



CONSUMER STUDIES

- GRADE 11 -

Revision package - (Term 2 – 2024)

TOPICS
Food and Nutrition & Housing and Interior

This revision package includes

- An overview of the work of Term 2
- Revision exercises or activities of the work of Term 2
- Revision exercises or activities of important terminology
- Layout of the final theory examination for the subject
- Activities and examination questions for revision

Introduction

Dear Grade 11-learner

This revision package will focus on the work planned for Term 2 as per the 2023 -2024 ATP. It will assist you in revising the content completed and should help you to perform better in tests and examinations.

Work through this package thoroughly and enjoy it! Good luck with the term.

Consumer Studies Gr11 2014 Exemplar

Mike Jess

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The Palgrave Handbook of Global Sustainability Robert Brinkmann, 2023-04-04 The field of sustainability continues to evolve as a discipline The world is facing multiple sustainability challenges such as climate change water depletion ecosystem loss and environmental racism The Handbook of Sustainability will provide a comprehensive reference for the field that examines in depth the major themes within what are known as the three E s of sustainability environment equity and economics These three themes will serve as the main organizing body of the work In addition the work will include sections on history and sustainability major figures in the development of sustainability as a discipline and important organizations that contributed or that continue to contribute to sustainability as a field The work is explicitly global in scope as it considers the very different issues associated with sustainability in the global north and south Winning the Reputation Game Grahame R. Dowling, 2016-04-22 Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace a back to basics approach What does a company have to do to be admired and respected Why does Apple have a better reputation than say Samsung In Winning the Reputation Game Grahame Dowling explains Companies reputations do not derive from consultant recommended campaigns to showcase efforts at corporate transparency environmental sustainability or social responsibility Companies are admired and respected because they are simply better than their competitors Companies that focus on providing outstanding goods and services are rewarded with a strong reputation that helps them gain competitive advantage Dowling who has studied corporate reputation building for thirty years describes two core strategies for creating a corporate reputation that will provide a competitive advantage to be known for being Best at Something or for being Best for Somebody Apple for example is best at personal technology products that enhance people s lifestyles IKEA is best for people who want well designed furniture at affordable prices Dowling covers such topics as the commercial value of a strong reputations including good employees repeat customers and strong share price how corporate reputations are formed the power of being simply better the effectiveness of corporate storytelling for good or ill Kenneth Lay of Enron was a master storyteller and keeping out of trouble Drawing on many real world examples Dowling shows how companies that are perceived to be better than their competitors build strong reputations that reflect past success and promise more of the same Companies that artificially engineer a reputation with irrelevant activities but have stopped providing the best products and services available often wind up with mediocre or worse reputations

Consumer Research Report Canada. Dept. of Consumer and Corporate Affairs, 1972 **MKTG4** Charles W. Lamb, Joseph F. Hair, Jr, Carl McDaniel, Jr., Jane Summers, Michael Gardiner, 2018-09-01 MKTG4 continues to offer a unique blended solution for lecturers and students in introductory marketing subjects in both University and Vocational sectors Continuing to pave a new way to both teach and learn MKTG4 is designed to truly connect with today s busy tech savvy student Students have access to online interactive quizzing videos flashcards games and more An accessible easy to read text with tear out

review cards completes a package that helps students to learn important concepts faster *Consumer Behavior and Marketing Action* Henry Assael,1995 This text takes a strategic approach to consumer behavior that is once you know how consumers behave and react what do you do about it New to this edition is a much needed balance between the strategic approach and consumer rights and social implications **Routledge Handbook of Food Waste** Christian

Reynolds,Tammara Soma,Charlotte Spring,Jordon Lazell,2020-01-13 This comprehensive handbook represents a definitive state of the current art and science of food waste from multiple perspectives The issue of food waste has emerged in recent years as a major global problem Recent research has enabled greater understanding and measurement of loss and waste throughout food supply chains shedding light on contributing factors and practical solutions This book includes perspectives and disciplines ranging from agriculture food science industrial ecology history economics consumer behaviour geography theology planning sociology and environmental policy among others The Routledge Handbook of Food Waste addresses new and ongoing debates around systemic causes and solutions including behaviour change social innovation new technologies spirituality redistribution animal feed and activism The chapters describe and evaluate country case studies waste management treatment prevention and reduction approaches and compares research methodologies for better understanding food wastage This book is essential reading for the growing number of food waste scholars practitioners and policy makers interested in researching theorising debating and solving the multifaceted phenomenon of food waste

Economic Psychology Erich Kirchler,Erik Hoelzl,2017-11-23 Economic Psychology is the only up to date English language textbook that provides a comprehensive overview of theoretical topics in economic psychology and their relevance in applied fields Written by two leading psychologists the book looks at how people make decisions on the use of scarce resources in particular money from a psychological perspective Starting with decision making and lay theories as basic building blocks of economic behaviour the authors go on to explore three major markets where economic behaviour occurs as an interaction between individuals and companies or institutions consumer markets labour markets and financial markets before considering the challenges of collective cooperation and economic prosperity Featuring numerous applied examples throughout each chapter also includes an overview a summary figures key terms student questions and suggestions for further reading This introduction is an essential resource for advanced undergraduate and postgraduate courses on economic psychology behavioural economics and social psychology *Smart Money Decisions* Max H. Bazerman,1999-08-23

Delving into the bad habits that people exhibit in a wide range of real world situations Smart Money Decisions offers concrete ways to start making smart money moves **Report of the First[-third] Merchandising Investigation**

Conducted by the Educational Research Committee of the Associated Advertising Clubs of the World ... Associated Advertising Clubs of the World. Educational Research Committee,1917 Advertising & Selling ,1920 **Advertising and**

Selling ,1920 **American Lumberman** ,1915 **Advertising & Selling Magazine** ,1920 **The Northwestern**

Miller ,1922 **Commercial Standards Monthly. A Review of Progress in Commercial Standardization and Simplification** United States. National Bureau of Standards,1925 **Persuasion** Daniel J. O'Keefe,1990-03 This volume provides a clear straightforward introduction to theory and research in persuasion leaving instructors free to hand pick non text materials to satisfy ancillary aims It includes a discussion of research concerning the production of persuasive messages as well as the more traditional research on the study of message effects The text also provides a careful comprehensive and critical treatment of the relevant research literature including examination of primary as well as secondary and tertiary sources consideration of a wide body of published research from diverse fields attention to avoiding premature generalizations from limited research evidence and a thorough treatment of relevant theoretical and methodological questions The Journal of Gas Lighting, Water Supply & Sanitary Improvement ,1912 **American Law Reports** ,1988
 The London Corn Circular ,1923 *The Quarterly Review of Marketing* ,1988

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