



CONSUMER STUDIES

REVISION BOOKLET

2024 TERM 3

Grade 10

This revision program is designed to assist you in revising the critical content and skills that you have covered during the 3rd and 4th terms. The purpose is to prepare you to understand the key concepts and to provide you with an opportunity to establish the required standard and the application of the knowledge necessary to succeed in the September test and final examination.

The revision program covers the following topics:

- Entrepreneurship
- Fibres and fabrics
- Clothing
- Housing and Interior

GRADE 10 – LEARNER THEORY WORKBOOK - 2022

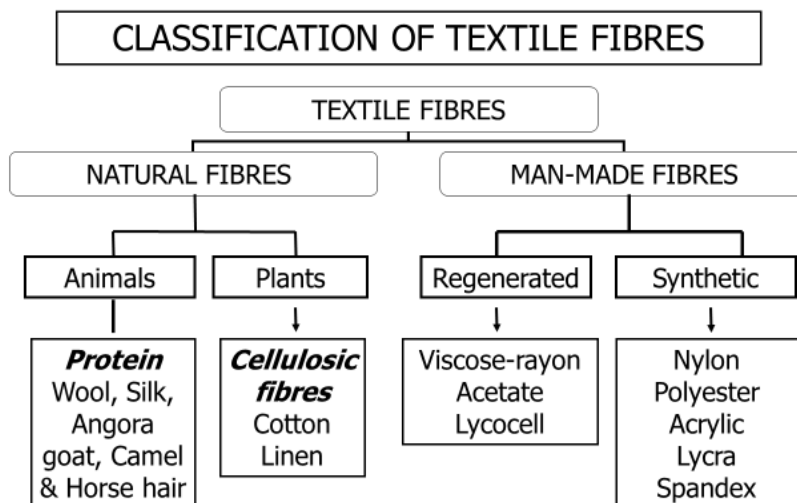
WEEK		TERM 1	TERM 2	TERM 3	TERM 4
CONTENT	1	Introduction to Consumer Studies	Food spoilage	Entrepreneurship	Housing needs and types of housing
	2	What is a consumer?	Food hygiene and food safety	Costing	Factors influencing housing decisions
	3	Decision making: Types Sustainable consumption	Food storage	Fibres and fabrics: Natural fibres	Design features of housing and interiors
	4	Factors influencing consumer behaviour	Dining out in restaurants		Universal design
	5	Types of outlets in South Africa	Marketing	Fibres and fabrics: Regenerated cellulose fibres and synthetic polymer fibres	Enabling housing environments for the disabled
	6	Food practices of consumers	The 5 P marketing mix model	Fibres and fabrics: Blends and leather and leather substitutes	Choice of items for small-scale production
	7	Energy and nutritional requirements of consumers	The AIDA model	The choice of textiles for clothing and soft furnishing items	Planning for small-scale production
	8	Food guide pyramid: Nutrients and their functions	Mid-year examinations	The young adult's choice of suitable clothing	End-of-year examinations
	9	Compare a day's food intake of young adult with food guide pyramid		Choice of clothing items according to personality and lifestyle	
	10	Daily meal planning		Adaptive clothing for people with disabilities	

FIBRES AND FABRICS

The RATP covers the following content and topics for the exams.

Use of natural Fibres for clothing and soft furnishing. - Cotton and linen (vegetable/ Cellulose) - Wool and silk (animal/ protein). Use of regenerated cellulose fibres - Viscose rayon, lyocell, acetate and bamboo for clothing and soft furnishing.	Use of textile blends Polyester cotton, cotton/nylon, wool blends for clothing and soft furniture.
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Fibres are classified into the following categories according to how they are made and as they exist or grow naturally.



Classification of textile fibres

Natural fibres	Man – made fibres
Plant or animal - Vegetable fibres consist of cellulose, which is an organic substance found in plants such as cotton, flax and hemp. - Animal fibres, consist of strands of protein-based	Man – made fibres - Synthetic fibres – made in a lab and are purely chemical based. - Regenerated fibres – are all made from cellulosic plant material. The plant material is broken down and treated with chemicals

animal hair like wool, silk and leather	
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Fibres

Cotton



Symbol of 100% cotton



Symbol of cotton blend

Uses

- Cotton fabrics are versatile.
- Available in different weights and textures.
- Can be used for most garments and soft furnishings.
- Special finishes can be applied to cotton to make it crease resistant and to reduce ironing.



