



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2017

**CONSUMER STUDIES
MARKING GUIDELINES**

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

SECTION A FOOD AND NUTRITION AND THE CONSUMER**QUESTION 1**

| | | | |
|-----|---|-----|------|
| 1.1 | A | (1) | K |
| 1.2 | B | (1) | comp |
| 1.3 | D | (1) | K |
| 1.4 | C | (1) | comp |
| 1.5 | B | (1) | K |

QUESTION 2

| | | | | |
|-----|---|-----|-----|-----|
| 2.1 | C | ii | (2) | app |
| 2.2 | A | iv | (2) | app |
| 2.3 | E | i | (2) | app |
| 2.4 | B | iii | (2) | app |
| 2.5 | D | v | (2) | app |

QUESTION 3**3.1 3.1.1 Constipation**

Bread A – has the highest amount of dietary fibre to stimulate peristalsis thus helping to alleviate constipation.

3.1.2 High blood pressure

Bread B – has the least sodium – sodium/salt needs to be limited in the diet of a hypertensive person as it retains water and increases blood pressure. Also contains the least amount of fat – a hypertensive person must watch their weight.

3.1.3 Anaemia

Bread B – has the highest amount of iron – needed for production of haemoglobin to transport oxygen in the blood to the cells.

No mark for incorrect choice.

3.2 Examine the nutritional information of **bread C**. Assess the effect of the nutrients/factors listed below on the health of a diabetic patient. Conclude as to whether or not this product would be suitable for a diabetic person to consume.

Tabulate your answer as follows:

| Energy (944 kJ/100 g) | Carbohydrate (43 g/100 g) | Glycaemic index (70) | Total fat (1,7 g/100 g) | Dietary fibre (3,3 g/100 g. <i>A high-fibre product has 4,8–6 g fibre/100 g)</i> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Managing diabetes involves a reduction in total kilojoule intake – 944 kJ per 100 g is quite high – energy dense rather than nutrient dense. Energy intake must balance with energy expenditure in order to prevent weight gain – important for a diabetic.</p> | <p>White bread = refined/simple CHO. High CHO content 43 g per 100 g therefore not recommended for diabetics as this will be composed of both starch and sugar which may lead to a spike in blood sugar and the diabetic has insufficient/ no insulin to lower this energy spike.</p> | <p>GI rating of 70 or more = high GI. They provide quick or even instant energy because they break down quickly during digestion and release glucose quickly into the blood stream. Not good for diabetes as a spike in the glucose levels cannot be controlled.</p> | <p>Relatively low fat content – this is good for a diabetic as they need to guard against weight gain and heart disease. Fat inhibits the action of insulin (natural or injected) leading to poor control of diabetes. Low fat foods prevent plaque build-up in blood vessels – good as circulatory problems are present in many diabetics.</p> | <p>Low fibre content 3,3 g. Satiety value is low therefore one may feel hungry soon after consuming this product. Diabetics need high satiety value to help control appetite and prevent weight gain. Fibre (especially soluble) slows down emptying of stomach, thereby helping to control blood sugar level.</p> |
| <p>Conclusion Not suitable – this product has low nutritional value (consists of CHO, fat, very small amount of protein and sodium)/empty kilojoules therefore is not satisfying, not nutritious and will not be helpful for control of blood sugar levels. All sugars and starches will increase blood glucose levels. Low glycaemic index Assess 2 suitable points to motivate why not suitable. Other valid motivation can be accepted. Mark allocated to NOT SUITABLE.</p> | | | | |

QUESTION 4

4.1 *Menu B is the best option for a person suffering from Celiac disease. Justify this statement.*

- Menu B is best as it does not have any wheat, rye, barley or oat products that are sources of gluten.
- Potato starch is gluten-free therefore suitable for a celiac sufferer. (Peas, carrots and orange juice are suitable choices).
No sauces in Menu B – no hidden gluten – making it more suitable.
- Menu A is not suitable as it has a whole-wheat wrap = wheat flour contains gluten.
- The chicken is crumbed – crumbs may contain gluten.
- Commercial sauces such as sweet chilli and soya often contain (wheat) starch which would contain gluten and worsen the condition.

