NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2021

CONSUMER STUDIES

MARKING GUIDELINES

Time: 3 hours 200 marks

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SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES

QUESTION 1

1.1	A	k
1.2	C	k
1.3	A	anal
1.4	D	anal
1.5	B	k

QUESTION 2

2.1	C	i	comp/1app
2.2	D	ii	comp/1app
2.3	A	iv	comp/1app
2.4	B	iii	comp/1app

QUESTION 3

3.1 Hypertension/high blood pressure

3.2 High density lipoprotein/HDL

3.3 Trans fatty acids/trans fats

3.4 Preservative

3.5 Bulimia/Bulimia Nervosa

3.6 Functional food

3.7 Value added tax/VAT

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QUESTION 4

4.1 4.1.1 C ii

4.1.2 D iv

4.1.3 A i

4.2 4.2.1 **Based on the case study you determine that Bongani is suffering from E. coli. What led you to believe that Bongani was suffering from the illness you diagnosed?**
Symptoms displayed by Bongani are consistent with that of **E. coli**.
Symptoms started about **7 days** after eating the polony.
Consumed **contaminated food** – polony.
Overcrowding, poverty, poor sanitation facilities.
Any three valid suggestions – must be from the case study and must be relevant to E. coli specifically – be careful of candidate repeating the same point

4.2.2 **Suggest three suitable protein food preparation rules that Bongani's family need to be taught to help prevent the spread of this disease.**

- Meat must be cooked properly – an internal temperature of 74 °C should be reached.
- Defrost meat in the fridge or microwave oven and not on the kitchen counter.
- Put left over food directly into the freezer.
- Use only pasteurised dairy products.
- Check use by dates.

Food preparation hygiene specifically NOT personal hygiene – must relate to protein rich foods

4.3 **Bongani receives electrolytes and fluids through the IV drip. Why is this necessary and what other actions should or should not be taken to treat this illness?**
Fluids and electrolytes are essential to help with the dehydration (rehydration) – fluids lost due to vomiting and diarrhoea.
Rest.
No anti-diarrhoea products – rather allow the bacteria to pass through the gut quickly and be eliminated out of the body.

4.4 4.4.1 **The doctors have requested that Bongani be given probiotics to treat the diarrhoea. Briefly explain what probiotics are and how they will benefit Bongani in combating diarrhoea.**
Probiotics support the treatment of diarrhoea (improve gut flora) **they are live bacteria** and yeasts that are good for you, especially your digestive system. Probiotics are "good" or "helpful" bacteria because they help keep the **gut healthy/balanced by limiting the bad bacteria**. These are thought to reach the bowel, where they suppress the germs that are causing the diarrhea and help the body fight them.

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4.4.2 **Bearing in mind Bongani's economic status, name two natural food probiotics that could be consumed by him after he has been discharged.**

- maas/amasi
- yoghurt
- homemade kombucha
- ginger/pickles

Must be cost effective

4.4.3 **What is a prebiotic and how is it beneficial to the functioning of probiotics?**

Prebiotics are taken in through the diet in the form of fibre and are beneficial to naturally occurring gut bacteria as they act as food for the bacteria.

4.5 **Discuss the benefits for a consumer of a 'use by' date on a food label.**

- The product will be of good quality and safe to eat up until the 'use by date' – it must be consumed by/before this date.
- The product cannot legally be sold after this date.
- It appears on products that can go off, i.e. perishables.
- The consumer should read labels and buy products with a 'use by' date that is ahead of the purchase date.
- If goods are to be bought in bulk, the use by date is important unless food is to be frozen or preserved in another way.

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QUESTION 5

Study menus A and B below and then answer Questions 5.1 and 5.2.

Menu A	Menu B
• Pilchard fishcakes with mayonnaise • Greek salad consisting of lettuce, tomatoes, olives and feta cheese • Fortified milk	• Grilled steak • A fried egg • Potato wedges • Spinach salad consisting of spinach, strawberries and pecan nuts • Fresh orange juice

Select the menu that would be most appropriate for the management of each of the following health conditions. Provide three good reasons for each choice.