Linen

- Linen fabric remains fairly stiff making it suitable for summer suits and trousers and table linen.
- Linen can be treated to become more resilient and it will not crease as much as untreated linen.



Wool



Symbol of 100% wool



® Symbol of wool blend

- Woollen fabric is mostly used for winter garments because it is warm to wear.
- Can be used for curtains because it drapes well.



Silk	• Silk is a luxurious and expensive fabric. • It comes from and is made by silkworms. • Used to make garments for special occasions. • Curtains and decorative soft furnishings are also made from silk. 
	▪ Fibres are blended because each group of fibres has good and bad properties. ▪ When fibres are blended, each fibre can contribute its good properties and the combination of properties will result in a better fabric. ▪ There must be enough of each fibre in the blend to benefit from the good qualities.
Polyester cotton blends	• Are popular for dresses and shirts. • Cotton is cool, very absorbent and does not build up static electricity. • Polyester is very durable, retains its shape well and dries quickly.
Cotton nylon blends	• Are popular for men's socks. • The cotton provides absorbency and comfort. • The nylon provides strength and abrasion resistance, and it costs less than pure cotton.

CLOTHING

- ❖ The young adult's choice of suitable clothing:
 - Reasons for wearing clothes, e.g., aesthetics, fashion, status, protection etc
 - Wearing clothes for different purposes, e.g., school, sport, leisure, events, etc
 - The impact of socio-economic conditions, culture, and peer preferences.
 - The choice of clothing items according to personality and lifestyle.
 - Information on clothing labels, including care labels
- ❖ Adaptive clothing for people with disabilities:
 - Designs, fabrics, and fasteners, etc. to dress independently.
 - Clothing choices: physical comfort, safety, appearance, convenience, and care.

REASONS FOR WEARING CLOTHES

Factors	Explanation
Protection	• Clothes help to cover the body and keep it safe from the cold and hot weather. • Cold and hot weather can lead to death if one is not well protected. The sun can cause skin cancer. • People working in dangerous environments also use clothing to protect them from the substances and tools they use.  <i>Protective clothing in the world of work</i>  <i>Sun protective and cold protective clothing</i>

Modesty	Clothes are also used to cover our bodies so that we do not walk around naked. It also involves not making others uncomfortable although no one can dictate what and how others dress.  Modesty
Aesthetics	- When you buy trendy beautiful clothes, you feel good about yourself. - Create a sense of own identity and individuality. - This means something is beautiful to look at. In the case of clothes, it also means something that is nice to touch, feel and is comfortable to wear.
Fashion conscious	People like to be relevant by buying fashionable items that give them recognition among their peers.
Status	- Prestige position in society or one's social status in the community - A person's status in the workplace.

Wearing clothes for different purposes

- Clothes can also be worn for events such as school, sport, leisure, events, etc.

The impact of socio-economic conditions, culture, and peer preferences on clothing choices

1. Socio-economic status of families

- It determines the amount of money they spend on clothes.
- The higher their income level, the more they can afford a variety of fashion items
- The lower the less income, the less they will be spent on quantity and quality clothes.
- The education level and profession will also influence the amount of money spent on clothing.

2. A person's culture greatly influences choice in clothing.

- These choices are reflected in styles of the diverse.
- African cultures in South Africa such as amaXhosa, amaZulu, the Ndebeles etc. and the Muslim and Indian cultures.

3. Peer preferences

- This relates to the young adult's desire to dress like their friends to fit in and be accepted within a specific group.

Clothing for the disabled person

Designs for pants

- Select designs that allow ease of wearing and undressing with no assistance. • Pants should be cut lower in front and have a long zip extending into the crotch, long and wide-open legs and an elasticated waistband.

Designs for top garments

- Comfortable arm movement, easy to manage fasteners such as Velcro, big buttons and large zippers with pulls.
- Large front openings with shorter sleeves to prevent tangling in the wheel.

