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# basic education

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

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

**CONSUMER STUDIES**

**MAY/JUNE 2024**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 19 pages.**

**SECTION A: SHORT QUESTIONS****QUESTION 1**

1.1.1	D✓	<i>Remembering, easy (Focus, p.167; Successful, p.185)</i>	(1)
1.1.2	B✓	<i>Remembering, easy (Focus, p.174; Successful, p.191-193)</i>	(1)
1.1.3	A✓	<i>Remembering, easy (Focus, p.156; Successful, p.173-174)</i>	(1)
1.1.4	C✓	<i>Remembering, moderate (Focus, p.162; Successful, p.178-179)</i>	(1)
1.1.5	C✓	<i>Understanding, easy (Focus, p.98; Successful, p.118)</i>	(1)
1.1.6	A✓	<i>Applying, difficult (Focus, p.103; Successful, p.123)</i>	(1)
1.1.7	B✓	<i>Understanding, moderate (Focus, p.80-82; Successful, . p.94-96)</i>	(1)
1.1.8	D✓	<i>Remembering, easy (Focus, p.93; Successful, p.113)</i>	(1)
1.1.9	C✓	<i>Remembering, easy (Focus, p.105; Successful, p.127)</i>	(1)
1.1.10	B✓	<i>Remembering, easy (Focus, p.83; Successful, p.97)</i>	(1)
1.1.11	B✓	<i>Applying, moderate (Grade 11)</i>	(1)
1.1.12	D✓	<i>Applying, moderate (Grade 11)</i>	(1)
1.1.13	C✓	<i>Understanding, easy (Focus, p.51; Successful, p.54)</i>	(1)
1.1.14	C✓	<i>Remembering, easy (Focus, p.144; Successful, p.158)</i>	(1)
1.1.15	A✓	<i>Understanding, easy (Focus, p.143; Successful, p.152)</i>	(1)
1.1.16	B✓	<i>Remembering, easy (Focus, p.16; Successful, p.22)</i>	(1)
1.1.17	D✓	<i>Remembering, easy (Focus, p.35; Successful, p.35)</i>	(1)
1.1.18	A✓	<i>Remembering, easy (Focus, p.13; Successful, p.19, CAPS)</i>	(1)
1.1.19	B✓	<i>Understanding, moderate (Focus, p.26; Successful, p.26)</i>	(1)
1.1.20	C✓	<i>Understanding, easy (Focus, p.35; Successful, p.34)</i>	(1)

1.2	1.2.1	C✓		
	1.2.2	F✓		
	1.2.3	B✓		
	1.2.4	G✓		
	1.2.5	A✓		(5)
	<i>Remembering, easy (Focus, p.163-165; Successful, p.181-183)</i>			
1.3	1.3.1	Classic (fashion)✓		
	1.3.2	(Fashion) trends✓		
	1.3.3	(Fashion) fad✓		(3)
	<i>Remembering, easy (Focus, p.49-51; Successful, p.51-53)</i>			
1.4	1.4.1	D✓		
	1.4.2	F✓		
	1.4.3	B✓		
	1.4.4	C✓		(4)
	<i>Remembering, difficult (Focus, p.93-94; Successful, p.113-114)</i>			
1.5	1.5.1	Mark-up✓		
	1.5.2	Worst sales scenario✓		
	1.5.3	Sustainable profitability✓		
	1.5.4	Cash flow projection✓		(4)
	<i>Understanding, easy (Focus, p.35-40; Successful, p.34-42)</i>			
1.6	A✓			
	D✓			
	F✓			
	G✓			
	<i>Understanding, moderate (Focus, p.117-118; Successful, p.137-138)</i>			
			(Any order)	(4)

**[40]**

**SECTION B: LONG QUESTIONS****QUESTION 2: THE CONSUMER**

**2.1 Name the interest rate that is charged by the South African Reserve bank.**

Repo rate✓

*Remembering, easy (Focus, p.166; Successful, p.184)*

(1)

**2.2 Give TWO examples of renewable sources of energy.**

- Solar energy/ sun✓<sup>1</sup>
- Wind energy/ wind✓<sup>2</sup>
- Hydro power/ water energy✓<sup>3</sup>
- Bio energy/ biomass/ wood✓<sup>4</sup>

(Any 2)

(2)

*Remembering, easy (Focus, p.170-171; Successful, p.191)*

**2.3 Explain the following with regard to rates and taxes charged by a municipality.**

**2.3.1 Who is responsible for the payment?**

Property/ home owners✓

*Remembering, easy (Focus, p.164; Successful, p.182)*

(1)

**2.3.2 How does the municipality determine the amount to be paid?**

They are based on the market value/ size✓ of the property and the area where the property is situated.