Any four valid points to justify the statement. Answers should relate to the avoidance of gluten for a Celiac sufferer.

4.2 *Name two gastro-intestinal symptoms of Celiac disease.*

- Bloating, diarrhoea, stomach pain, constipation, flatulence, fatty stool, heartburn, nausea/vomiting, blood in stool.

4.3 *Explain the purpose of the following additives in the menu items listed below:*

4.3.1 **Vitamin C** is easily lost during processing. Fortification means more than the original quantity is added to boost the nutritional value. It also acts as an anti-oxidant – prevents oxidation/discolouration in the juice. (2)k

4.3.2 **Lecithin** is an emulsifying agent – prevents oil and water (vinegar/ lemon juice) from separating/gives a smooth thickened consistency.

4.3.3 **Sodium benzoate** is a preservative – prevents growth of bacteria and mould in foods such as jams, juices and condiments. Also as a flavour enhancer in acidic foods, e.g. salad dressings.

QUESTION 5

5.1 Which of the following symbols signifies to a consumer that a product has been irradiated?

B

5.2 Give the name of the consumer organisation to which one could complain if one discovered false advertising of irradiated foodstuffs.

Advertising Standards Authority (of South Africa).

Name is asked for, not abbreviation.

5.3 Define the following terms:

5.3.1 **Food irradiation** – treatment of food with short-wave ionising radiation/gamma rays that has the effect of pasteurising or sterilising the food. The rays penetrate into the food and kill undesirable bacteria, parasites and insects because biological cells are sensitive to irradiation. Extends the shelf life of food.

5.3.2 **Food security** – availability/continuous supply of food (i.e. farms and shops). It should be affordable and what people want (appropriate/adequate culturally, etc.).

It needs to be safe and nutritious (fresh, no harmful substances).

It should be distributed to where it is needed (right time and place).

It should be sustainable for now and the future.

5.4 Irradiation of foodstuffs is a step towards food security in S.A.

To what extent do you agree or disagree with the statement? Justify your point of view and come to a conclusion.

AGREE:

- Shelf-life is extended (ripening and sprouting are delayed) which will assist in providing a supply of food – food will remain **available** for longer. It allows food to be transported to outlying areas while still being fresh enough – therefore can be **distributed** to where it is needed, when it is needed. It reduces food wastage therefore can feed more people.
- Because micro-organisms are inactivated and insects/eggs are killed – food is made **safer** by irradiation, it will fulfil the requirement to be safe and reliable. Freshness is extended and the food does not contain harmful substances/provides an alternative to hazardous chemicals. It is a safe and approved method.
- Irradiation causes minimal loss of nutritional value so it is a means of providing **nutritious** food. Nutrient losses are comparable to other processing methods.
- Irradiation is a new and modern method of food preservation so should provide a viable means of helping the food supply for the future – **sustainable**.

DISAGREE:

- Irradiation is an expensive process and would push the price of food up therefore might **not** meet the requirement for **affordable** food. A large proportion of the SA population is very poor. Transportation to and from the irradiation facilities will add to the **cost** – this will be passed on to the **consumer**.
- Some people might not want to buy irradiated food – not suitable **culturally/health reasons**.
- Some nutrients are affected so it may not meet the requirement for **nutritious** food/slight nutrient loss may be unacceptable to some.
- Not all foods are suitable for irradiation (e.g. eggs, fatty foods). Formaldehyde (very harmful) is produced during irradiation of carbohydrates – **safety** requirements are not entirely met. Not all harmful micro-organisms are destroyed.
- There is potential for abuse – contaminated foods may be sterilised to make them edible.
- The process of irradiating foods produces radio-active waste material that is very difficult to get rid of and dangerous to the environment therefore is **not really sustainable** in the long term.

CONCLUSION: For example – irradiation of foods is a step towards food security in SA as it will prevent a lot of food from going to waste/will enable more food to be available for the people who need it/will be able to be taken to outlying areas while fresh and edible ... **or other suitable comment**.