Fabrics and shoes

- Stretch and wool fabrics have more and better room for movement.
- Shoes that slip on and off easily or that have Velcro are best for people with disabilities.
- Trainers are the best.

Clothing Choices

These choices are greatly influenced by the following factors:

1. Physical comfort

- Choose garments made from natural fabrics that are warm(wool) in winter and cool (linen and cotton) in summer.
- Fabrics should be lightweight, breathable and stretch to allow for comfort movements.
- Soft and smooth textures are kinder and will not irritate the skin.

2. Safety

- Fabrics should be flame proof/ flame retardant and non-allergenic.
- Gloves with palm reinforcement to prevent hands from slipping or burning when using crutches. Low heeled shoes with non-slip soles.

3. Convenience

- Garments must be crease resistant.
- Fabrics should also be of good quality, stain resistant, colourfast, elastic and strong.

4. Care

- Fabrics must be easy to maintain and to care for.
- They should be easy to wash, quick to dry and easy to iron.
- Durable and washable garments are most suitable to choose as it can withstand constant washing.

5. Appearance

- Fashion items should help to build confidence and self-esteem of the wearer.
- Style and design need to be flattering and not emphasize problem areas.
- The length of skirts, pants and sleeves must be correct.

HOUSING

Factors influencing housing decisions

1. Housing needs (refer to Maslow's hierarchy of needs)
The five stages of Maslow are discussed in terms of housing.
2. Type of housing
 - Single family homes e.g. free-standing homes, townhouses and shacks
 - Multi-family homes e.g. condominiums and flats
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3. Location
 - The following aspects influence housing decisions when location is chosen.
 - Region, community, neighbourhood, plot, orientation to the sun and the wind.
4. Safety
 - Physical safety: Protection against the weather elements such as heat and excessive cold.
 - Psychological safety: Protection from burglars and intruders.
5. Suitability for stage in life cycle
 - As families go through the stages in the life cycle, their housing requirements change to meet their evolving physical and physiological needs.

FINAL EXAMINATIONS

Layout of the FINAL exam question paper

QUESTION	TOPICS	MARKS
1	Short questions (All Topics) Multiple choice questions; Matching Items; One-word Items; Identification items	40
2	The Consumer	40
3	Food and Nutrition	40
4	Clothing, fibres and fabrics	20
5	Housing and interior	20
6	Entrepreneurship	40
	TOTAL	200
	Duration	3 hours

The Consumer Studies Taxonomy of Cognitive Demand Levels for the Consumer Studies final Examinations is structured.

Level of cognitive demand	Type of cognitive demand	Explanation of categorization Questions which require students:
Level 1: 30%	Lower order	Remembering
Level 2: 50%	Middle order	Understanding/Applying
Level 3: 20%	Higher order	Analysing/Evaluating/Creating

Source: CAPS (DBE, 2011: 62)

Cognitive level and level of difficulty	Instructional verb	Explanation
Lower order (30%)		
Remembering	List, Give, Name	Give the answer without any explanation It is a knowledge-based question.
Middle order (50%)		
Understanding	Explain	Interpret and spell out the meaning of the idea in the question in your own words.
	Discuss	Use your own words to examine, analyse and compare ideas, opinions, or concepts in favour and against a particular issue/point.
	Describe	List the main characteristics or give an account of the idea/concept in the question.
Applying	Distinguish	Highlight the differences between two or more issues or ideas.

Cognitive level and level of difficulty	Instructional verb	Explanation
Higher order (20%)		
Analysing, Evaluating and Creating	Justify/Validate	Present a logical argument to prove or give reasons for decisions or conclusions.
	Analyse critically	Examine the idea in detail and show the essence or structure of the idea.
	Predict	Anticipate the outcome.
	Evaluating	Appraise or assess the idea, looking for positive and negative aspects. You are weighing and giving your opinion based on the evidence from the text or case study. A conclusion or final opinion should then be reached.
	Creating	To use information or data to develop a projection.

COGNITIVE LEVELS and INSTRUCTIONAL VERBS

- Questions are set at three cognitive levels and instructional verbs are used specifically to indicate the level at which a question is pitched.
- The tables above show the cognitive levels, the instructional verbs indicating the level and their explanation so you can get a sense of what is required of you and how you should respond.