*Remembering, easy (Focus, p.164; Successful, p.182)*

(1)

**2.3.3 What is the money used for?**

It is used for municipal services✓ provided to communities living in the municipal area.

*Remembering, easy (Focus, p.164; Successful, p.182)*

(1)

**NOTE: Examples of basic and other services can be accepted.**

**2.4 Explain how a household can reduce electricity usage when heating a home during the winter months.**

- Use gas/ paraffin heaters/ fireplace to heat up a room rather/ instead of electric heaters.✓<sup>1</sup>
- Instal a solar system.✓<sup>2</sup>
- Use infrared electricity/ low wattage heaters because they are more energy efficient.✓<sup>3</sup>
- Open curtains and blinds during the day to let the sun in.✓<sup>4</sup>
- Close curtains and blinds early in the day to prevent heat from escaping.✓<sup>5</sup>
- Heat only the rooms that you are using.✓<sup>6</sup>
- Keep doors and windows closed in the rooms you are heating.✓<sup>7</sup>
- Dress warmly/ use blankets to keep warm instead of switching on a heater.✓<sup>8</sup>
- Turn off heaters at night/ switch off heaters when not in use.✓<sup>9</sup>
- Seal off draughts that come in through windows and under doors.✓<sup>10</sup>
- Insulate the ceiling.✓<sup>11</sup>
- Use a hot water bottle.✓<sup>12</sup>
- Put rugs/ carpets on the floors.✓<sup>13</sup>

(Any 5) (5)

*Remembering, easy (Focus, p.173; Successful, p.194)*

**2.5 Define the term *grey goods/parallel imports*.**

Grey goods/ parallel imports are items that a manufacturer does not want sold in a particular country✓<sup>1</sup> but they end up there through unofficial distribution channels✓<sup>2</sup> they are not illegal.✓<sup>3</sup>

**OR**

Grey goods/ parallel imports are goods that have been imported into a country✓<sup>4</sup> through unofficial/ unauthorised distribution channels✓<sup>5</sup> and they are not illegal goods✓<sup>6</sup> and necessary duties are paid.✓<sup>7</sup>

(Any 3) (3)

*Remembering, easy (Focus, p.158; Successful, p.176)*

**2.6 Explain what it means if a product has a guarantee.**

A product can be returned✓<sup>1</sup> to the seller for repairs/ replacement/ refund✓<sup>2</sup> within a given time limit/ specified period✓<sup>3</sup> if a product does not remain in working order/ fails to meet certain standards.✓<sup>4</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.158; Successful, p.175)*

**2.7 Explain the term *inflation*.**

- It is the rise in prices of goods and services✓<sup>1</sup> measured over a specific period.✓<sup>2</sup>

**OR**

- Inflation is the average increase in prices of goods✓<sup>3</sup> and services in a year.✓<sup>4</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.167; Successful, p.184)*

**2.8 Compare a stokvel to a multilevel marketing/ tiered- level scheme under the following subheadings:**

Subheadings	Stokvel	Multilevel/ tiered - level marketing
<b>Tier level</b>	It does not have tier levels/ all members are equal.✓ <sup>1</sup>	Existing members are at the top/ members with most sales are at the top/ new members are at the bottom.✓ <sup>2</sup>
<b>Selling of products</b>	No/ there is no selling of products.✓ <sup>3</sup>	Yes/ products are being sold.✓ <sup>4</sup>
<b>Payment of members</b>	All members receive the same amounts✓ <sup>5</sup> at the same time.✓ <sup>6</sup>	Members are paid according to their sales.✓ <sup>7</sup>

(6)

*Understanding, moderate (Focus, p.161-162; Successful, p.177-179)*

**2.9 State THREE ways in which consumers can assist with reducing water pollution.**

- Use biodegradable washing products.✓<sup>1</sup>
- Do not throw unnecessary items/ substances down the sink/ toilet/ drain.✓<sup>2</sup>
- Use environmentally friendly/ safe cleaning agents/ washing powder.✓<sup>3</sup>
- Do not overuse pesticides/ fertilizers/ chemicals.✓<sup>4</sup>
- Do not throw litter around rivers and dams/ pick up any litter✓<sup>5</sup> lying around rivers/ dams/ beaches.
- Do not dispose sewerage✓<sup>6</sup> in rivers/ dams.

