

CONSUMER STUDIES

Dear Grade 12 Consumer Studies learner

Welcome to Consumer Studies page. Here we will share some of the aspects that will help you as prepare for the final exams.

Content Checklist

Use the following checklist to ensure that you have studied all the topics mentioned in the 2023 ATP and 2021 exam guidelines in full.

1. The Consumer

- ➔ Financial and contractual **aspects** of consumers
- ➔ The implication of taxes, interest rates and inflation on costs of food, clothing, housing and furnishings
- ➔ Sustainable consumption of water and electricity
- ➔ Responsibilities of municipalities and communities

2. Food and Nutrition

- ➔ The prevention and management of an existing food related health condition.
 - There are **TWO** health conditions and **THREE** eating disorders to study for this year.
- ➔ Food allergies.
- ➔ Dairy and gluten intolerance.
- ➔ Eating disorders:
 - Anorexia,
 - Bulimia
 - Obesity
- ➔ Food-borne diseases
 - Gastro-enteritis, Hepatitis A (infective jaundice)
 - E-coli infection and TB.
- ➔ Food additives
- ➔ Food labelling as a source of information
- ➔ Food-related consumer issues

3. Clothing

- ➔ Fashion and the role of appearance in the world of work
- ➔ The fashion cycle and current fashion trends for young adults
- ➔ Basic wardrobe planning for the world of work
- ➔ Consumer issues regarding clothing and textiles

NB: Design Elements and Principles (Gr.11 content)

- ➔ Application of design elements and principles when planning a wardrobe for the world of work.

4. Housing and Interior

- ➔ Different housing acquisition options
- ➔ Financing related to buying a house
- ➔ The choice of household appliances
- ➔ Finances and contracts related to buying furniture and household appliances.

5. Entrepreneurship

- ➔ Production and marketing of a product
- ➔ Factors influencing efficient production
- ➔ Requirements for quality products
- ➔ Developing a marketing plan according to the 5P Marketing Strategies
- ➔ Evaluating the sustainable profitability of an enterprise

Assessment

School-based Assessment (SBA) 100 marks (25%)

Term 1

- ➔ Test **50-100 marks (75%)**
- ➔ Practical lessons **3 lessons of 25 marks (25%)**

Term 2

- ➔ 3 Practical lessons **(25%)**
- ➔ June examinations **(75%)**

Term 3

- ➔ September exam **200 marks (100%)**

Practical Assessment Task (PAT)

- ➔ **This is a formal external examinations.**
- ➔ **1 Practical exam 100 marks (25%)**

NB. Compulsory: Failure to do your PAT exam will result in an **INCOMPLETE RESULT** and you will have to do the PAT the following year to receive your matric certificate

3 hours	200 marks	
Question 1:	Short questions (All topics)	40 marks
Question 2:	The consumer	40 marks
Question 3:	Food and nutrition	40 marks
Question 4:	Clothing	20 marks
Question 5:	Housing	20 marks
Question 6:	Entrepreneurship	40 marks

Tips for Success

- ➔ Study all the topics in great detail.
- ➔ Know subject specific concepts and terminology
- ➔ Read instructions carefully.
- ➔ Analyse the action verbs and determine what is expected of you to do.
- ➔ Use the trim and peel method to analyse and formulate questions
- ➔ Time management: Mark allocation determines time spent on question and how much to write.
- ➔ Don't leave blank spaces. If you don't know the correct answer, write anything.
- ➔ Keep abreast of topical consumer issues within the community and country that are relevant to any of the consumer studies topics



Trim and peel strategy

https://drive.google.com/file/d/1Tc14y3WT_KSE0YKX56o0omJT2WxHVQub/view?usp=sharing