4. FEATURES AND EXPECTATIONS OF HIGHER-ORDER THINKING

- Requires you, the learner, to engage with unrehearsed or unfamiliar texts.
- Requires deep thinking.
- Includes the assessment of critical, logical, reflective, and creative thinking.
- Is grounded in lower order skills and linked to prior knowledge of subject matter or content which means you need the foundational knowledge on which to expand.
- Requires you to generate the information needed to answer the question from your knowledge base and resources provided
- Confronts you with a story, scenario, case study, problem, issue, unexpected situation.

Revision Questions

- 1.1.1 Which ONE of the following is a cellulose fibre?
A Wool
B Silk
C Acrylic
D Cotton (1)
- 1.1.2 Glazing a fabric improves the ...
A Colour
B Texture.
C Grain.
D Yarn. (1)
- 1.1.3 A jacket that has a ... textile composition will NOT crease when worn in areas with very high temperatures.
A Polyester
B Linen
C Linen-polyester blend
D Cotton (1)
- 1.1.4 Absorbency is the ability of fibres to ...
A return to its original shape and size.
B last a reasonable time under normal conditions
C retain its shape and bulk
D absorb and retain moisture before it feels damp
(1)
- 1.1.5 Polyester fibres are immediately accepted by consumers because of the following properties
A Ease of maintenance and crease resistance
B Crease resistance and high moisture absorbency
C Elasticity and high moisture absorbency
D Ease of maintenance and sweetish smell
(1)
- 1.1.6 A polyester fabric is popular for garments because
A. absorb very little water
B. it is wrinkle resistant
C. pick up dye and oily stains
D. builds up static electricity (1)
- 1.1.7 Nomvula is wearing a mohair jersey and a nylon skirt that are made from
A. synthetic and regenerated fibres
B. blended and regenerated fibres
C. natural and synthetic fibres
D. regenerated and natural fibres

1.1.8 A two-storey house is called a ...
 A. simplex.
 B. duplex.
 C. cottage.
 D. lodge. (1)

1.1.10 A single-family dwelling is a type of ...
 A. high-density housing
 B. medium-density housing
 C. low-density housing
 D. mobile homes. (1)

1.1.11 Ergonomics is the study of ...
 A economic principle
 B the relationship between people and their physical work environment.
 C the average size and shape of human beings.
 D the relationship between energy use and physical activity. (1)

1.1.12 When a workplace is designed to meet both the requirements of the worker and the task, it is
 A. decorative
 B. structural
 C. applied
 D. functional (1)

1.1.13 Production schedules, workflow and flow diagrams refer to a logical plan for
 A. the production of a product, from beginning to end.
 B. packaging of a product
 C. preparation of a product
 D. delivery of the completed product (1)

2. Identify each of the following symbols:

A		B		C		D	
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3. Match a reason for wearing clothes in Column B with an example of a reason in Column A.		
COLUMN A Example		COLUMN B Reason for wearing clothes
1. Yesterday it was so cold you had to wear your leather jacket.	A	Status
2. On returning home from the beach, you wrapped a sarong around you to cover your bathing costume.	B	Individuality
3. You always choose styles that emphasize your best features.	C	Protection
4. When you became a prefect, you were expected to wear a special blazer and badge	D	Comfort
5. Cyclists wear tight-fitting, stretchable pants to avoid discomfort while racing.	E	Modesty
	F	Conformity
	G	Decoration

4. Match the good fibre property in Column B with an example of a fibre in Column A			
Column A Fibre		Column B Good fibre property	
1	Wool	A	Strong, becomes stronger when wet
2	Linen	B	It is naturally antibacterial and antifungal
3	Bamboo	C	Will build up static electricity
4	Nylon	D	Has tiny pores, allowing it to breathe
5	Leather	E	Very absorbent and never feels clammy on the skin.
		F	Will shrink and matt when washed
		G	Very strong and elastic

Question 2

Consumers from different income categories, age groups and social backgrounds behave differently when they make purchases. To be an informed and responsible consumer, you need to be aware of the factors that influence your decisions and motivate you to make choices.