OR: Food irradiation will not help food security as it is too expensive/the foods that are irradiated are limited so won't be available to the masses/it is not sustainable in a poor country/it may be abused for profit or poor countries may abuse it ... **or other suitable comment**.

Candidates may partially agree/disagree – must discuss five valid points relating to irradiation and food security (5) plus a conclusion (1).

No mark for agree/disagree.

5.5 *Discuss the possible economic consequences that food irradiation may have on international trade (importation and exportation) of fresh produce, for countries such as South Africa and Mauritius.*

- Longer shelf-life of food allows for transportation to other countries; without irradiation this would not be possible.
- Irradiation enables produce such as fresh fruit and vegetables to meet quarantine requirements therefore allows for/no restrictions/increase in trade with other countries.
- Quality of produce is increased – South Africa/Mauritius earn a reputation for good quality therefore leading to increased trade. An increase in international trade means economic growth for the exporting country – more foreign investment therefore an increase in international flow of capital – provides a good balance in the local economy.
- Without methods of preserving the quality of foods, such as irradiation, food spoilage could lead to insufficient food for their population. They would have to import. This would mean more imports, less exports which become expensive for the country. Job loss – negative impact.
- Job creation.

QUESTION 6

6.1 6.1.1 *From the extract, identify two risk factors for heart disease.*

6.1.2 *For each risk factor give advice, with a reason, on how to implement a heart healthy practice.*

Tabulate your answer as follows:

| 6.1.1 Risk factors | 6.1.2 Advice (explained) |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lifestyle factors: | <ul style="list-style-type: none"> • Cut down/give up smoking. REASON: Blood vessels contract with smoking – causes the heart to work harder to pump the blood. Smokers also have a lower blood oxygen content causing the heart to pump faster to provide sufficient oxygen. • Limit alcohol intake/stop drinking alcohol/use moderately. REASON: Excessive alcohol/binge drinking/long term alcohol abuse contributes to high blood pressure – a serious risk factor for heart attack. Alcohol intake also contributes to weight gain – also increases blood pressure. • Control stress levels. REASON: Stress hormones cause the heart rate to speed up and blood pressure to rise. Stress may also affect behaviours such as drinking or smoking therefore can have an indirect impact on heart disease. Any one valid recommendation with motivation/explanation |
| Diet: | <ul style="list-style-type: none"> • Decrease intake of saturated and trans fats/hidden fats/ too much fat in general. REASON: They can raise LDL (bad) cholesterol and put one at higher risk for coronary heart disease (CHD). • Include unsaturated fats and omega-3 essential fatty acids (EFAs) in oily fish. REASON: Unsaturated fats have a (LDL) cholesterol-lowering effect which reduces the risk of developing CHD due to plaque build-up. Omega-3 EFAs have cardiovascular benefits by helping to reduce LDL cholesterol levels, triglycerides, blood pressure and inflammation. • Limit intake of foods high in dietary cholesterol (organ meats, red meat, shellfish). REASON: High blood cholesterol levels are linked to heart disease/atherosclerosis due to build-up of fatty plaque deposits on walls of blood vessels. |

| | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> • Eat plant foods to increase fibre intake. REASON: The satiety value helps to control weight gain – overweight people are at a much higher risk for heart disease. Soluble fibre lowers blood cholesterol levels – reduces chance of plaque built-up leading to blocked or hardened coronary arteries/CHB. • Control KJ/energy intake. REASON: Overweight people are at a much higher risk for heart disease as their hearts have to work much harder. • Reduce sodium intake. REASON: To help control blood pressure, a major risk factor for heart disease/heart attack. High BP makes the heart work harder. Any one valid recommendation with motivation/explanation |
| Physical activity: | <ul style="list-style-type: none"> • Be more active/include moderate (enough to raise pulse rate slightly) exercise in the daily routine/ regular (several times per week). REASON: This will burn extra KJ and help to maintain ideal body mass/control weight. To strengthen heart muscle. Any one valid recommendation with motivation/explanation |

Any 2 factors (2) A recommendation for each factor with a reason (2 × 2 = 4)

6.2 *Judge the impact on the family budget when the breadwinner suffers from heart disease.*