5.1 **Osteoporosis**

Menu A is best because:

- Tinned fish has soluble bones that are an excellent source of calcium for strong bones.
- Oily fish provides (fat soluble) vitamin D – necessary for absorption of calcium for strong bones.
- Egg yolk in mayonnaise contains vitamin D to aid calcium absorption – required to build bone structure.
- Milk – dairy products are high in calcium, phosphorus and vitamin D, which all help to maintain bone strength.
- Fortified milk has extra minerals and vitamins added, e.g. vitamin D – necessary for calcium absorption.
- Salad – cheese and lettuce contain calcium; tomato contains vitamin C which assists in absorption of calcium.

5.2 **Anaemia**

Menu B because:

- Red meat is one of the best sources of haem iron – necessary for haemoglobin production to prevent anaemia.
- Egg (yolk) is a source of non-haem iron for haemoglobin production.
- Vitamin C in strawberries helps with absorption of non-haem iron to help prevent anaemia.
- Spinach is a source of (non-haem) iron for haemoglobin production.
- Orange juice provides vitamin C which aids in the utilisation of (non-haem) iron in the body to help prevent anaemia.
- Potato also contains a small amount of vitamin C to help iron utilisation to produce haemoglobin to prevent anaemia.

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QUESTION 6

Write a detailed explanation to motivate why many consumers agree with this sign: GM foods should be labelled.
(CPA stipulates 5% or more GMO content must be stated on food labels):

- It is a consumer's right to be informed – we are entitled to know what we are eating, therefore all aspects of food composition should be labelled.
- All details of what is in our food and how the food has been treated should be transparent so that consumers are able to make their own choices – the consumer's right to choose.
- GMOs may cause allergic reactions in some people – those people need to be aware so they can avoid the food.
- Honest labelling will enable consumers to become more aware/educated about the issue – if it is not clearly visible on labels, it appears as if manufacturers/producers have something to hide.
- It would be ethical marketing to have correctly labelled products.
- Consumers must be aware of possible health implications such as gene transfer; may affect human health (e.g. antibiotic resistance to genes, used as marker when creating GMOs, may be transferred therefore a person could become resistant to the effective treatment of antibiotics).
- Consumers who are concerned about the safety of GMOs in the environment want to know via appropriate product labelling (e.g. plants could become resistant to herbicides = super weeds, GM plants and animals could become super organisms = cause natural plants and animals to die out as they cannot compete with modified animals and plants).
- Some consumers might be concerned about ethical issues re treatment of animals (GM animals grow quickly, slaughtered at a younger age = is this ethical?). Products must therefore be labelled.
- Technological modification may go against beliefs of certain cultures/ religions. These people have the right to know so that they can avoid these products.

Candidates must have clear motivation about the *labelling* of GM foods.

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QUESTION 7

7.1 **Explain with reasons what "frequent foods" would mean in terms of glycaemic index for the average healthy person.**

People should frequently eat low (below 55) to very low GI (below 40) or high fibre/unrefined foods that will digest slowly and provide an even release of glucose and energy – will sustain one better and avoid sugar spikes and surges of insulin – healthier for the pancreas.

Eating low GI foods frequently will also avoid excess sugars in the blood stream being converted into and stored as fat in the body – thereby helping to control weight.

7.2 **Which category of foods, according to their GI rating, would be advised as "best with exercise" and why?**

These foods would have a high GI rating (70>) – this means they are quick to digest so provide fast release of glucose into the bloodstream to provide/maintain energy during exercise and to replenish glycogen stores after exercise.

7.3 **Analyse the nutritional information on the food label below. Explain in detail why this product is not suitable for a diabetic person.**

It is not suitable because:

- It contains 69% glycaemic carbohydrate (sugar or starch) = a high amount. This will cause a spike in blood sugar requiring release of insulin but a diabetic does not produce sufficient insulin/the insulin does not work properly to move the glucose from the blood into the cells.
- The high amount of carbohydrate with very little fibre indicates that the product (crackers) is refined/high GI therefore not recommended for a diabetic due to quick digestion and release of glucose into the blood.
- The fibre content is low (0,8 g per serving). This means the satiety value will be low therefore one will feel hungry soon after consuming this product. Diabetics must take care not to put on weight.
- If they are hungry/eat between meals, it could affect their insulin doses as diabetics need to time their meals to balance with their insulin.
- The total fat is 19,8% – this is high. Diabetics should not consume high fat foods as they need to guard against weight gain, as well as high cholesterol and heart disease.
- The crackers have a low nutritional value = 'empty kilojoules', therefore this product is not satisfying, not nutritious and not suitable.

