

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 does the term 'consumer rights' mean?

- A) The rights companies have over consumers
- B) The legal protections and entitlements consumers have when buying goods and services
- C) The right to return products only if damaged
- D) The right to sell products

_____ (1)

1.2 Which of the following is NOT a form of advertising?

- A) Television commercials
- B) Word of mouth
- C) Product packaging
- D) Product warranty

_____ (1)

1.3 What is the purpose of a consumer guarantee?

- A) To limit the consumer's rights
- B) To assure consumers that products will meet certain standards
- C) To increase product prices
- D) To restrict returns

_____ (1)

1.4 Which organisation protects consumer rights in South Africa?

- A) South African Reserve Bank
- B) Consumer Goods Council
- C) National Consumer Commission
- D) Department of Education

_____ (1)

1.5 What is an example of unethical consumer behaviour?

- A) Returning faulty goods
- B) Using goods as intended
- C) Shoplifting
- D) Reading product labels before purchase

_____ (1)

1.6 Which of the following is a characteristic of a budget?

- A) A list of entertainment activities
- B) A plan for income and expenses over a period
- C) A list of shopping malls
- D) A type of bank account

_____ (1)

1.7 What should you do if a product you bought is faulty?

- A) Ignore the problem
- B) Return it to the seller with proof of purchase
- C) Sell it to someone else
- D) Use it anyway

_____ (1)

1.8 Which document proves ownership of a vehicle?

- A) Driver's license
- B) Vehicle registration certificate
- C) Insurance policy
- D) Roadworthy certificate

_____ (1)

1.9 What does 'warranty' mean?

- A) A free gift with purchase
- B) A promise by the seller to repair or replace a product within a certain time
- C) A discount on future purchases
- D) A type of advertising

_____ (1)

1.10 Which of the following is an essential factor to consider when choosing a bank account?

- A) Number of branches
- B) Interest rates and fees
- C) Location of nearby restaurants
- D) Popularity of the bank

_____ (1)

SECTION B: TRUE or FALSE (10 marks)

Write TRUE or FALSE next to each statement.

2.1 Consumers have the right to choose products freely. _____

2.2 Impulse buying is a planned purchase. _____

2.3 Advertising always provides complete and honest information. _____

2.4 A budget helps manage money effectively. _____

2.5 Product labels do not contain any useful information. _____

SECTION C: SHORT ANSWER QUESTIONS (30 marks)

3.1 Define the term 'consumer responsibility'.

(3)

3.2 List four consumer rights according to the Consumer Protection Act.

(4)

3.3 Explain the importance of reading product labels before purchasing.

(4)

3.4 Name three types of income a person may receive.

(3)

3.5 Outline five tips to avoid impulse buying.

(5)

SECTION D: ESSAY QUESTIONS (40 marks)

4.1 Explain the steps a consumer should follow when making a complaint about a faulty product.

(10)

4.2 Discuss the importance of budgeting for young consumers. Include at least four reasons.

(10)

4.3 Describe the role of consumer education in protecting consumers.

(10)

4.4 Evaluate the impact of advertising on consumer behaviour, mentioning both positive and negative effects.

(10)

END OF EXAM

TOTAL : 100

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SECTION A: MULTIPLE CHOICE QUESTIONS (20 marks)

- 1.1 B) The legal protections and entitlements consumers have when buying goods and services
 - 1.2 D) Product warranty
 - 1.3 B) To assure consumers that products will meet certain standards
 - 1.4 C) National Consumer Commission
 - 1.5 C) Shoplifting
 - 1.6 B) A plan for income and expenses over a period
 - 1.7 B) Return it to the seller with proof of purchase
 - 1.8 B) Vehicle registration certificate
 - 1.9 B) A promise by the seller to repair or replace a product within a certain time
 - 1.10 B) Interest rates and fees
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SECTION B: TRUE or FALSE (10 marks)

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

3.1 Consumer responsibility means that consumers must make informed choices, use products properly, and respect laws and rights of others.

3.2 Four consumer rights:

- Right to safety
- Right to choose
- Right to information
- Right to fair treatment

3.3 Importance of reading product labels:

- To check ingredients or materials
- To understand usage instructions
- To identify expiry dates or warnings
- To make informed and safe choices

3.4 Three types of income:

- Salary/wages
- Business or self-employment income
- Interest or dividends from investments

3.5 Five tips to avoid impulse buying:

- Make a shopping list and stick to it
- Set a budget before shopping
- Avoid shopping when emotional or hungry
- Compare prices and products
- Wait 24 hours before making non-essential purchases

SECTION D: ESSAY QUESTIONS (40 marks)

4.1 Steps for making a complaint about a faulty product:

- Check warranty and return policy
- Gather proof of purchase
- Contact the seller or store
- Explain the problem clearly and politely
- Request repair, replacement, or refund
- Escalate complaint to consumer protection agency if unresolved

4.2 Importance of budgeting for young consumers:

- Helps manage limited income wisely
- Prevents overspending and debt
- Encourages saving for future needs
- Builds financial discipline and responsibility

4.3 Role of consumer education:

- Informs consumers about their rights and responsibilities
- Helps consumers make informed purchasing decisions
- Raises awareness about unsafe products and scams
- Promotes ethical consumer behaviour and protection

4.4 Impact of advertising on consumer behaviour:

- Positive: informs about new products, helps make choices, stimulates economy
- Negative: can create false needs, encourage overspending, promote unhealthy products

TOTAL : 100