

# Need an amazing tutor?

[www.teachme2.com/matric](http://www.teachme2.com/matric)



Collected and collated by

**teachme2**



# **basic education**

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS**

**CONSUMER STUDIES**

**2019**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 16 pages.**

**QUESTION 1: SHORT QUESTIONS**

1.1	1.1.1	D✓	<i>Remembering, easy (Focus, p.166; Successful, p.184)</i>	(1)
	1.1.2	A✓	<i>Remembering, easy (Focus, p.156; Successful, p.173)</i>	(1)
	1.1.3	D✓	<i>Remembering, easy (Focus, p.191; Successful, p.170)</i>	(1)
	1.1.4	D✓	<i>Remembering, easy (Focus, p.89; Successful, p.104)</i>	(1)
	1.1.5	C✓	<i>Understanding, easy (Focus, p.75; Successful, p.85)</i>	(1)
	1.1.6	A✓	<i>Remembering, easy (Focus, p.103; Successful, p.124)</i>	(1)
	1.1.7	B✓	<i>Understanding, easy (Focus, p.106; Successful, p.128-129)</i>	(1)
	1.1.8	B✓	<i>Understanding, moderate (Focus, p.83; Successful, p.98)</i>	(1)
	1.1.9	A✓	<i>Applying, easy (Focus, p.56; Successful, p.58)</i>	(1)
	1.1.10	C✓	<i>Applying, moderate (Grade 11)</i>	(1)
	1.1.11	D✓	<i>Remembering, easy (Focus, p.136; Successful, p.153)</i>	(1)
	1.1.12	C✓	<i>Remembering, moderate (Focus, p.121; Successful, p.138)</i>	(1)
	1.1.13	A✓	<i>Understanding, easy (Focus, p.117, 126; Success., p.127,144)</i>	(1)
	1.1.14	C✓	<i>Remembering, moderate (Focus, p.119; Successful, p.139)</i>	(1)
	1.1.15	D✓	<i>Remembering, easy (Focus, p.128; Successful, p.146)</i>	(1)
	1.1.16	B✓	<i>Remembering, easy (Focus, p.13; Successful, p.11)</i>	(1)
	1.1.17	B✓	<i>Remembering, easy (Focus, p.16; Successful, p.21)</i>	(1)
	1.1.18	D✓	<i>Remembering, moderate (Focus, p.19; Successful, p.23)</i>	(1)
	1.1.19	C✓	<i>Understanding, moderate (Focus, p.33; Successful, p.31)</i>	(1)
	1.1.20	A✓	<i>Applying, moderate (Focus, p.11; Successful, p.18)</i>	(1)

- 1.2      B✓  
            E✓  
            (Any sequence)      (2)  
*Remembering, moderate (Focus, page 22; Successful, page 29)*
- 1.3      1.3.1    A✓, F✓      (2)  
            1.3.2    C✓, D✓      (Any sequence)      (2)  
*Remembering, easy (Focus, page 139; Successful, page 159 – 160)*
- 1.4      1.4.1    B✓, D✓      (2)  
            1.4.2    A✓, E✓      (2)  
            1.4.3    C✓, F✓      (Any sequence)      (2)  
*Understanding, moderate (Focus, page 75-77; Successful, page 85, 90-91)*
- 1.5      A      (Fashion) fad✓      (1)  
            B      (Fashion) trend✓      (1)  
            C      Classic✓ (fashion)      (1)  
            D      People accept the fashion✓      (1)  
            E      Time✓      (1)  
*Applying, moderate (Focus, page 50; Successful, page 50)*
- 1.6      B✓  
            C✓  
            F✓      (Any sequence)      (3)  
*Analysing, difficult (Focus, page 167 - 168; Successful, page 184 - 185)*

**[40]**

**QUESTION 2: THE CONSUMER**

2.1 Give THREE responsibilities of municipalities with regard to the streets in their residential district.

- Must build municipal roads✓
- Must maintain municipal roads✓
- Keep municipal roads free from dirt✓
- Responsible for storm water drainage✓
- Regular cleaning of municipal drains ✓
- Responsible for street lights✓
- Traffic control✓

(Any 3) (3)

*Remembering, moderate (Focus, page 184; Successful, page 202)*

2.2 2.2.1 Explain the type of club referred to in the scenario.