5 valid reasons why the product is not suitable for a diabetic

SECTION B CLOTHING AND CONSUMER-RELATED ISSUES

QUESTION 8

8.1	C	k
8.2	B	syn
8.3	C	k
8.4	B	k

QUESTION 9

9.1	C	ii
9.2	D	i
9.3	A	iv
9.4	B	iii

QUESTION 10

10.1	10.1.1	D	comp
	10.1.2	A	comp

10.2 **Discuss the advantages of online shopping for the purchasing of clothing or shoes.**

Advantages:

- Convenient as no need to go to (busy) shops/wait in long queues.
- No transport costs/parking charges to go to shops.
- Can check stock availability online – quick and easy.
- Can easily compare prices and choose the best deal.
- For some items cheaper prices are to be found on the Internet with free delivery (above a certain purchase value).
- Wide range/extensive choice of products/sites available (compared to shops).
- Items are delivered to your door – useful for heavy/bulky items.
- Shop in your own free time – not restricted to store opening times.
- Useful for consumers living in remote areas, offering them greater choice.
- Voucher codes may be available for discounts.
- Customer reviews online can help consumers choose products.

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10.3 **The *Chocolaticas* mismatched polyurethane shoes are made in Venezuela and imported into South Africa. Discuss the impact that these shoes will have on the natural environment.**

- Imported from Venezuela therefore contributes to carbon footprint due to air/sea miles.
- Transportation of shoes to point of sale/transportation of shoes if ordered online – carbon emissions.
- Carbon emissions from burning fossil fuels during manufacture of fabric.

Choice of fabric (memory foam – polyurethane with additional chemicals).

- Good quality that will last several seasons – helping natural environment by not buying new shoes continuously.
- Durable, hard-wearing synthetic/polyurethane will last several seasons – will not require replacing soon.
- May be a fad in terms of design – 'fast fashion' should be avoided as you replace items too frequently which impacts natural environment.
- Synthetic fabric is made with chemicals and treated with various chemicals during manufacture – toxic to the natural environment.
- Polyurethane is made from petroleum and crude oil (chemicals) – air pollution.
- Synthetic dyes used in manufacture – water pollution.
- Difficult to recycle – most products end up at landfill sites (non-biodegradable).
- Made from non-renewable resource = oil.
- Energy consumption is high during production, packaging.

10.4 **Assess how shoes such as *Chocolaticas* contribute to the problem of unemployment within the South African clothing industry.**

- Imports such as *Chocolaticas* compete with locally manufactured products in the market place.
- If fewer local goods are sold (due to less demand) then local manufacturers lose sales and make less profit.
- This causes local South African factories to close down and results in many job losses. Our unemployment figures rise.

10.5 10.5.1 **Although classic in style these shoes can be regarded as fads. Supply two sound reasons as to why they can be considered fads.**

Variety of unique fabric designs and bright colours.

Left and right shoes do not match – this is unusual/a bit extreme, do not look like other 'normal' shoes, not necessarily in good taste.

Young and funky designs – appeal to younger generation/ individualists.

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10.5.2 **Compare three differences between the life cycle of a classic and that of a fad fashion. Direct comparisons are required.**
Tabulate your answer as follows.

Classics	Fads
Continual or long lasting – can wear for many seasons, even decades. They are timeless fashions.	Shortest life cycle – quickly accepted but short-lived and popular only for a short time.
Classics meet the needs of many people.	Small to medium number of consumers support the product.
Support from more mature generation.	A style that is adopted by a particular younger, trendy demographic group; fads appeal to the younger generation.
These styles conform at all times.	Fads may conform within the particular group but not generally – are more individualistic.
Sales are good as the fashion lasts the longest. Always popular and available.	Fad products are soon sold out and then are no longer available as they come in and out of fashion quickly.

