

CONSUMER STUDIES

GRADE 10

TERM 2

Dear Learners. Please compile notes/mind maps of the following, using your textbooks. Each day on a new page.

Miss you guys. PS

| | MONDAY 20/04 | TUESDAY 21/04 | WEDNESDAY 22/04 | THURSDAY 23/04 | FRIDAY 24/04 |
|-----------------------------------|---|---|---|---|--|
| FOOD AND NUTRITION | <u>FOOD SPOILAGE</u> Micro-organisms Bacteria Moulds Yeast Factors influencing growth. Preventing growth. | <u>FOOD SPOILAGE</u> Natural <u>Decay</u> Enzymes Oxidation Natural toxicants | <u>FOOD HYGIENE</u> Personal and kitchen hygiene | <u>FOOD SAFETY</u> When purchasing food and when preparing serving and eating food | <u>FOOD STORAGE</u> Refrigerator and freezer. Kitchen pests. Waste control and disposal. Recycling of household waste. |
| | MONDAY 27/04 | TUESDAY 28/04 | WEDNESDAY 29/04 | THURSDAY 30/04 | FRIDAY 01/05 |
| THE CONSUMER | <u>DINING OUT IN RESTAURANTS</u> Types Factors Etiquette | <u>MARKETING</u> Aim Difference between marketing and selling <u>Strategies</u> Segmenting Target market | <u>THE 5 P MARKETING MIX MODEL</u> Product Place Price Promotion People | <u>THE AIDA MODEL</u> Attention Interest Desire Action | |