(Any 3)

(3)

*Understanding, moderate (Focus, p.178-179; Successful, p.198)*

**2.10 Discuss the negative impact that a municipality neglecting these responsibilities has on the local community.**

- If roads are not built/ maintained, it affects the accessibility/ tourism✓<sup>1</sup> to the community.
- Unmaintained roads lead to deterioration/ potholes✓<sup>2</sup>, which will lead to damage to motorists' tyres.✓<sup>3</sup> Motorists will have to spend more money on repairing/ purchasing tyres.✓<sup>4</sup>
- Accidents can occur due to burst tyres.✓<sup>5</sup>
- If storm water drainage is not done/ maintained it may lead to flooding,✓<sup>6</sup> which becomes a safety risk for road users✓<sup>7</sup> and houses built next to these roads.✓<sup>8</sup>
- Blocked storm water drains can become a health hazard/ breeding space for rodents.✓<sup>9</sup>
- If municipalities neglect their responsibilities it may lead to protest actions by the community.✓<sup>10</sup>
- If manholes are not kept covered it can cause vehicle accidents/ people can fall in.✓<sup>11</sup>
- If municipalities neglect their responsibilities it may cause the value of the properties to decrease.✓<sup>12</sup>

(Any 5)

(5)

*Applying, moderate (Focus, p.184; Successful, p.202, 204-205)*

**2.11 Analyse the response of the shop manager with specific reference to the cooling-off period and an unfair business practice.**

- Ben was approached through direct marketing<sup>✓1</sup> outside the business premises<sup>✓2</sup> and did not initiate/ start the transaction.<sup>✓3</sup>
- He took the generator back to the shop after a day<sup>✓4</sup> and cancelled the contract.<sup>✓5</sup>
- The legal cooling-off period allows Ben five working days to cancel<sup>✓6</sup> the transaction and receive a refund. <sup>✓7</sup>
- The salesman gave a false promise/ misleading information/ misrepresentation of the generator/ said that it will allow functioning of all electrical appliances.<sup>✓8</sup> The geyser and stove could not function.<sup>✓9</sup>
- The shop owner should have paid Ben's deposit/ part thereof<sup>✓10</sup> within seven business/ fifteen days<sup>✓11</sup> after the contract was cancelled because Ben used the generator for only one day.

(Any 8) (8)

*Analysing, difficult (Focus, p.157, Successful, p.173-174)*

**[40]**



**QUESTION 3: FOOD AND NUTRITION**

**3.1 Give THREE examples of common food allergens found in animal products.**

- Cow's milk✓<sup>1</sup>
- Fish✓<sup>2</sup>
- Shellfish✓<sup>3</sup>
- (Chicken) eggs✓<sup>4</sup>

(Any 3) (3)

*Understanding, easy (Focus, p.79; Successful, p.92)*

**3.2 State THREE guidelines for the management of food allergies.**

- Ensure a balanced diet with adequate intake of all nutrients/take supplements if necessary.✓<sup>1</sup>
- Avoid the food that causes the allergy.✓<sup>2</sup>
- Study food labels carefully to avoid food containing an allergen.✓<sup>3</sup>
- Substitute food that causes allergies with similar foods.✓<sup>4</sup>
- A person with allergies must take safe food with when travelling.✓<sup>5</sup>
- Waiting staff at restaurants must be informed about the food allergies/ ask about ingredients used in dishes in a restaurant.✓<sup>6</sup>
- A person with allergies must always carry the prescribed medication in case of an allergic reaction.✓<sup>7</sup>

(Any 3) (3)