3 points of comparison are required

10.5.3 **Discuss fad fashions in relation to:**

(a) **A teenager who wants to conform.**
Teens want to conform as it gives them a feeling of security and belonging. Because they are forced to conform to a dress code at school, by wearing outrageous fad fashions after school hours, it allows them to be different. At the same time, they are likely to be wearing the same fad fashions as their friends so they are still conforming to their peer group – they still feel secure and comfortable. Many teens have not yet developed their own personal style and they still tend to choose what their peers are wearing.

(b) **A teenager who wants to demonstrate individuality.**
A person who is socially secure and creative or rebellious might want to be different and stand out from their peers, and could use fad fashions to achieve this. They could make up outfits that are outrageous and unlike what others are wearing – in their community as well as among their peer group, thereby expressing their individuality and personal style.

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QUESTION 11

11.1 **Discuss why Outfit B would be the most appropriate choice as part of David's working wardrobe.**

- Tailored trousers and white shirt are classic items that can be worn for many years and will not date.
- The trousers can be mixed and matched with other coloured shirts for variety.
- White shirt can be worn with other ties and trousers.
- Colours of clothing and shoes are neutrals (grey, white, black) and can therefore be worn with many other colours.
- Clothing looks comfortable for working purposes.
- Button down cardigan jersey is smart but not as formal as a jacket (he is only a trainee).
- Appropriate for a corporate job (white collar job).
- Classic outfit reflects good quality – will last, be durable.
- It is well fitted so he looks professional.
- Smooth textures are formal. Luxurious textures.
- Black shoes can be worn with many other outfits.

Evaluate why outfit is suitable for working wardrobe of a trainee manager (5 suitable reasons).

11.2 **Describe five specific ways in which the employees (men and women) can express their personal style within the constraints/limits of the company dress code. Do not repeat suggestions.**

Prescribed dress code	Suggestions
• Tie/scarf	Different colours, patterns, fabrics, shapes. Tie scarves in different ways. Men can wear a tie pin.
• Jacket/ waistcoat	Different styles – e.g. long or short, tailored or looser fit, collar shapes/no collar, single or double breasted. Different colours, textures, patterns, e.g. stripes/plain. Buttoned up or open, zip instead of buttons. Add different accessories, e.g. brooch.
• White shirt/ blouse	Different styles, e.g. collars, sleeve length, buttons or pull-on, tuck-in or out (ladies). Different fabrics. Add accessories, e.g. brooch for a lady, cuff links for a man.
• Navy/ black trousers or pants	Different styles, e.g. pleats, pockets, straight leg/bootleg. Different fabrics. Different fabric designs, e.g. pinstripes or textured fabric. Different belts.
• Black shoes	Different styles – lace-up/slip-on, high/medium/low heels. Leather/suede ...

Accept one suitable suggestion for each item, must be described.
No repetition of same points but accept different examples of style, etc.

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SECTION C HOUSING AND FURNISHINGS AND CONSUMER-RELATED ISSUES

QUESTION 12

12.1	C	k
12.2	D	k
12.3	C	k
12.4	A	k
12.5	C	k

12.6	B	C	D	k

(Any order)

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QUESTION 13

13.1 **Identify and stipulate the advantages of one non-renewable and one renewable source of common energy supply to South African homes.**

NON-RENEWABLE (two)

Electricity – coal
- Coal energy is an affordable energy source because of the coal's stable price compared to other fuel sources – energy is inexpensive.
- Coal is easy to burn.
- Coal produces high energy upon combustion.
- Coal is abundant – but is running out as non-renewable resource.
- Coal energy is a relatively reliable energy source – load shedding SA.

Gas
- Easily transferred from power plants to residential areas.
- Multi-use fuel it is used inside the house for cooking, heating, drying, etc.
- It is abundant and almost worldwide available.
- Natural gas is cheaper compared to other fossil fuels and cheaper than electricity when used for supplying home appliances. Natural gas appliances are also cheaper compared to electrical ones.
- **Environment:** It does not pollute the ground or the underground water because its byproducts are in gaseous form. Another important fact is that natural gas burns without releasing any soot or sulphur dioxide. It also emits 45% less carbon dioxide than coal and 30% less than oil.

