 Three consequences of poor budgeting:

- Running out of money
- Accumulating debt

- Stress and financial problems

3.4 Four types of advertising media:

- Television
- Radio
- Newspapers/magazines
- Social media/internet

3.5 Two consumer rights and responsibilities:

- Rights: Right to safe products, right to information
- Responsibilities: Use products properly, read instructions carefully

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# SECTION D: VISUAL QUESTION (20 marks)

4.1 Four types of products on the supermarket shelf:

- Canned vegetables
- Packaged soups
- Jars of sauces
- Packaged beans

4.2 Importance of price comparison:

- Helps find the best value for money
- Avoids overspending
- Encourages smart shopping decisions

4.3 Three things to check on food labels:

- Expiry or best before date
- Ingredients list
- Nutritional information

4.4 Advantage of buying packaged food:

- Longer shelf life due to packaging
- Easy to store and transport
- Provides product information

4.5 One way supermarkets can help consumers:

- Clearly display prices and product information
- Offer discounts or promotions
- Provide loyalty programs or advice

**TOTAL :  100**