*Remembering, easy (Focus, p.79; Successful, p.92)*

**3.3 Name FOUR characteristics of a person suffering from anorexia.**

- Extremely underweight.✓<sup>1</sup>
- A restricted intake of food/ obsession with kilojoule intake/ eat very little.✓<sup>2</sup>
- An irrational/ intense fear of gaining weight/ weighing him/ herself obsessively.✓<sup>3</sup>
- A distorted body image/ psychological disorder where a person sees themselves as being overweight.✓<sup>4</sup>
- Weakness.✓<sup>5</sup>
- Dry brittle hair.✓<sup>6</sup>
- Brittle skin.✓<sup>7</sup>
- Cold hands and feet.✓<sup>8</sup>
- Amenorrhea/ missing of three consecutive periods.✓<sup>9</sup>
- Secretive about food.✓<sup>10</sup>
- Excessive exercise/ overuse of diet pills/ diuretics/ laxatives/ enemas to reduce body weight.✓<sup>11</sup>

(Any 4) (4)

*Remembering, easy (Focus, p.82; Successful, p.94)*

**3.4 State TWO advantages of adding antioxidants to food.**

- Preserves the quality of food/ lengthen the shelf life<sup>✓1</sup> of food.
- Prevents rancidity<sup>✓2</sup> and unpleasant taste and smell<sup>✓3</sup> in margarine/cooking oil/ biscuits/ potato chips/ soup mixtures.
- Preserves the colour of fresh cut fruit and vegetables/ delays enzymatic browning/ prevents discolouration in fruit and vegetables/fruit juice/ soft drinks/ canned vegetables/ frozen fruit.<sup>✓4</sup>

(Any 2) (2)

*Remembering, moderate (Focus, p.94; Successful, p.114)***3.5 Explain how gastroenteritis can be transmitted.**

- When a contaminated person prepares or handles food without proper hygiene<sup>✓1</sup> / not washing hands after using the toilet.<sup>✓2</sup>
- Eating food that has been contaminated/ unwashed.<sup>✓3</sup>
- Drinking water that has been contaminated.<sup>✓4</sup>
- Coming into contact with an infected person.<sup>✓5</sup>
- Using dirty utensils that have been contaminated.<sup>✓6</sup>

(Any 3) (3)

*Remembering, easy (Focus, p.91, Successful, p.108)***3.6 Explain why almond milk is suitable for people who are lactose intolerant.**

- It does not contain lactose<sup>✓1</sup> which is the sugar found in cow's milk.<sup>✓2</sup>
- Lactose cannot be digested<sup>✓3</sup> if the enzyme lactase<sup>✓4</sup> required for the digestion of lactose, is not sufficient.<sup>✓5</sup>

(Any 3) (3)

*Understanding, moderate (Focus, p.79; Successful, p.93)***3.7 Explain why doctors, psychologists and dieticians need to be consulted in the management of bulimia.**

- Bulimia is an eating disorder that is most likely psychological<sup>✓1</sup> associated with a lack of control/ depression/ stress/ feelings related to body shape/ weight.<sup>✓2</sup>
- Anti-depressants/ medication/ hospitalization<sup>✓3</sup> may be needed to treat the psychological complications of bulimia.
- A dietician will treat the physical health<sup>✓4</sup> and suggest normal eating patterns/ stop binge and purge cycles/ to stabilize body weight.<sup>✓5</sup>
- Nutritional guidance/ education<sup>✓6</sup> and behaviour management<sup>✓7</sup> helps the patient/ bulimic person with healthier alternatives of weight management.<sup>✓8</sup>

(Any 4) (4)

*Applying, moderate (Focus, p.82; Successful, p.96)*

**3.8 Discuss the reasons why organic foods cannot help to sustain food security.**

- It is expensive✓<sup>1</sup> to produce organic foods and not many people can afford it.✓<sup>2</sup>
- More land is needed to grow sufficient organic foods✓<sup>3</sup>, which might not be possible for most people because land is scarce✓<sup>4</sup> and it does not contribute to food security.
- The crop yield is low✓<sup>5</sup> therefore there will be less food available.✓<sup>6</sup>
- They have a short shelf life/ do not last long✓<sup>7</sup> because they do not have any preservatives.✓<sup>8</sup> Produce could be wasted before they are eaten.✓<sup>9</sup>
- Copper sulphate is permitted in organic farming but it is toxic✓<sup>10</sup> and can harm fish, reducing the amount of food that is available.✓<sup>11</sup> (Any 6)

*Applying, difficult (Focus, p.104; Successful, p.126)*

(6)