A stokvel/savings club✓consists of members/young adults that contribute/save money in a common bank account✓ with the specific purpose to buy household appliances.✓

(3)

*Understanding, easy (Focus, page 161; Successful, page 177-178)*

2.2.2 Describe how being part of this club benefits the young adults.

- Through contributing/saving money in a common bank account/pool of money, they were forced to save money.✓
- They share the interest✓ of the club due to saving money in a common bank account. This interest rate is most likely higher✓ due to the combined amount saved, than it would have been on individual amounts.
- They could respectively buy household appliances of their individual choices✓ which may have been unaffordable✓ if they had to buy it on their own, as they just started working and probably do not earn large salaries.✓
- The stokvel/savings club money may have enabled them to pay cash✓ask for a discount ✓make the price of the appliance cheaper ✓ as no interest/extra costs are paid.✓
- The household appliances were most likely cheaper in January as many items go on sale after Christmas.✓

(Any 3) (3)

*Applying, moderate (Focus, page 161-162; Successful, page 177-178)*

2.3 Heating a home in winter uses a lot of electricity or gas.  
Explain how South African consumers can keep their homes warm in winter, without using electricity or gas.

- Open curtains/blinds during the day to let the sun in✓ and close them in the early evening✓ to prevent heat escaping.
- Seal off draughts that come through windows/airbricks/under doors/keep windows and doors closed ✓ to prevent heat escaping.
- Insulate the ceiling✓ to keep heat inside and prevent it from escaping.✓
- Make a fire with wood in the fireplace/coal stove/bonfire in a metal bucket (imbawula)✓ and keep the room closed to keep warmth inside.✓
- Rugs/carpets on the floor will provide warmth/warmth to walk on/do not feel cold from the floor. ✓

(Any 4) (4)

*Applying, easy (Focus, page 173; Successful, page 194)*

2.4 Explain the possible consequence of this advertisement for an unsuspecting consumer.

- This may be a work-from-home opportunity scheme/scam.✓
- You may have to purchase something before work can begin./The fraudsters may use tricks to take/steal your money.✓
- Your money will be taken/stolen/you will be left with nothing of value.✓
- The advertisement is too good to be true, so consumers must be cautious/careful. ✓

(3)

*Understanding, moderate (Focus, page 161; Successful, page 177)*

2.5 Analyse why getting on to any of these means of transport can be seen as a contract.

- It is a verbal/spoken contract✓ in which the taxi/bus driver/train service offer/agrees✓ to drive the consumer to a specific destination/place.✓
- By getting on the transport the consumer accepts the offer✓this creates the right of the consumer to be transported✓ in exchange for the driver transporting the passenger/consumer✓ which becomes the transporter's duty✓in exchange for something valuable/fee/money.✓
- Free consent is given by the consumer to be transported./ The consumer/passenger is not forced/coerced to board/get on to the taxi/bus/train.✓
- This agreement is legal✓ as it does not involve any agreement to break the law.✓

(Any 4) (4)

*Analysing, difficult (Focus, page 155-156; Successful, page 169-170)*

**[20]**

**QUESTION 3: FOOD AND NUTRITION**

3.1 State the purpose of food irradiation.

- It reduces/eliminates/destroys micro-organisms/harmful bacteria.✓
- It lengthens/increases the shelf life/keeping quality of food.✓
- Delays ripening of fruit/delays greening of potatoes/controls sprouting of onions/garlic/potatoes. ✓

(Any 1) (1)

*Remembering, easy (Focus, page 105; Successful, page 127)*

3.2 Explain how a person suffering from hypoglycaemia can be treated.

- Hypoglycaemia/low blood glucose levels should be treated by raising the blood glucose level of the person.✓
- The person must eat some form of glucose✓such as glucose tablets/sugar/honey/corn syrup/raisins/sweets/glucose rich drinks such as fruit juice/cool drink/sports drinks/energy drinks/eat carbohydrate rich snacks such as biscuits/chocolate/ bread/rice cakes to increase blood glucose levels.✓
- The person must have food containing glucose which has a high glycaemic index(GI)✓which will break down quickly✓ during digestion and release glucose quickly into the bloodstream✓which will quickly/rapidly rise the blood glucose level.✓

(Any 4) (4)

*Remembering (2), Understanding (2), moderate (Focus, page 77; Successful, page 77-8)*

3.3 Discuss why people suffering from gluten intolerance often suffer from malnutrition.

- Gluten damages the villi✓which help with the absorption of nutrients. ✓
- The villi are then less able to absorb nutrients✓which leads to malnutrition.