- Increased medical costs will be incurred – doctor's visits and medications, so less disposable income for other goods/services. Medical aid might run out and the family will have to pay medical bills. Medical aid premiums may be increased and cost the family more.
- Heart healthy food products are more expensive therefore will increase the food bill.
- There is a risk of possible job loss – an unwell person is not as productive so may be laid off/put on short time or may be unable to continue working. The family will then have less or no income.
- Working days lost due to ill health may exceed paid sick leave so will result in loss of earnings due to unpaid days.
- The cost of a life or disability policy will be more expensive for a person with CHD as they are high risk.
- The breadwinner may die causing loss of income and financial hardship.
Assess suitable answers related to impact on family budget.

SECTION B CLOTHING AND THE CONSUMER**QUESTION 7**

| | | | |
|-----|---|-----|------|
| 7.1 | D | (1) | k |
| 7.2 | B | (1) | comp |
| 7.3 | A | (1) | app |
| 7.4 | C | (1) | comp |
| 7.5 | D | (1) | k |

QUESTION 8

| | | | |
|-----|---|-----|---|
| 8.1 | E | (1) | K |
| 8.2 | D | (1) | K |
| 8.3 | B | (1) | K |
| 8.4 | F | (1) | K |
| 8.5 | A | (1) | K |

QUESTION 9

- 9.1 FALSE – technological factors.
- 9.2 TRUE
- 9.3 TRUE
- 9.4 FALSE – conformity/peer pressure.
- 9.5 FALSE – inferior/poor/worse/lower standards.

QUESTION 10

Read the consumer complaint below.

"I tried to return some items of clothing to ABC Stores. I had my receipt and the items were still tagged. I admit the items were 6½ months old but I didn't want my money back, I only wanted store credit. The store manager said that as they don't have those items in stock any more, she cannot accept the items. I know their returns policy is 30 days, but surely they should give their customers better service?"

Devise a response to the above consumer, explaining what the Consumer Protection Act says about a consumer's rights and responsibilities concerning the return of unwanted goods.

- A consumer is entitled to return goods **if they are defective/faulty within 6 months** of purchase. This does not apply to items that are unsuitable or if one changes their mind, or if the consumer caused the damage.
- Some stores will accept returns if the goods are unwanted, e.g. a gift – in the above scenario, the store's returns policy is 30 days. This policy can vary according to the store. This consumer has no right to return the clothes after **6 months**.
- This store will probably not be able to sell old stock and is not legally expected to give a full refund or credit after such a long time.
- Consumer rights – right to redress and right to return goods. If the goods are returned, the **consumer can choose the form of redress** – refund, repair or replacement according to the store policy.
- Consumer responsibility – to be fair, follow rules and regulations, fair/just, reasonable terms and conditions – answer must be substantiated.

QUESTION 11

11.1 *Discuss how celebrities "can work wonders in gaining the attention and trust of consumers" and how this leads to fashion change.*

- Celebrities are seen as **role models**/symbols of success – they are idols that people want to copy; consumers trust their favourite celebrity's example.
- Celebrities have a lot of **media coverage** so what they wear is well-known and publicised in magazines, television, movies, online, red carpet events, etc. = this "gains the attention of consumers".
- Because of this great awareness created among ordinary people of the fashions worn by celebrities, these **styles become more popular**.
- Fashion designers therefore use celebrities to **introduce new fashions** by giving them haute couture/high fashion clothing to wear and be seen and photographed in.

- Celebrities are seen in new outfits **on a regular basis** – as soon as their latest fashion item is seen, it is copied. This boosts frequent changes of fashion. Trickle-across-theory.
- It is a **boost to a consumer's self-esteem** to wear styles that their celebrity icon wears – therefore these styles become popular and cause fashion change.
- Consumer **demand is thus created** and the products become more widely available. Styles become more affordable as they are mass produced.

Answers should relate to fashion change.