**3.9 Analyse how the floods in 2022 and 2023 may have affected the food self-sufficiency of these households.**

- Floods may have washed away/ damaged their crops,✓<sup>1</sup> resulting in less/ no fresh produce✓<sup>2</sup> to sustain themselves.
- Poultry may have been killed during the floods✓<sup>3</sup> reducing these households' ability to produce their own eggs✓<sup>4</sup> or provide their own poultry/ meat.✓<sup>5</sup>
- Soil for growing vegetables/ fruit may be damaged/ topsoil washed away✓<sup>6</sup> to grow new fresh produce, thus fertiliser/ manure/ compost has to be bought to enrich the soil.✓<sup>7</sup>
- Buying fertiliser/ manure/ compost, new seeds/ young plants/ chickens results in spending money✓<sup>8</sup> that could have been used to buy food they cannot produce for themselves.✓<sup>9</sup>
- Without having fresh produce/ poultry/ eggs to sell they lose income.✓<sup>10</sup>
- All the above may reduce the households' ability to be self-sufficient.✓<sup>11</sup>

(Any 6)

(6)

*Analysing, moderate (Focus, p.106-107; Successful, p.129-130)*

**3.10 Justify the statement above.**

- If people do not have electricity to cook they may buy take-aways/ fast foods✓<sup>1</sup>, which are rich in fats✓<sup>2</sup> and high in sugar/ soft drinks are high in sugar✓<sup>3</sup> contributing to obesity.
- People may use ready to cook foods/ foods that cook fast that may be rich in fats✓<sup>4</sup> and energy dense✓<sup>5</sup>, which is unhealthy.✓<sup>6</sup> This contributes to unhealthy weight gain✓<sup>7</sup>
- People buy long lasting foods/ non-perishable✓<sup>8</sup> foods that do not require any cooking and refrigeration and these may be unhealthy.✓<sup>9</sup>
- People may be bored✓<sup>10</sup> during loadshedding and nibble/ overeat unhealthy snacks.✓<sup>11</sup>

(Any 6) (6)

*Applying, difficult (Focus, p.83; Successful, p.97)*

**NOTE: A mark can only be awarded once for unhealthy**  
**A mark can only be awarded once for rich in fats**

**[40]**

**QUESTION 4: CLOTHING****4.1 Define the following terms:****4.1.1 Fashion**

Style/ type of clothing<sup>✓1</sup> worn/ accepted by the majority/ most/ many people<sup>✓2</sup> at a specific time and place.<sup>✓3</sup>

**OR**

Fashion is the style<sup>✓4</sup> of clothing that the majority of people<sup>✓5</sup> in a country/ age group/ area wear now.<sup>✓6</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.48; Successful, p.49)*

**4.1.2 Dress code**

It is a set of rules/ document<sup>✓1</sup> about the type of clothing<sup>✓2</sup> that the company expects its employees to wear to work/ work related occasions.<sup>✓3</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.54; Successful, p.57)*

**4.2 Explain the meaning of organic textiles.**

Natural fibres<sup>✓1</sup> that have been grown without any pesticides/ herbicides/ other toxic materials/ does not harm the natural environment.<sup>✓2</sup>

**OR**

Fibres are grown organically<sup>✓3</sup> without the use of herbicides/ pesticides.<sup>✓4</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.61; Successful, p.67)*

**4.3 Describe why a navy-blue suit is a good choice for a wardrobe for the world of work.**

- Navy blue is a basic colour.<sup>✓1</sup>
- It is easy to mix and match with numerous shirts/ blouses and ties/ scarves.<sup>✓2</sup>
- Can be worn with black or brown shoes and belts.<sup>✓3</sup>
- Can be worn in all seasons.<sup>✓4</sup>
- Can be dressed up and down.<sup>✓5</sup>
- It is professional/ formal/ smart/ respectable.<sup>✓6</sup>
- Can be worn for many years/ timeless/ classic.<sup>✓7</sup>
- It suits most body types.<sup>✓8</sup>
- It is versatile because it is suitable for different jobs.<sup>✓9</sup>

(Any 4) (4)

*Understanding, moderate (Focus, p.56-58; Successful, p.59)*

**NOTE: The word versatile can only be awarded a mark once.**

**4.4 Discuss the positive impact that Rewoven will have on the natural and economic environment of the country if it was to be implemented all over South Africa.**