(3)

*Understanding, moderate (Focus, page 80; Successful, page 94)*

3.4 Discuss the ways in which the transmission of most food borne diseases can be prevented with specific reference to:

3.4.1 Personal hygiene

- Most food borne disease are transmitted by the hands of food handlers.✓
- Washing hands with clean water and soap✓ before and during food preparation✓ and after using the toilet/changing nappies.✓

(Any 3) (3)

3.4.2 Water

- Only drink clean/uncontaminated/safe/bottled water.✓
- The rinsing and boiling water for food must be safe water, can be boiled before drinking to make it safe.✓
- Swim in uncontaminated water✓as the intake/exposure to contaminated water can result in food borne disease.✓

(Any 3) (3)

## 3.4.3 Kitchen hygiene

- Use clean utensils/wash dirty utensils✓ in clean, warm water and soap.✓
- Cleaning and disinfect working surfaces✓ before, during and after food preparation removes harmful bacteria✓ that can cause food borne disease. (Any 3)

*Understanding, easy (Focus, page 86- 91; Successful, page 103-109)*

## 3.5 3.5.1 Give the term for the substances mentioned on the label.

- (Food) additives✓

*Remembering, easy (Focus, page 92; Successful, page 110)*

## 3.5.2 (a) State the function of MSG.

- A flavour enhancer/brings out the flavour in some foods.✓

*Remembering, easy (Focus, page 95; Successful, page 114)*

(b) Explain why this sauce label state *no added MSG*.

- It is a controversial✓ ingredient.
- It informs consumers of the ingredient content. ✓
- A small percentage of people show adverse reactions/ are allergic.✓
- It contains sodium✓ and people are advised to consume less salt.✓
- Sales may increase✓ if people know that the product does not contain MSG. (Any 3)

*Understanding, moderate (Focus, page 95; Successful, page 114)*

## 3.6 3.6.1 The following question must be completed in the table below.

(a) THREE vitamins that play a role in strengthening the immune system of a person with HIV/Aids	(b) Ingredient in the recipe that is a good source of the vitamin
• Vitamin A✓	• Peas/spinach/ broccoli/eggs✓
• Vitamin B <sub>6</sub> ✓	• Broccoli/spinach✓
• Vitamin C✓	• Broccoli✓
• Vitamin E✓	• Canola oil✓

(3 x 2)

*Remembering (3), Applying (3), moderate (Focus, page 84-85; Successful, page 100)*

**NOTE:** Deduct ONE mark if not answered in table format.

## 3.6.2 Identify TWO ingredients that must be avoided by a person with a dairy allergy.

- Evaporated milk✓
- Feta cheese✓

*Understanding, easy (Focus, page 80; Successful, page 92)*



## 3.6.3 Analyse this recipe and explain why it is diabetes-friendly.

- The recipe is low in fat,✓ which is good as diabetics are at a higher risk to develop coronary heart disease.✓
- The canola oil contains unsaturated fat✓which helps to reduce cholesterol levels✓ and helps to lower the risk for coronary heart disease.✓\*
- Many diabetics are overweight and a low-fat diet will help with weight loss.✓ Losing weight may reduce blood glucose levels.✓
- The vegetables and whole wheat bread are high in fibre✓ and have a low GI.✓ This will prevent large fluctuations in blood-glucose levels/improve carbohydrate metabolism.✓ The fibre will also help to reduce cholesterol levels✓ which help to lower the risk for coronary heart disease.✓\*
- The recipe contains four different vegetables✓ which lower the risk of heart disease and stroke.✓
- The recipe contains no sugar,✓ therefore the blood glucose level will not be spiked/increase rapidly.✓
- The recipe contains no additional salt✓ and this may improve blood pressure control,✓ which reduces the risk of heart disease/strokes.✓
- The recipe does not contain large amounts of protein✓ and this avoids unnecessary stress/strain on the kidneys.✓ (Any 5 x 2) (10)

*Analysing, difficult (Focus, page 73, 75, 77; Successful, page 82, 85, 87)*

**NOTE:** Reduced cholesterol levels that \*lowers the risk of coronary heart disease can only be awarded a mark once.

**[40]**

**QUESTION 4: CLOTHING**

4.1 Define the term *fashion*.

- Fashion is the style of clothing that the majority✓ of people in a country/age group/area✓ wear now/currently/at a given time.✓ (Any 2)

**OR**

- Fashion is the style accepted by a specific group✓ of people at a given time✓ and place.✓ (Any 2)

*Remembering, easy (Focus, page 48; Successful, page 49)*

(2)

4.2 Name the last three stages in the fashion cycle in the correct sequence.

- Peak✓
- Decline✓
- Obsolescence/obsolete✓

*Remembering, easy (Focus, page 50; Successful, page 50)*

(3)

4.3 Explain the difference between brand piracy and counterfeit clothing items.

- Counterfeit clothing are illegal copies of a brand/original product/imitation of the original product✓
- Brand piracy is when a product is given a name that is similar✓ (but not identical) to that of a well-known brand/unauthorised use of protected trademark.

