

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.

SECTION A: MULTIPLE CHOICE (20 MARKS)

Choose the correct answer and write the letter (A, B, C or D) next to the question number.

1.1 Which of the following is NOT a consumer right under the Consumer Protection Act?

- A) Right to safe products
- B) Right to a lifetime warranty
- C) Right to fair marketing
- D) Right to choose (2)

1.2 What is the main purpose of a food label?

- A) To decorate the packaging
- B) To provide nutritional information and safety instructions
- C) To advertise the brand
- D) To confuse the consumer (2)

1.3 Which fabric is most suitable for hot and humid climates?

- A) Polyester
- B) Wool
- C) Cotton
- D) Nylon (2)

1.4 Which of the following is a fixed household expense?

- A) Electricity bill
- B) Rent
- C) Groceries
- D) Water bill (2)

1.5 Entrepreneurship mainly involves:

- A) Following orders from managers
- B) Creating and managing a business
- C) Working for a large corporation
- D) Avoiding risks (2)

1.6 Which of the following is a benefit of budgeting?

- A) Spending without limits
- B) Helps manage money wisely
- C) Encourages impulse buying
- D) Increases debt (2)

1.7 Which nutrient is important for muscle repair?

- A) Carbohydrates
- B) Vitamins
- C) Proteins
- D) Fats (2)

1.8 What is 'greenwashing'?

- A) Using environmentally friendly packaging

- B) Falsely claiming a product is environmentally friendly
- C) Recycling waste materials
- D) Planting trees (2)

1.9 What is the meaning of 'expiration date' on food products?

- A) The date the food was produced
- B) The last date the product can be safely consumed
- C) The date the product will be cheaper
- D) The date the packaging was printed (2)

1.10 Which of these is NOT a risk in entrepreneurship?

- A) Financial loss
- B) Competition
- C) Marketing
- D) Innovation (2)

SECTION B: MATCHING (20 MARKS)

Match the terms in COLUMN A with their correct descriptions in COLUMN B. Write the letter of the description next to the question number.

COLUMN A	COLUMN B
2.1 Warranty	A. Process of adding vitamins/minerals to foods
2.2 Budget	B. Legal promise to repair/replace faulty goods
2.3 Food fortification	C. A plan to manage income and expenses
2.4 Liability insurance	D. Protection against financial loss from accidents
2.5 Sustainable consumption	E. Using resources without harming future generations
2.6 Cross-contamination	F. Transfer of bacteria from one food to another
2.7 Natural fibers	G. Fibers obtained from plants or animals
2.8 Synthetic fibers	H. Fibers made from man-made materials
2.9 Fixed expenses	I. Expenses that remain the same every month
2.10 Variable expenses	J. Expenses that change depending on usage

SECTION C: SHORT ANSWER QUESTIONS (40 MARKS)

3.1 Explain the importance of **reading food labels** before purchasing food. (4)

3.2 Identify **three safety rules** to follow when using electrical appliances at home. (6)

3.3 Describe **two benefits** of buying locally produced goods. (4)

3.4 What is the difference between **gross income** and **net income**? Provide examples. (4)

3.5 Explain how **consumer education** can help reduce consumer exploitation. (6)

3.6 List and explain **four factors** to consider when choosing clothing for a job interview. (8)

3.7 Describe **three methods** to reduce water wastage in the household. (8)

SECTION D: LONGER QUESTIONS (70 MARKS)

4.1 Read the scenario and answer the questions that follow:

Lindiwe wants to start a small business selling homemade snacks. She needs to manage her finances carefully and market her products well to attract customers.

4.1.1 Explain the importance of a **business plan** for Lindiwe. (6)

4.1.2 Suggest **three sources of finance** Lindiwe could use to start her business. (6)

4.1.3 Identify **four marketing strategies** Lindiwe can use to promote her snacks. (8)

4.1.4 Discuss **two risks** Lindiwe might face as a new entrepreneur and how she could manage these risks. (6)

4.2 Write an essay on **the impact of consumerism on the environment**. Include examples and suggest ways consumers can help reduce negative effects. (44)

TOTAL: 150 MARKS



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SECTION A: MULTIPLE CHOICE (20 MARKS)

Each correct answer = 2 marks.