- Less water✓<sup>1</sup> and electricity✓<sup>2</sup> will be used, as fewer new textiles will need to be produced.✓<sup>3</sup>
- Less textile waste will end up in landfills✓<sup>4</sup> as old textiles will be recycled which will also reduce the impact on the natural environment/ less pollution.✓<sup>5</sup>
- It will increase the economy✓<sup>6</sup> of the country as more people will be employed✓<sup>7</sup> in the collection/ transportation/ recycling of the old textiles.✓<sup>8</sup>

(Any 4) (4)

*Understanding, moderate (Focus, p.61-63; Successful, p.68)*

**4.5 4.5.1 Name TWO illegal clothing practices that copy original products.**

- Brand piracy/ imitation/ replication✓<sup>1</sup>
- Counterfeit✓<sup>2</sup>

(2)

*Understanding, easy (Focus, p.64; Successful, p.72)*

**4.5.2 Discuss the impact that the buying of replica items may have on local upcoming clothing designers.**

- Upcoming designers may struggle to sell their products/ compete in the market✓<sup>1</sup> because consumers may prefer to buy replicas at a lower price.✓<sup>2</sup>
- New designers may not flourish,✓<sup>3</sup> thus cannot expand✓<sup>4</sup> and create new jobs.✓<sup>5</sup> This means their business may not be sustainable.✓<sup>6</sup>
- New designers are unable to compete in the market, as it is flooded with pirated brands.✓<sup>7</sup>

(Any 4) (4)

*Analysing, difficult (Focus, p.64; Successful, p.72)*

**[20]**

**QUESTION 5: HOUSING AND INTERIOR****5.1 Define the term *full title ownership*.**

The owner who buys the property becomes the legal owner<sup>✓1</sup> of the entire property,<sup>✓2</sup> meaning the land and all the structures on it.<sup>✓3</sup> (Any 2) (2)

*Remembering, easy (Focus, p. 121; Successful, p. 139)*

**5.2 Explain what is an *offer to purchase*.**

- It is a written (unsigned) agreement<sup>✓1</sup> between the seller and the buyer.<sup>✓2</sup>
- An offer of purchase is a document in which the buyer makes an offer to the seller,<sup>✓3</sup> which contains the amount the buyer is offering to pay for the property<sup>✓4</sup> and the terms and conditions for the purchase/ sale of the property.<sup>✓5</sup> (Any 2) (2)

*Remembering, moderate (Focus, p. 125; Successful, p. 142)*

**5.3 Give reasons why it is cheaper to buy household appliances using cash rather than an instalment sale transaction.**

- When using cash, no interest is paid.<sup>✓1</sup>
- It is possible to get a cash discount.<sup>✓2</sup>
- There are no instalments to pay every month.<sup>✓3</sup>
- There are extra charges/ administrative costs/ short term insurance charged<sup>✓4</sup> when using an instalment sale transaction. (Any 3) (3)

*Understanding, moderate (Focus, p. 148; Successful, p. 162)*

**5.4 State the costs that a prospective homeowner will be responsible for before and during the building of a new house.**

- Buying/ paying for the land/ stand.<sup>✓1</sup>
- There may be additional costs<sup>✓2</sup> such as site preparation/ water connection.
- The house plan must be drawn up by a draughtsman/ architect who must be paid.<sup>✓3</sup>
- The municipality charges a fee to approve the house plan.<sup>✓4</sup>
- A building contractor must be paid/ labour costs.<sup>✓5</sup>
- Building materials must be paid for.<sup>✓6</sup>
- Late delivery/ shortages of materials will increase costs.<sup>✓7</sup>
- Professional inspectors/ electrical inspector/ structural engineer must be paid to ensure compliance.<sup>✓8</sup>
- If construction is faulty, more material/ labour may be needed.<sup>✓9</sup>
- If there are time delays during building they will incur more costs.<sup>✓10</sup>
- The owner must pay for accommodation before the building process is completed.<sup>✓11</sup> (Any 4) (4)

*Understanding, moderate (Focus, p. 119; Successful, p. 138-139)*

**5.5.1 Calculate the total instalment sale transaction price of the portable gas stove. Show all calculations.**

$$R69,00 \times 6 = R414,00 \checkmark^1$$

$$(R414,00) + R59,00 \checkmark^2 = R473,00 \checkmark^3$$

(3)