*Understanding, easy (Focus, page 64; Successful, page 72)*

(2)

4.4 Give FOUR guidelines to get the most value for money on a low budget for a person who is starting his/her first professional job.

- Start with a few basic items in basic colours✓it cost less in the beginning.
- Buy the best quality clothes/shoes he/she can afford as it lasts longer.✓
- Purchase items that can mix and match✓and avoid buying items that do not go with anything in your wardrobe.✓
- Buy items in the rising/peak stage of the fashion cycle as they are more affordable.✓
- Buy garments that can be dressed up for formal occasions and dressed down for informal occasions/are versatile and can be worn in different seasons✓thus reducing the money spent on clothing. ✓
- Buy basic classic items✓and fashion accessories to make them trendy/fashionable/last longer.✓ (Any 4)

*Understanding, moderate (Focus 54-55; Successful 59)*

(4)

4.5 Give reasons why this dress is suitable for a financial advisor with a fuller figure, who has an early morning meeting in autumn.

- The dress is formal/suits the work environment.✓
- The dress creates a professional look/suits the work environment.✓
- It is fashionable/trendy/portrays confidence/public acceptance.✓
- The style is not revealing/will not offend anyone.✓
- Colour is basic/professional.✓
- Navy blue will give the illusion of slenderness.✓
- Sleeves are not too short as autumn mornings can be slightly cool.✓
- Frills make the dress appear feminine.✓

(Any 4) (4)

*Applying, moderate (Focus, page 56-57; Successful, page 61-64)*

4.6 Critically evaluate the suitability of this outfit for a school principal.

- The colour navy is classic/formal,✓ it creates a professional look.✓
- The only suitable item is the shirt✓ as it is formal.✓
- A headmaster will look sloppy/careless/untidy in this outfit✓ as the beanie, denim jeans, fleece top are informal clothing items.✓
- A headmaster will not be respected/will not be taken seriously.✓ The way he is dressed may create a feeling of mistrust and doesn't portray competence.✓
- A headmaster is a role model✓ and the outfit does not set a good example✓ concerning the dress code of schools. (Any 4)
- Conclusion: The outfit is mostly unsuitable for a school headmaster during working hours.✓

(4)

(1)

*Evaluating, difficult (Focus, page 53 – 59; Successful, page 57 – 65)*

**[20]**

**QUESTION 5: HOUSING AND INTERIOR**

5.1 Name TWO types of insurance that could be included in the monthly repayments of a home loan.

- Life insurance✓ (premiums)
- Homeowner's comprehensive insurance✓ (2)

*Remembering, easy (Focus, page 128; Successful, page 145)*

5.2 Name TWO service connection fees that may be payable to the municipality when a house is bought.

- Connection of water✓
- Connection of electricity✓ (2)

*Remembering, easy (Focus, page 128; Successful, page 147)*

5.3 Explain the consumer's responsibilities with regard to the manufacturer's instruction manual when a new appliance is installed.

- Follow the manufacturer's instructions to use/care for the appliance, for the guarantee to remain valid.✓
- Record the model✓ and serial number✓ for the appliance in the instruction book.
- Retain guarantee voucher/receipt. ✓ (Any 2) (2)

*Remembering, moderate (Focus, page 150; Successful, page 164)*

5.4 Name TWO functions of the Deeds Office.

- Registering/issuing the title deed.✓
- Registering the (mortgage) bond.✓ (2)

*Remembering, easy (Focus, page 127, 128; Successful, page 146)*

5.5 Explain the connection between the *offer to purchase* and the *deed of sale*.

- An offer to purchase states the amount the buyer is offering to pay for the property.✓
- The deed of sale states the conditions of the sale.✓ (2)

*Remembering, easy (Focus, page 125; Successful, page 142)*

5.6 Explain if Taylor is likely to get a government housing subsidy.

- Taylor is likely to get a government housing subsidy✓ as she meets the qualifying criteria.✓
- She is older than 21 years.✓
- She is a South African citizen.✓
- She has financial dependents (children).✓
- She earns less than R3 500.00 per month.✓
- She is a first-time property owner.✓ (Any 6) (6)

*Understanding, moderate (Focus, page 130; Successful, page 149)*

5.7 5.7.1 Identify the type of homeownership in this advertisement.