Paraffin/Kerosene – petroleum
- Oil can easily be transported by a network of pipelines.
- Oil-fired power stations can, in theory, be built almost anywhere.
- Easy to light.
- Safe – is considered environmentally more friendly than coal and wood. Despite this, it does emit some poisonous gases – these include nitrogen dioxide, sulfur dioxide and carbon monoxide. Best used outdoors or in well-ventilated areas.
- Long storage life – non-corrosive.

REGENERATIVE (any one)

Solar power
- Renewable Energy Source.
- Reduces Electricity Bills.
- Diverse Applications – heating, generating electricity, distilling water.
- Low Maintenance Costs.
- Technology Development – constantly improving to maximise energy from solar power.

Wind power – Port Elizabeth/Gqeberha
- Wind is a renewable energy resource.
- No fuel costs.
- No harmful polluting gases are produced.

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Bioenergy – Durban

- Sugar cane waste, methane gas from landfills, sewage effluent and compressed waste from households supply heat and energy.
- Renewable energy source.
- Better for the environment than fossil fuels.
- Less dependency on fossil fuels.
- Very easily available.
- Reduce landfills.
- Cost effective.
- Space.

Have to be energy sources that are common to and used abundantly in SA – cannot be hydropower/petroleum
NAME and describe TWO advantages for each

13.2 **Give an account of the emissions produced from burning fuels of the non-renewable source that you discussed in Question 13.1 and the effect these emissions have on the environment.**

COAL

- Contribute to global warming. **Fossil fuels** are not green sources of energy. Non-renewable. Unsustainable.
- Coal energy produces large amount of carbon dioxide which leads to global warming and climate change.
- The burning of coal is not environmentally friendly because it produces harmful byproducts and gas emissions such as sulfur dioxide, carbon dioxide and nitrogen oxide that causes pollution to the environment including acid rain.

PARRAFIN/KEROSENE – PETROLEUM

- **Oil** is a non-renewable source of energy, burning **oil** produces carbon dioxide gas which can pollute the air.

GAS

- **Flammable and toxic:** Natural gas leaks can be extremely dangerous. Such leaks may be the cause of fire or explosions. The gas itself is extremely toxic when inhaled.
- **Environmental impact:** When natural gas burns, carbon dioxide, monoxide, and other carbon compounds are emitted in the atmosphere contributing to the greenhouse effect. Although it is cleaner than other fossil fuels (oil, coal, etc.) as far as byproducts are concerned, natural gas leaks can become more hazardous since methane is 21 times more dangerous than carbon dioxide.
- **Non-renewable:** It is a finite source of energy and cannot be considered a long-term solution to our energy supply problem.

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QUESTION 14

14.1 **Recommend two small portable electrical household appliances that they could afford to buy to assist them when preparing their meals. Motivate the suitability of your recommendations. Do not repeat reasons.**

Tabulate your answer as follows:

Small appliances:	Reason/motivation for choice:
Kettle	Boiling water quickly in large or small quantities; more economical than using stove …
Sandwich maker/ contact grill	Entire meal can be cooked in minutes; easy for those who do not have cooking skills; lots of variety possible in sandwich fillings; can produce satisfying and healthy food easily …
Stick blender	Quick preparation of fresh juices and smoothies to provide healthy options.
Toaster	Toasting, defrosting breads, frozen waffles – convenient, quick meals and snacks …
Electric frying pan	For quick cooking; 'one-pot' meals, easy to use, low electricity consumption.

Any two small food portable and affordable preparation appliances suitable for young male students. (2)k
One suitable reason for each choice. (2)app
No repetition of reasons.

14.2 **Describe the correct procedure to be followed should a problem occur with the new household appliance.**

- Return to place of purchase with proof, i.e. faulty appliance (preferably in packaging), guarantee, receipt (copies – keep originals).
- Speak to manager/customer complaints department.
- Calmly and politely explain the problem/write a letter. Be factual.
- State what redress you require – refund/replacement/repair.
- Allow a reasonable time span for complaint to be resolved.
- If not resolved satisfactorily, approach a higher person/authority.
- Keep records of steps taken – dates, names, etc.
- Try to settle dispute yourself.

Any 4 valid points.

14.3 **State three factors that a consumer should consider when choosing which appliances to purchase.**

- Function – ease of operation, efficiency, safety features, ease of cleaning.
- Consumption – energy usage/energy efficiency/running costs, size to meet needs, water consumption.
- Environmental impact – durable construction/warranty/guarantee, energy usage, after sales service.