*Applying, moderate: Examination guidelines.*

**5.5.2 Analyse how this portable one plate gas stove:**

**(a) Saves human energy.**

- The disposable gas canister is small/ light and easy to remove/ fit/ install.  $\checkmark^1$
- The removable top plate rim makes it easy to clean.  $\checkmark^2$
- The automatic igniting switch makes it easy/ safe to ignite/ use.  $\checkmark^3$
- The light and compact carry case is easy to handle/ store/ transport.  $\checkmark^4$

(Any 3) (3)

**(b) Will be a useful purchase for a household.**

- Can be used when camping/ travelling/ hiking.  $\checkmark^1$
- Can be used during loadshedding  $\checkmark^2$  because it does not require electricity.
- Can be easily stored when not in use because it is compact/ small.  $\checkmark^3$
- Little counter space is taken up during use.  $\checkmark^4$
- It is easy to use/ reach on top of a counter because it is low.  $\checkmark^5$
- It operates with a small disposable canister that is widely available.  $\checkmark^6$
- It provides instant heat.  $\checkmark^7$

(Any 3) (3)

*Analysing, moderate (Focus, p.175-176; Successful, p.159)*

**[20]**



**QUESTION 6: ENTREPRENEURSHIP**

**6.1 List the information that should appear on a product label.**

- Name of product✓<sup>1</sup>
- Trade name/ Trade mark✓<sup>2</sup>
- Warnings/ allergens✓<sup>3</sup>
- Dates: sell-by/ use-by/ best before✓<sup>4</sup>
- Name and address of manufacture/ where it is made✓<sup>5</sup>
- Price/ barcode✓<sup>6</sup>
- Product content/ nutritional information✓<sup>7</sup>
- Ingredients/ fabric fibres✓<sup>8</sup>
- Size/ mass/ weight/ volume/ quantity✓<sup>9</sup>
- Care/ cooking/ storage instructions✓<sup>10</sup>
- Batch number✓<sup>11</sup>

(Any 4) (4)

*Remembering, easy (Focus, p.24; Successful, p.24 and 29)*

**6.2 State which TWO of the 5 Ps marketing strategies are indicated by the affordability and accessibility of a product.**

- Price✓<sup>1</sup>
- Place✓<sup>2</sup>

(2)

*Remembering, moderate (Focus, p.32-33; Successful, p.30-31)*

**NOTE: If more than two answers are given, only mark the first two.**

**6.3 Explain why it is advantageous for a business to use locally available raw materials.**

- Food produce will be fresh.✓<sup>1</sup>
- They are easy to obtain,✓<sup>2</sup> can be delivered or collected immediately/ they do not have to be imported or transported from one area to another.✓<sup>3</sup>
- Production does not stop✓<sup>4</sup> because there are no shortages. The waiting period is short if the business runs out.✓<sup>5</sup>
- They are affordable✓<sup>6</sup> because they do not have high transport costs/ import duties added to them.✓<sup>7</sup>
- It establishes a good relationship with the suppliers,✓<sup>8</sup> which might allow the business to buy on credit/ get raw materials delivered before payment/ open a credit line with the supplier.✓<sup>9</sup>

(Any 3) (3)

*Applying, moderate (Focus, p 13; Successful, p.19-20)*

**6.4 Discuss THREE financial advantages for a business to have trained staff members.**

- It increases employee's productivity✓<sup>1</sup> and more products will be sold/ the businesses income will increase.✓<sup>2</sup>
- It helps in producing good quality work/ improves quality of work✓<sup>3</sup> and customers will continue buying good quality products which may increase profit.✓<sup>4</sup>
- It leads to reduced waste in the business,✓<sup>5</sup> less money will be spent replacing damaged products or raw materials.✓<sup>6</sup>
- It reduces maintenance/ repair costs✓<sup>7</sup> for the business because equipment will be used correctly.✓<sup>8</sup>

(Any 3 x 2) (6)

*Applying, moderate (Focus, p.25; Successful, p.26)*

**6.5 Give FOUR consequences of poor stock control in a business.**

- More storage space may be required.✓<sup>1</sup>
- Overstocking.✓<sup>2</sup>
- Stock may deteriorate if not used by the use by date.✓<sup>3</sup>
- Raw materials could be damaged or stolen.✓<sup>4</sup>
- The quality of the end product will be affected if raw materials have expired.✓<sup>5</sup>
- Capital being tied up in stock.✓<sup>6</sup>
- There may be shortages of stock,✓<sup>7</sup> and stopping of production.✓<sup>8</sup>
- Profit will decrease✓<sup>9</sup> if stock is lost/ damaged/ stolen.