- Sectional title✓

(1)

*Understanding, easy (Focus, page 122; Successful, page 140)*

5.7.2 Name THREE disadvantages of living in this property described in the advertisement.

- The occupant must share the common areas with all the other people who live in the block/he/she may not interfere with the use of the common property by others.✓
- The neighbours may be noisy.✓
- The occupant has less privacy than living in a free-standing house.✓
- The occupant's outside space is limited✓ as most of it must be shared with other people.
- Permission must be obtained from the body corporate✓ before making any changes to the exterior of the flat.
- The occupant must abide by the rules of the Body Corporate.✓

(Any 3)

(3)

*Understanding, moderate (Focus, page 123; Successful, page 141)*

5.7.3 Discuss the financial responsibilities and financial implications for the new owner if he/she buys this property with a 100% bond, with the intention to rent it out.

- The owner will be responsible for paying the bond,✓levies,✓ rates and taxes,✓ home owner's insurance,✓ bond insurance✓ and maintenance.✓
- Initially the rental income will not cover the bond costs✓ but over time the rental will go up/increase and will become more than the bond costs.✓
- Eventually the owner will start making a profit✓ from the flat.
- The owner is responsible for the maintenance of the flat✓ but the maintenance of the communal areas will be paid for from the levies.✓
- It will be a good long term financial investment.✓

(Any 6)

(6)

*Applying, moderate (Focus, page 118; Successful, page 137,140)*

5.8 Give TWO guidelines to ensure the efficient use of electricity and water of a washing machine with specific reference to:

5.8.1 Buying

- Choose the correct size✓ washing machine according to your needs as it will use less electricity.✓
- Check the label for water✓and energy consumption/look at the energy efficiency label.✓Select a machine that is most energy and water efficient. ✓
- Choose a front-loader washing machine as it use less water than top-loaders.✓ (Any 2) (2)

5.8.2 Using

- Cold water wash uses less electricity.✓
- Use the correct programme✓ for the load.
- Use hot water only for very dirty items as hot water use more electricity.✓
- Fill the washing machine completely✓ before operating as this will ensure the efficient use of water and electricity. (Any 2) (2)

*Understanding, moderate (Focus, page 143-144; Successful, page 157-158)*

5.9 Predict, with valid reasons, what influence rising interest rates may have on the property market for buying and renting.

- Bond-repayments/monthly instalments will increase✓ and fewer people will be able to afford bond repayments/reduce the number of prospective home buyers.✓
- This means that some homeowners may be forced to sell their homes.✓ This may lead to a bigger supply than demand of homes.✓ This may cause property prices to decrease.✓
- Fewer people will qualify✓ for the bond they may need to buy property as monthly instalments should not exceed between 25% and 30% of the home owner's monthly income.✓
- Rising interest rates will reduce the number of home buyers/homeowners✓ and will increase the number of people who want to rent property.✓
- This may lead to an increase in rent✓ as there may be a bigger demand than supply of rental accommodation.✓
- Rising interest rates will have a positive influence on the rental market✓ but a negative influence on the buying market.✓ (Any 5 x 2) (10)

*Analysing, difficult (Focus, page 124, 127; Successful, page 145)*

**[40]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1 Give ONE example of how an entrepreneur can improve the productivity of his/her staff.

- Staff training✓

(1)

*Remembering, easy (Focus, page 25; Successful, page 26)*

6.2 Explain the disadvantages of ONE of the following in the production of quality products.

6.2.1 Stock management system shows too much stock

- More storage space will be required. ✓
- Stock can become old/obsolete/deteriorate during storage therefore loss in quality. ✓
- Stock may not be sold therefore money is tied up in stock✓ which could have been used elsewhere for other purposes. (Any 2)

**OR**

6.2.2 Too little stock noted on the system.

- Production may stop until new stock is delivered. ✓
- The business may miss out on orders✓ as products cannot be produced, thus harming the reputation✓ of the business.