Any three factors mentioned (no explanation required)

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14.4 **Name two kinds of indirect tax payable on an imported appliance in South Africa.**

- Import duty/customs duty.
- VAT.

14.5 **Compare credit card and cash transactions when paying for household appliances. Come to a conclusion as to which method would be the best option for Tom and James.**

Credit card	**Cash**
Can buy immediately even if they do not have available funds.	They have to have the full amount up front – might need to save up/ might have to delay purchase until affordable.
Can put the items on the budget facility of the credit card – can pay off over a longer period – less impact on monthly budget but interest will be added.	Cash must be available/ withdrawn from bank.
A safe method of payment – do not have to carry cash; chip and PIN technology; can block the card if lost or stolen.	More risky – if cash is lost or stolen, there is no way to trace or recover it.
Most outlets accept credit cards.	Cash is acceptable everywhere.
No outstanding amount is owed to the store so no extra costs are added e.g. interest, admin fees.	No extra charges, plus they might get a cash discount.
They will need to pay back the amount to the bank at the end of the month (debt); if not paid in full, there will be a high rate of interest payable.	Immediate ownership and no outstanding debt to pay/cannot overspend.
Conclusion: Learners may choose either method but must provide motivation. E.g. credit card would be best as they would not need to save up/is safer … **OR** Cash is preferable – no debt, cheaper in the long run, possibility of cash discount ... **Assess suitable conclusion (1)**	

Three direct comparisons are required; must explain – no one-word answers.

QUESTION 15

15.1 **A lease agreement.**
A legal written agreement between an owner/lessor and a tenant/ lessee for the renting of property.
It is in force for a certain period of time for a fixed amount of rent.
It includes all the terms and conditions.

15.2 **A mortgage bond.**
Money borrowed from a bank/other financial institution to buy property.
It is paid back in monthly instalments with interest and admin costs added, over a period of up to 20–30 years.
The mortgage is registered at the Deeds Office and forms security for the bank – meaning that the bank owns the property until the full amount is paid back.
The owner signs the mortgage bond which is an acknowledgement to pay the loan.

15.3 **Occupational rent.**
If the new owner/buyer takes occupation of the property before transfer, they will be liable to pay rent to the seller (existing owner).
If the seller is still occupying the property after transfer, they will have to pay rent to the buyer (new owner).
The amount payable will be specified in the contract/Deed of Sale – usually 1% of purchase price.
Three valid points explaining each term.

QUESTION 16

16.1 **Name three types of insurance policies that a home owner with a mortgage loan/bond should have.**
- Mortgage protection insurance/life policy/life assurance policy.
- Home-owner's Comprehensive Insurance/HOC (against fire, floods, other disasters).
- Household insurance/household contents insurance.

16.2 **Give three requirements that a bank needs before granting a home loan to a prospective home buyer.**
- Certified copy of offer to purchase.
- Certified copies of identity documents (SA ID or passport).
- Proof of steady income.
- Buyer's bank statements for the past 6 months (unless it is the same bank).
- Proof of residential address.
- Income tax number.
- A credit worthiness check.
- Fully completed and signed application forms.

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QUESTION 17

Describe four responsibilities in the process of purchasing or selling a house of each of the role players listed below.

17.1 **Estate agent.**

- Analyses the needs of the potential buyer.
- Knows the current housing market i.e. what homes are on the market in the buyer's price range and desired neighbourhood(s).
- Knows about what the various banks offer in terms of mortgage options.
- Provides a link between buyer and seller – meets with both and negotiates acceptable terms between them.
- Can assist with filling in of forms.
- Offers advice about legal matters to do with the process.

17.2 **Transferring attorney/conveyancer.**

- Draws up the documents to be signed by the purchaser that are required for the transfer of ownership.
- Registers the buyer's new mortgage bond in the Deeds Office.
- Cancels the seller's old bond.
- Registers the transfer of ownership in the Deeds Office.
- Pays the money owing from the buyer to the seller.
- Pays the transfer duty (tax) to SARS.