11.2 *Name four requirements that would need to be met for a textile to be considered sustainable.*

- Grown and processed with minimal impact on the natural environment.
- Ethical methods should be used, e.g. human and animal rights should be respected.
- Renewable resources would be used (not necessarily organic). Resources should not be depleted or permanently damaged by production of the textile.
- Crops should need minimal water.
- Yield should be good.
- Few or no chemicals should be used/needed to grow crops or manufacture the textiles.
- Recycled materials could be used (e.g. plastic PET bottles) – less new materials required.
- Fibres should be durable so they will last longer before being discarded.
- Eco-friendly

QUESTION 12

12.1 12.1.1 *The most appropriate outfit for an interview for a position in the Public Relations department at Edgars head office.*

Outfit C

- A good first impression – her outfit is formal and conservative. A skirt and jacket looks professional, smart and suitable for this working environment.
- She is neat, is appropriately covered (no cleavage visible, skirt is not too short). Accessories are appropriate – heels not too high, not too much jewellery, etc.
- She is wearing classic styles rather than trying to look trendy and fashionable – she would fit into an office environment.
- Her body language reflects confidence therefore she would come across as capable in a first impression.
- Red is one of Edgars' corporate colours which could have a positive influence in the interview.

- Neutral colours with a splash of red (a "power" colour that implies assertiveness) give a positive first impression.
- However, a well-groomed appearance contributes to a good first impression, so her hairstyle could be neater/tied back.

Outfit C is best Outfit A may be chosen but no mark for the choice. Marks will only be awarded for valid motivation of points.

4 valid reasons to motivate choice.

Should relate to first impression.

12.1.2 *An interview for a position as a sports coach at a high school.*

Outfit A

- He is dressed fairly smartly but does not need to wear a suit or tie for this job interview therefore he is appropriate and gives a positive first impression.
- He has dressed simply – he is not trying to be formal or fashionable so he gives the impression that he would be prepared to be outdoors and hands-on on the sports field.
- He would need to be a good role model for teenagers in this job – sensible, neutral coloured classic clothing is therefore good.
- He is neat and plainly dressed, therefore he looks approachable and not intimidating to high school learners.
- First impressions include body language – he looks fit and confident, able to control a sports team of high school pupils.
- Formal outfit, but not corporative

Outfit A is best.

4 valid reasons to motivate choice.

Should relate to first impressions.

12.2 *Using your knowledge of wardrobe planning, assess the versatility/flexibility of outfit B for a young adult who is a first year university student.*

- This is very versatile as it is easy to mix and match – basic/neutral colours and classic styles are used so **garments can each be worn with something else**, e.g. different colour pants or shirt. Jeans and white tee-shirt will **go with many other colours**.
- The student could add interest and express individuality by **adding up-to-date fashion accessories** thus creating versatility and a flexible outfit.
- The **shoes and belt could be changed** for other colours and styles – this would make the basic garments look different.
- This outfit **can look smarter or more casual**, by adding suitable accessories, therefore is versatile and suitable for a variety of functions.
- A jacket or a jersey could be added for colder **weather** – versatile for different seasons or to make it smarter.

4 points discussed – must relate to versatility/flexibility, not just general suitability.

12.3 *Discuss why conforming to a company dress code would be necessary for the personal growth of a young adult entering the professional world of work.*

- Dressing the same as/similar to everyone else creates a **sense of belonging and security** – the new young professional would fit in with the staff and group as a whole.
- The clothes we wear have a psychological effect on us, e.g. we either feel good or uncomfortable wearing certain things. Conforming means that what they wear is acceptable to the others in the work place – therefore the young adult will **feel comfortable** and develop a **positive self-image** due to feeling secure in their work environment.
- Dressing according to the dress code also means that the young professional is **accepted by the company's clients** – this would **boost their confidence** when dealing with clients.
- Conforming to the company dress code shows that they **identify with the company** image, values, ethics, etc. – proud of where they work and could indicate to the company that they are willing to be a "team-player".
- Makes them **less conspicuous**, able to cope with the uncertainties of young adulthood and a new job.
- Conforming to the company dress code will enable them to feel **professional** and **competent**, thereby contributing to their personal growth and confidence.