(Any 2) (2)

*Remembering, easy (Focus, page 19; Successful, page 23)*

6.3 Write a paragraph to explain what sustainable consumption is.

Sustainable consumption means using goods and services to improve quality of life✓ and meeting the (basic) needs✓ of consumers in such a way that the natural environment is not harmed/protected for future generations.✓ Reducing the use of natural resources/toxic materials/chemicals.✓ Reducing waste and pollution/ greenhouse gases/carbon footprint.✓ (Any 4)

(4)

*Remembering, moderate (Focus, page 26; Successful, page 26)*

**NOTE:** Deduct ONE mark if not written in paragraph format.

6.4 6.4.1 The products of this business are not sold in packaging but a label is attached. Name FOUR items of information that should be included on the label.

- Trade name/mark✓
- Product name✓
- Materials used/Fabric fibres/100% cotton✓
- (Washing and cleaning) Instructions✓
- Price✓
- Place where it is made/manufactured✓
- Details of the manufacturer✓

(Any 4) (4)

*Remembering, easy (Focus, page 29; Successful, page 29)*

- 6.4.2 Businesses have to consider certain factors when they choose products for small scale production. Name the factor that this business enterprise found difficult in the beginning.

- The availability of raw materials.✓ (1)

*Understanding, moderate (Focus, page 13; Successful, page 19)*

- 6.4.3 Identify FOUR production costs that this business has to pay.

- Rent for their premises✓
- Raw materials/cotton yarn✓
- Labour/wages/salaries✓
- Administrative costs/telephone/internet/electronic media✓
- Electricity✓
- Labelling✓ (Any 4) (4)

*Remembering, easy (Focus, page 36 -37; Successful, page 35-36)*

- 6.4.4 State the type of media that this business mainly uses to promote their products.

- Electronic media/internet✓ (1)

*Remembering, easy (Focus, page 31; Successful, page 30)*

- 6.4.5 Name and explain TWO different distribution options used by this business.

- Direct distribution/selling:✓ (1)
- They sell directly to their customers✓ at craft markets✓ or the internet.✓ (Any 2) (2)
- Using a middleman:✓ (1)
- They supply shops✓ and chain stores✓ on a wholesale basis.✓ (Any 2) (2) (6)

*Understanding, easy (Focus, page 29; Successful, page 29)*

- 6.4.6 The bathmat costs R211,10. The business makes 70% profit on each bathmat. Calculate the amount of profit they make on each bathmat that they sell. Show all calculations.

$$\begin{aligned} &70\% \text{ of } R211,10 \\ &= \frac{70}{100} \times R211,10 \checkmark \quad \text{OR} \quad 70\% \times R211,10 \checkmark \\ &= R147,77/R148,00 \checkmark \end{aligned} \quad (2)$$

*Applying, moderate (Focus, page 38; Successful, page 39)*

- 6.4.7 The business makes R450,00 profit per throw. Calculate the profit that the business will make each year if they sell 70 throws per month. Show all calculations.

$$\begin{aligned} &70 \times R450,00 = R31\,500,00 \checkmark \\ &R31\,500 \times 12 = R378\,000,00 \checkmark \end{aligned} \quad (2)$$

*Applying, moderate (Focus, page 38; Successful, page 39)*



6.4.8 This business enterprise finds that their sales usually increase slightly during June and July. Give an explanation for the increase in sales.

- It is winter✓ and people are cold.✓ People may buy throws to cover themselves✓ and rugs to make floors warmer. ✓
- In the middle of the year money may be available/savings may be available after the summer holiday spending. ✓
- There may be an influx of tourists✓ on out of season specials that want to buy gifts. ✓

(Any 3)

(3)

*Applying, moderate (from provided information)*

6.4.9 Analyse the information and explain why Amelia Jackson Industries is showing sustainable profitability.

- The business has existed since 1989/existed for a long time✓ and it has grown✓ and became well known over the years.
- It survived so long because they fill a gap in the market✓ and offer good quality products.✓
- They make and sell a variety of products✓ that appeal to different people.✓
- Their mats are machine washable,✓ so they are easy to care for.✓
- They sell in a variety of stores and also on-line,✓ which give them a wide customer base.✓
- The products are good value for money✓ because they are made from 100% cotton/are durable.✓
- They stay in touch/contact with their customers✓ and can therefore adapt to their needs/address queries.✓
- Their products appeal to a variety of people,✓ such as locals and tourists.✓
- Their products are not seasonal✓ as they are sold throughout the year.✓
- The products do not go to waste✓ as they do not go off/do not have a shelf life.✓

(Any 5 x 2)

(10)

*Analysing, difficult (Focus, page 35; Successful, page 34)*

**[40]****TOTAL: 200**