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SECTION D EXTENDED WRITING RESPONSE

QUESTION 18

Discuss your opinion, including detailed reasoning, about whether taxation of 'undesirable processed foods' and exempting 'healthier foods' from taxation would be an effective strategy to change consumer behaviour.

The essay is marked holistically using the IEBs source-based essay rubric with the following guidelines.

YES –

- Many families have a food budget and have to buy foods that are affordable. If nutrient-rich foods are cheaper and unhealthy foods are more expensive, consumer behaviour could start to change, especially for those on a tight food budget.
- Many people purchase fast foods as they are often cheaper than healthier fresh fruit and vegetables, but if fast/convenience/processed foods were taxed at a higher rate, the consumer may be more inclined to purchase the healthier option which is exempt from tax.
- Some staple foods are 0% VAT-rated – this enables the poor to buy a range of basics to survive on. These people would be likely to buy any other tax exempt products.
- People will then become more accustomed to eating a healthier diet. Their health will start to improve, they will lose weight and feel better so will continue to eat like this.
- Many people need to have a good motivation to change behaviour patterns – the saving of money could be an excellent incentive.
- Due to the government's planned campaign it may make consumers more aware of which foods are 'undesirable processed foods' and therefore educate consumers into making healthier choices and leading healthier lives.
- Once consumers become accustomed to buying and eating the healthier options, their buying behaviour and food preferences would start to change.
- Children will then grow up eating a healthier diet – this will become their norm.

NO –

- Many people purchase fast food due to its convenience therefore they would pay the extra for the convenience factor.
- Many people lack cooking skills and knowledge about healthy foods, therefore will continue buying unhealthier fast food even though it is more expensive.
- Alcohol and cigarettes are heavily taxed with excise duty ('sin' taxes) partly to try and guide/change consumer behaviour but if people want to buy them they still do even though it might impact on other needs in their budget. Taxes may partially reduce unhealthy food consumption for a while, but people often revert to their old habits.
- Consumers who can afford to pay the extra will not be motivated to change what they buy in order to save a bit of money.
- Increasing taxes will only be partially effective in curbing obesity – S.A. already has an overbearing tax system and this tax will further increase food prices which will hurt the poor and middle income groups.
- People will still want junk foods, sweets etc. as that is what they like and what they are used to, therefore will still buy their 'comfort' foods. Consumer behaviour is unlikely to change.

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- The food industry is large, powerful and has a lot of money for advertising and promoting their products – people will still be tempted and persuaded by the media to buy the wrong things.

Candidates may be for or against, or may show both sides of the argument. Must give 8 valid points.

Debate the impact that an inactive lifestyle may have on the obesity levels of South African children.

- **Inactive lifestyle** means less energy is used in daily activities; if more kilojoules are taken in than needed, they are stored in the body as fat. If this cycle continues, it may lead to obesity.
- **Inactive parents** – do not lead by example (e.g. family activities do not involve exercise or outdoor physical activities) therefore parents do not encourage physical activity – leads to overweight children.
- **Sitting at a desk at school** most of the day and perhaps no sports offered at schools means children are often inactive = obesity.
- **Transportation** rather than walking or cycling. Parents are concerned about safety of children outdoors, so physical activity such as playing in a park/ cycling/walking are restricted even if the children want to = obesity.
- **Sedentary leisure activities** after school and at weekend, e.g. TV/browse internet/play computer games (sedentary lifestyle) – less energy gets used in daily activities which may lead to obesity.
- **Working parents** – children are at after-care for many hours per week, under supervised activities or homework instead of being physically active, even during school holidays. Because parents lead a busy lifestyle, they often may be too tired/busy to do physical activities with their children after work and at weekends.

'Obesity in children may lead to further health problems in adulthood'. Assess the truth of this statement.