SECTION C HOUSING AND FURNISHINGS AND THE CONSUMER

QUESTION 13

| | | | |
|------|---|-----|---|
| 13.1 | D | (1) | k |
| 13.2 | F | (1) | k |
| 13.3 | A | (1) | k |
| 13.4 | E | (1) | k |
| 13.5 | B | (1) | k |

QUESTION 14

| | Term (do not re-write this column) | Explanation | Payment by Buyer/Seller |
|------|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| 14.1 | A deposit. | A sum payable as a pledge/ guarantee for a contract, the balance being payable later. It is usually between 5–20% of the cost and may be payable in cash or another form of collateral security, e.g. an insurance policy or other asset. It forms part of the total price. | Buyer |
| 14.2 | Electrical compliance certificate. | A certificate issued by a qualified electrician which certifies that the electrical installation in the home is safe according to minimum legal standards. It is a legal requirement for transfer of ownership. | Seller |
| 14.3 | Estate agent's commission. | An agent is paid a commission as payment for the work they do in selling the house for the owner. It is a percentage (usually 5–8%) of the property's sale price. The more the house sells for, the higher the commission. It is paid after the sale is concluded. | Seller (although it is built into the selling price, so in reality the buyer pays) |
| 14.4 | Transfer duty. | Transfer duty is a tax levied in terms of the Transfer Duty Act on any immovable property which changes ownership. It is payable to SARS. It is a percentage based on the value of the property, but only if it is worth more than R600 000. It is not payable when new property is bought from a developer. | Buyer |

QUESTION 15

15.1 *Outline three factors that Steve should consider when selecting a refrigerator.*

- Functions e.g. ice maker/water dispenser/self-defrosting function for convenience; adjustable shelves to fit items of various sizes; universal design.
- Energy usage – human: user-friendly, easy to clean/self-defrosting models save time and human energy.
- Energy usage – non human: look for energy efficiency for lower running costs and less environmental impact. It should also be free of CFCs (chlorofluorocarbons) that damage the ozone layer and contribute to global warming.
- The size required to suit Steve's needs and to fit available space in his kitchen.
- Steve's lifestyle – does he entertain, bulk buy meat ...?
- Check for quality e.g. SABS and duration of warranties and guarantees. Price should relate to quality. Can he afford the monthly payments in his **budget?**

Accept 3 valid factors – must relate to choice of refrigerator.

15.2 *Steve needs to enter into a contract with the retailer.*

15.2.1 *Name the type of credit agreement that Steve will enter into.*

Instalment sales transaction/hire purchase.

15.2.2 *State the likely percentage that Steve will be expected to pay to the retailer as a deposit.*

10%.

15.2.3 *The retailer would use a Credit Bureau to check on Steve's credit worthiness before entering into a contract with him. Explain in detail what this means.*

- The Credit Bureau would have a record of Steve's credit history, i.e. his payment record with all other credit providers where he has had accounts.
- The credit history includes the number and types of accounts he has, and how much of his available credit he is currently using as well as if he has ever defaulted or been insolvent.
- This will determine whether or not he gets further credit.
- This check is required in order to prevent over-indebtedness of consumers and the granting of reckless credit by businesses.

15.2.4 *Stipulate two advantages for Steve of purchasing the refrigerator on credit.*

- Steve can get a new fridge even if he cannot afford the full amount to pay cash.
- He has immediate use of the fridge while it is not fully paid for.
- It is easier for him to manage smaller monthly payments – this has less of an impact on his monthly budget.
- If he saves up in order to pay cash, that particular model may not be available any longer.
- Build up a good credit history.

Accept two valid advantages for a credit purchase.

15.3 *Steve noted that the refrigerator has an A+ energy ranking/rating. Explain the significance of this.*

It means that the appliance is energy efficient so uses less electricity. The energy ratings go from A (most efficient) to G (least efficient) in South Africa. This means that it will cost less to run as well as be more environmentally friendly / sustainable, although it may cost more initially.