- 1.1 B) Right to a lifetime warranty
- 1.2 B) To provide nutritional information and safety instructions
- 1.3 C) Cotton
- 1.4 B) Rent
- 1.5 B) Creating and managing a business
- 1.6 B) Helps manage money wisely
- 1.7 C) Proteins
- 1.8 B) Falsely claiming a product is environmentally friendly
- 1.9 B) The last date the product can be safely consumed
- 1.10 C) Marketing

SECTION B: MATCHING (20 MARKS)

Each correct match = 2 marks.

- 2.1 Warranty — B
- 2.2 Budget — C
- 2.3 Food fortification — A
- 2.4 Liability insurance — D
- 2.5 Sustainable consumption — E
- 2.6 Cross-contamination — F
- 2.7 Natural fibers — G
- 2.8 Synthetic fibers — H
- 2.9 Fixed expenses — I
- 2.10 Variable expenses — J

SECTION C: SHORT ANSWER QUESTIONS (40 MARKS)

3.1 Importance of reading food labels: (4)

- Know ingredients and nutritional content
 - Check for allergens
 - Check expiry date for safety
 - Compare products to make healthier choices
- (Any 4 relevant points; 1 mark each)

3.2 Three safety rules for electrical appliances: (6)

- Unplug when not in use
 - Avoid using wet hands when handling appliances
 - Regularly check cords for damage
- (Any 3×2 marks)

3.3 Two benefits of buying locally produced goods: (4)

- Supports local economy and job creation
 - Fresher products with less transportation
- (Any 2×2 marks)

3.4 Difference between gross and net income: (4)

- Gross income: Total earnings before deductions (e.g., salary before tax)
 - Net income: Income after deductions (e.g., take-home pay after tax)
- (2 marks each for clear explanation)

3.5 How consumer education reduces exploitation: (6)

- Empowers consumers to make informed decisions
 - Helps identify unfair business practices
 - Encourages consumers to know and exercise rights
- (Any 3×2 marks)

3.6 Four factors for clothing choice at job interview: (8)

- Appropriateness for industry/role
 - Comfort and fit
 - Neatness and cleanliness
 - Color and style that convey professionalism
- (Any 4×2 marks)

3.7 Three methods to reduce water wastage: (8)

- Fix leaking taps promptly
 - Use water-saving devices (e.g., low-flow taps)
 - Turn off taps when not in use (e.g., brushing teeth)
- (Any 3×2 or $3 \times \sim 2.5$ marks)

SECTION D: LONGER QUESTIONS (70 MARKS)

4.1.1 Importance of a business plan (6)

- Helps clarify business goals
- Assists in securing finance
- Guides marketing and operations

- Helps anticipate challenges
(Any 3 points \times 2 marks)

4.1.2 Three sources of finance (6)

- Personal savings
- Bank loan
- Investors or family loans
(Any 3 \times 2 marks)

4.1.3 Four marketing strategies (8)

- Use social media platforms
- Flyers or posters in local community
- Offer samples or promotions
- Word-of-mouth referrals
(Any 4 \times 2 marks)

4.1.4 Two risks and management (6)

- Financial loss: manage with budgeting and saving
- Competition: manage with quality and good service
(Any 2 risks \times 3 marks)

4.2 Essay: Impact of consumerism on environment (44)

Suggested points:

- Overconsumption leads to resource depletion
- Waste generation and pollution (plastic, electronic waste)
- Deforestation and loss of biodiversity due to demand for products
- Climate change contribution due to manufacturing and transport
- Consumer responsibility: reduce, reuse, recycle
- Support eco-friendly products and sustainable brands
- Practice mindful consumption and avoid impulse buying
- Advocate for policies that protect environment

Marking

- Introduction and conclusion (6 marks)
- Explanation of impact with examples (20 marks)
- Suggestions for reduction of negative effects (18 marks)

TOTAL : 100