The statement is true as obese children tend to become obese adults who are likely to suffer from one or more of the following health conditions. These will be worse/occur at an earlier age if the person has been obese for most of their life.
(A suitable motivated comment to evaluate the truth of the given statement: 1 mark)

- Obesity is known to be linked to **Coronary heart disease/heart attack** – this is due to the types of foods often consumed by obese people which are high in fat (saturated and trans fats), high in sugar and unrefined CHO which increase the risk of heart disease.
- **Type 2 diabetes** – directly related to obesity, poor diet and lifestyle. It develops over time therefore there is a greater risk when a poor lifestyle starts at a younger age. People who are overweight, lack exercise and follow a poor diet are at high risk of developing Type 2 Diabetes.
- **High blood pressure (hypertension)** – obesity makes it more difficult for the heart to pump blood through the blood vessels increasing the risk of high blood pressure.
- **High cholesterol levels (hypercholesterolemia)** – related to food intake high in animal products, saturated fat and trans fats, commonly found in unbalanced diets of overweight people. Leads to build-up of fatty plaques that cause

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narrowing & hardening of the arteries **(atherosclerosis & arteriosclerosis)** – can cause heart attacks and stroke.
- **Stroke** due to hypertension/heart disease (see above).
- **Certain cancers** such as oesophagus, bowel, kidneys, womb/uterine, prostate cancer can be caused by obesity.
- **Depression** – low self-esteem and lack of confidence can result from obesity (psychological health is impaired which is a serious/dangerous condition in children and adults.)
- **Poor wound healing** is a common complication in obese people.
- **Dental caries** – obese people often follow a high sugar diet, resulting in poor condition and/or loss of teeth.
- Extra **strain** on heart, lungs (respiratory disease, asthma), blood circulation and skeleton (back, knee and joint problems) are all related to obesity continuing into adulthood.

Any 6 of the above health conditions mentioned with a brief explanation as to why they are linked to obesity; 1 mark for the judgement/conclusion of the truth of the statement.

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Criteria	Performance Indicators				
Effectiveness of current proposed strategies to change consumer behaviour.		**5–4 marks**	**3–2 marks**	**1 mark**	**0 marks**
		Response shows a thorough understanding of the proposed strategies and whether it will be effective to change consumer behaviour. Both strategies were addressed. No factual errors.	Response shows a good understanding of the proposed strategies and whether it will be effective to change consumer behaviour. Both strategies were addressed. Minor factual errors.	Response shows weak understanding of the proposed strategies and whether it will be effective to change consumer behaviour. Only one strategy was addressed. Some important information is missing/incorrect in both.	Response shows a poor or no understanding of the proposed strategies and whether it will be effective to change consumer behaviour
The impact of an inactive lifestyle on obesity rates of children.	**4 marks**	**3 marks**	**2 marks**	**1 mark**	**0 mark**
	Response provides at least 4 reasons how an inactive lifestyle impact obesity rates of children. No factual errors.	Response provides at least 3 reasons how an inactive lifestyle impact obesity rates of children. Some lack of appropriateness, clarity or detail	Response provides at least 2 reasons how an inactive lifestyle impact obesity rates of children, but they are flawed and lacks clarity.	Response provides at least 1 reason how an inactive lifestyle impact obesity rates of children but they are mostly inappropriate and vague.	Response provides no reasons how an inactive lifestyle impact obesity rates of children.
Relationship between childhood obesity and further health conditions in adulthood.	**5 marks**	**4 marks**	**3 marks**	**2–1 mark**	**0 marks**
	Response provides at least 5 health conditions that can be related to childhood obesity with a thorough explanation.	Response provides at least 4 health conditions that can be related to childhood obesity with a good explanation.	Response provides at least 3 health conditions that can be related to childhood obesity with an explanation. Some lack of appropriateness, clarity or detail.	Response attempts to provide health conditions that can be related to childhood obesity but they are mostly inappropriate or vague.	Response provides no health conditions that relate to childhood obesity.
Use of information			**2 marks**	**1 mark**	**0 marks**
			Information in the article well integrated with own knowledge.	Integration of information in the article with own knowledge was attempted.	Information in the article was not used.
Quality of the discussion			**2 marks**	**1 mark**	**0 marks**
			Discussion is clear and concise. Flow is logical. Focus is consistently maintained. Use of terminology is accurate.	Discussion is often vague, lacking cohesion, rambling or repetitive. Terminology used is often incorrect.	The discussion is meaningless.
Presentation			**2 marks**	**1 mark**	**0 marks**
			Response is organised with well-constructed paragraphs, an engaging introduction and clear conclusion. Language and tone are appropriate. Minor flaws are evident.	Response is organised but flawed in several respects.	Response is flawed in all or almost all aspects of presentation.

Total: 200 marks

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