- 2.1 Classify the factors which influence consumer behaviour. (3)
- 2.2 Maslow's theory identifies five levels of human needs that can be related to different products and services that we buy or use. Indicate how these levels of needs relate to housing by answering the questions below.
- 2.2.1 List the five levels of human needs. (5)
- 2.2.2 Give a short explanation of each level of need. (5)
- 2.2.3 Give one example of how housing can satisfy the needs on the different levels. (5)

Human need	Explanation of the need	One example of a housing feature or product to satisfy the need
2.2.1	2.2.2	2.2.3

Tabulate your answer as follows:

- 2.3 Buying furniture and equipment is expensive, therefore it is very important to make sure that you make wise decisions in this regard.
- Give an account of the aspects you should consider when buying furniture and equipment. (6)
- 2.4 Discuss how the orientation of a house with regards to the sun can be planned and managed in order to provide a pleasant internal temperature throughout the year. (5)
- 2.5 Everyone has the right to health, safety and security, yet each year many people are injured or die as a result of poor living conditions. Draw up a list of TEN criteria aimed at making the home a safer place for the inhabitants to live. (10)
- 2.6 Explain the concept 'functional design'. (2)

2.7 Universal design aims to make housing and furnishings more usable for everyone. Give FOUR examples of how this concept is applied to cupboards. (4)

Question 3

3 Explain how clothing communicates information about the wearer to others. Use the headings indicated below.

3.1 Socio-economic status (3)

3.2 Self-concept (3)

3.3 Personality (2)

3.4 Values and attitudes (2)

3.2 Briefly describe the impact of the following factors on the suitability of the clothing that people wear:

3.2.1 Climate (3)

3.2.2 Culture (3)

3.2.3 Socio--economic status (3)

3.2.4 Peer pressure. (3)

3.3 Identify the properties that are essential for fabrics to be used for underwear and a school shirt. State the reasons why you have selected these properties. (8)

3.3.1 Explain the clothing requirements for the physically challenged person sitting on a wheelchair or using crutches.

3.3.2 Explain how fabrics can influence the comfort of a disabled person.

3.3.3 Do you think the fashion industry is providing a variety of fashionable clothing items for the disabled?

Explain how this can be improved or encouraged.

Question 4

4.1

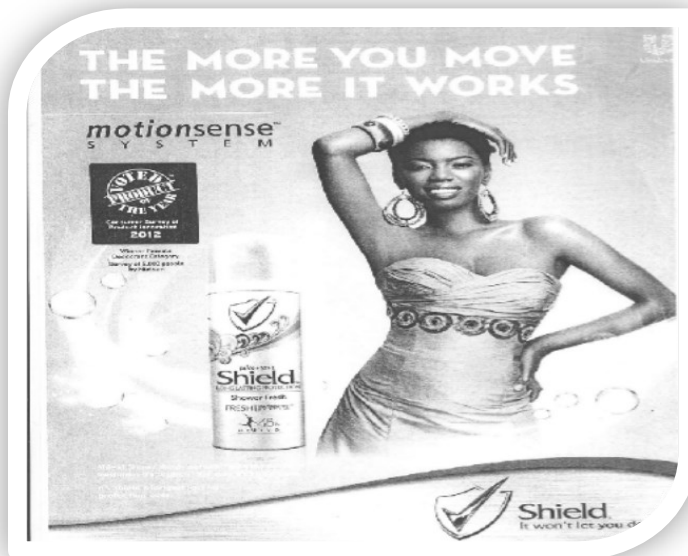
Packaging is often used to promote products and can influence your buying decision. It also contributes to "more waste".



4.2 Explain how you would ensure sustainability when considering the packaging of the products you buy.

3 x 2 = (6)

4.3 Advertisements such as the one below, always try to encourage you to buy a product.



This product has been voted

Product of the Year
according to the *Consumer Survey of Product Innovation 2012*. It was for the category "Female Deodorant".

In the label reference is made to Long lasting protection, Shower Fresh Active and It

Write a paragraph to explain how this advertisement could influence your decision to buy the product. In your answer refer to the following aspects:

- i) AIDA Principle/Model: Name and describe the different elements of the AIDA model.
- ii) Explain which possible strategies the advertisements use at each stage and what your reaction to each of these strategies would be. (8)

ALL THE BEST FOR THE EXAMINATIONS