QUESTION 16

| | | | |
|--------|---|-----|------|
| 16.1.1 | A | (1) | k |
| 16.1.2 | D | (1) | comp |
| 16.1.3 | C | (1) | k |
| 16.1.4 | B | (1) | k |
| 16.1.5 | C | (1) | k |
| 16.1.6 | D | (1) | k |
| 16.1.7 | C | (1) | app |
| 16.1.8 | A | (1) | k |

16.2 *Examine the advertisement below for Villa Pierro Estate in the Cape Town area and answer Question 16.2.1 to 16.2.3.*

16.2.1 *Consider the housing needs of Family 1 (Nazreen and Devan). Judge how a townhouse in this estate might suit their needs in terms of the following:*

- (a) *Location* – this estate is out of the city centre in the suburbs, therefore would be:
- Quieter than living in the city centre – they do not want the hustle and bustle of city living.
 - Being further out of town, properties are more affordable than in the city and municipal rates are lower.

- Further from work – they must consider travelling (time, cost, inconvenience) although 25 minutes is not too much for people living near large cities.
- Close to the main highway – as they have cars, it would be convenient, easy access to main routes. However, it also would be a main traffic route (less convenient/time consuming due to traffic congestion).
- Between Cape Town and Stellenbosch therefore is convenient for both centres for shopping, dining, entertainment.
- Suburb close to Stellenbosch university and schools for teenage children.

4 points discussed with regard to how the location would suit/not suit them.

(b) *Sectional title ownership* – would suit their needs:

- Shared amenities = shared costs, so saves the family money.
- Common areas are administered by the body corporate – they have the benefit of gardens, exterior maintenance of buildings, driveways, etc. without having the responsibility or work.
- Security is "state-of-the-art" – is a safe place to live.
- Levy includes municipal rates.
- They have the benefit of being part of a community – not isolated in a single home, especially for teenagers.
- It is an asset that will increase in value and can be passed on to their children.

Living in a complex might not suit their needs:

- Monthly levy to pay is an extra expense in their budget; will also increase annually.
- People all around – could be noisy, lack privacy.
- Common areas and facilities are shared, not their own therefore not private.
- Permission from the body corporate is needed before changes may be made to their buildings.
- There would be rules to be followed.

4 points discussed as to how sectional title ownership would suit them or not.

(c) *Amenities:*

- They are an active family, so would use the pool and gym, which would be only for the residents and are on site so very convenient.
- The amenities are maintained and cleaned so is not their responsibility or expense.
- The children can walk safely to the various amenities – pool, shops, gym, sports fields.
- There are the shops within the complex/estate – convenient

- but choice might be limited/might be expensive.
 - Petrol station is very convenient – can fill up any time without
 - having to go out of the estate.
 - Sports field is nice for teens to use after school and on weekends, can socialise in a healthy way with other young people in the estate – but it might not always be available when they want to use it.
- 4 points discussed – how the amenities would benefit them or not.**

16.2.2 *A good infrastructure is the responsibility of the municipality. List four basic services that local government should provide for the residents of the Northern suburbs.*

- Clean water supply
- Electricity and/or gas supply
- Sewage system / sanitation
- Refuse disposal and landfill sites
- Roads and pavements
- Gutters and storm water drains
- Street lights
- Libraries
- Parks and recreational facilities

Municipal services in terms of *infra-structure* for the community (not traffic police, fire department, etc.)

Not the pool, sports fields that the estate offers.

16.2.3 *Suggest three initiatives that the Villa Pierro Estate's Body Corporate could implement in the communal areas in order to demonstrate the responsible use of water Tabulate your answer:*

| Suggestions (x 3): | Reasons/explanations (x 3): |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Install rain water tanks in the garden. | Have a supply of free water to top up the pool/water gardens. |
| Plant an indigenous garden. Water-wise plants/succulent. | Does not require as much water. |
| Use a pool cover on the swimming pool. Avoid any decorative water features or fountains | Reduce evaporation. |
| Don't backwash excessively. | Wastes water. |
| Collect and re-use grey water from residents (showers, baths, washing machines) for use in the gardens. | Recycles the water – avoids the need to use fresh clean water on the gardens. |
| Water gardens early in the morning or late in the evening./Avoid watering when windy. | To reduce evaporation. |
| Signage in communal areas – "save water". | (Informal) Educate and inform. |
| Appoint a person in complex to track leaks and water usage. | Eliminate problem areas and make sure maintenance is carried out, i.e. dripping taps. Lessen water use. |