(Any 4) (4)

*Understanding, easy (Focus, p 19; Successful, p. 23)*

**6.6 6.6.1 Identify the target market of Eerste Kafee.**

- Parents dropping learners at school.✓<sup>1</sup>
- University students.✓<sup>2</sup>
- School learners.✓<sup>3</sup>
- Local community members.✓<sup>4</sup>
- Tourists.✓<sup>5</sup>
- Teachers/ school staff/ lecturers/ university staff.✓<sup>6</sup>

(Any 2) (2)

*Understanding, moderate (Focus, p.34; Successful, p.11)*

6.6.2 **Explain the advantages of using a container from Big Box Containers as a coffee shop.**

- It can be moved to another area.✓<sup>1</sup>
- It can be converted into another type of business.✓<sup>2</sup>
- The container can be resold.✓<sup>3</sup>
- They own the container so there is no monthly rental to be paid.✓<sup>4</sup>
- It is less expensive✓<sup>5</sup> to maintain than a regular shop.
- It comes with solar panels so no electricity is required/ operates during loadshedding.✓<sup>6</sup>
- It comes with a gas stove that does not require electricity to be used.✓<sup>7</sup>
- Littering and waste should be minimal✓<sup>8</sup> because recycling bins are available. (Any 4) (4)

*Applying, moderate (Focus, p.12; Successful, p.19)*

6.6.3 **List ways in which the business may appeal to consumers.**

- They are environmentally friendly/ uses reusable/ biodegradable packaging.✓<sup>1</sup>
- They offer a variety✓<sup>2</sup> of drinks/ snacks/ light meals/ coffee beans.
- They have a famous giant muffin.✓<sup>3</sup>
- Sit down and take away option.✓<sup>4</sup>
- They can remain open during loadshedding✓<sup>5</sup> as they have solar panels and a gas stove.
- They have a loyalty program for regular customers.✓<sup>6</sup>
- It is easily accessible✓<sup>7</sup> because it is in a parking area. (Any 4) (4)

*Applying, moderate (Focus, p.13; Successful, p.11 & 20)*

6.6.4 **Calculate the selling price of ONE giant muffin. Show ALL calculations.**

$$R\ 300 \times 60\ \% / 60 \div 100 = R180.00$$

$$R\ 300 + R180 = R480.00\checkmark^1 \quad \text{OR} \quad R300 \times 160 \div 100 = R\ 480\checkmark^2$$

$$R480 \div 24\checkmark^3 = R20.00\checkmark^4$$

**OR**

$$R300 \div 24\checkmark^5 = R12.50\checkmark^6$$

$$R12.50 \times 60\% = R7.50\checkmark^7$$

$$R12.50 + R7.50 = R20.00\checkmark^8$$

**OR**

$$R300 + 60\ \% \checkmark^9 = R480.00\checkmark^{10}$$

$$R480.00 \div 24\checkmark^{11} = R20.00\checkmark^{12}$$

Cost of ONE giant muffin is R20.00. (Any 3) (3)

*Applying, moderate (Focus, p.40; Successful, p.40)*

**NOTE: The correct selling price (R20.00) must be given in order to be awarded full marks.**

**6.6.5 Analyse ways in which the business applies sustainable production and consumption principles.**

- They bought a previously used shipping container,✓<sup>1</sup> eliminating the need to buy a new shipping container.
- The shipping container is already fitted with a gas stove✓<sup>2</sup> and solar panels✓<sup>3</sup> that reduces the need for electricity reducing the carbon footprint.✓<sup>4</sup>
- Products are baked on site✓<sup>5</sup> thus reducing transport/ no fuel✓<sup>6</sup> is used to transport products to a point of sale. Air pollution is reduced/ less carbon emissions✓<sup>7</sup> that can harm the environment.
- They use recyclable/ biodegradable packaging material✓<sup>8</sup> resulting in less pollution.✓<sup>9</sup>
- They avoid littering/ dispose of waste correctly✓<sup>10</sup> because they have recycling bins.✓<sup>11</sup>

(Any 8) (8)

*Analysing, moderate (Focus, p.26; Successful, p.26)*

**[40]**

**TOTAL SECTION B: 160**  
**GRAND TOTAL: 200**