Accept other suitable answers – must relate to water-saving initiatives that the estate can implement (3 × 2 = 6)

SECTION D INTEGRATED EXTENDED WRITING RESPONSE**QUESTION 17****The economic impact of cheap clothing imports on South Africa.**

- The first resource shows that there are **vast quantities** of cheap imports coming into South Africa, many of which are **illegal**. Being illegal means that they have not followed the right procedures for imports, such as paying **import duties/taxes**. This means that their selling **prices can be lower**.
- Counterfeit products – illegal
- China is also able to produce goods very cheaply due mainly to their **cheap labour**. South African manufacturers have to pay minimum wages or more to their workers. SA labour laws protect workers from exploitation – they therefore have specified working hours and working conditions (including health and safety procedures) so **SA production costs more** and **SA workers produce less** than their Chinese counterparts.
- Because local producers have a lot of competition (unfair as much of it is illegal) they often **cannot compete financially**. Local producers therefore end up **closing down** resulting in thousands of **job losses** and an increase in unemployment which has a direct impact on families.
- Local manufacturers and retailers have to **charge VAT** on goods sold – this increases the selling price for consumers. Many of the Chinese retail centres 'do not comply with legal requirements such as being registered with SARS' and they are **illegally avoiding paying SA VAT** which reduces their operating costs even more therefore less money for the South African government.
- Many of the cheap imports are designed to be **"fast fashion"**, i.e. intended to be worn for only one season or part of a season. They are cheap so people are happy to discard and replace them on a regular basis. People are therefore buying new clothes often but their **money is not going to local producers** and is not benefitting the SA economy through taxes and job creation. Instead even more **money is leaving SA** and going to Chinese producers.

7 points discussed that relate to economic impact on local production and S.A. as a whole.

The benefits of buying "proudly South African" clothing and supporting local fashion designers and producers.

- When you buy SA produced goods, you are **contributing to the SA economy**: South African companies and workers will be earning money. For example, manufacturers like Tsonga use local people to hand-stitch the leather shoes – thereby **creating jobs** and boosting local GDP.
- **Local skills will thus be developed** and local workers will benefit. Unemployment will decrease – more families earning their own income means **less people dependent** on government grants to survive. It also **creates pride** and **increases self-esteem** of people who are able to use their skills to produce goods.
- SA fashion designers are entrepreneurs who are **contributing their skills** to our country. If we support them, we are supporting local talent. Their businesses and reputations will grow and they will earn more – so will **contribute more taxes** and as their businesses expand, will create even more local jobs. This in turn will **increase the skills base** in local industry.

- Consumer behaviour **creates demand** and affects the market place. In SA there is a large market for the cheap imports and the volume of these goods available has grown which is very damaging to the local designers and producers. If people buy locally made clothes, local designers will need to design and produce more to meet the demand.
- SA fashion designers showcase their creations at fashion shows (e.g. Cape Town Fashion Week) – this attracts many visitors from all over the world and **brings in tourism money** to SA and is a boost for the economy.
- Sense of patriotism
- Environmental aspects/benefits

8 points discussed that relate to buying "PSA" and its effect on local designers and producers.

The advantages of buying classic fashions such as practical leather shoes and bags for one's working wardrobe.

- These styles do not go out of fashion – are **timeless/remain popular** and can be worn for many years. This **saves money (good value for money)** as they do not need to be replaced often.
- Classic styles are simple/not extreme therefore are **always in good taste**. It is important to be tastefully presented at work.
- Classic shoes are **comfortable**. This is important at work as you spend all day wearing the shoes.
- They **suit most people** so you will look good at work.
- Classic styles **go with many types of clothing** and are usually neutral or basic colours. This is practical for a working wardrobe as you do not have to have a specific pair of shoes/bag that only goes with/matches a particular outfit/do not have to change bags for different outfits.
- Classic leather shoes and bags will be **good quality (will last/durable)** which means they will look classy, fit well and will be durable for a long lasting working wardrobe. Money can then be spent on fun fashion items for after working hours.

5 points discussed that relate to advantages of classic shoes and bags in a working wardrobe.

Total: 200 marks