



# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2014**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 14 pages.**

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of SIX questions.

<b>QUESTION</b>	<b>CONTENT</b>	<b>MARKS</b>	<b>TIME (minutes)</b>
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
<b>TOTAL:</b>		<b>200</b>	<b>180</b>

2. ALL the questions are **COMPULSORY** and must be answered in the **ANSWER BOOK**.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start **EACH** question on a **NEW** page.
5. You may use a calculator.
6. Write with black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. Write neatly and legibly.

**QUESTION 1: SHORT QUESTIONS**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 C.
- 1.1.1 The largest source of income for a municipality:
- A Fundraising
  - B Government funding
  - C Provincial funding
  - D Property rates
- (1)
- 1.1.2 The best way to save energy when cooking food:
- A Rather use the conventional oven than the microwave oven
  - B Keep the stove plate on its highest setting to ensure fast cooking of food
  - C Make one-pot meals on the stove or in the oven
  - D Cook food during off-peak times and keep it warm in the warmer drawer
- (1)
- 1.1.3 The glycaemic index ranks carbohydrate-rich foods according to how quickly ... is released into the bloodstream.
- A energy
  - B glucose
  - C glycogen
  - D sugar
- (1)
- 1.1.4 Identify the cooking practice that will assist a young obese adult to lose weight:
- A Coat fish with batter
  - B Flavour fish with herbs
  - C Fry fish in oil
  - D Grill fish in the oven
- (1)
- 1.1.5 Lactose intolerance develops when the body cannot digest the ... in milk.
- A protein
  - B calcium
  - C fat
  - D carbohydrates
- (1)

- 1.1.6 Identify the drink that would best boost the immune system of a person who is HIV positive:
- A Coffee
  - B Orange juice
  - C Tea
  - D Water
- (1)
- 1.1.7 The combination of food that will contribute to high cholesterol levels:
- A Butter, lamb chops
  - B Low fat milk, 'lite' margarine
  - C Skimmed milk, low fat yoghurt
  - D Sunflower oil, soya beans
- (1)
- 1.1.8 'Sportswear has become street wear.' This statement refers to a ...
- A decline in fashion.
  - B fashion trend.
  - C fashion cycle.
  - D classic fashion.
- (1)
- 1.1.9 If complementary colours are in fashion, the following colours can be worn together:
- A Light blue and dark blue
  - B Blue and orange
  - C Blue and blue-purple
  - D Blue and green
- (1)
- 1.1.10 A signed sales agreement is a contract between a ...
- A buyer and a home owner.
  - B buyer and an estate agent.
  - C home owner and an attorney.
  - D home owner and a tenant.
- (1)
- 1.1.11 The amount paid to the attorney who oversees the transfer process of a property is called the ... fee.
- A conveyance
  - B initiation
  - C deeds office
  - D administration
- (1)

- 1.1.12 The following endorsement shows that a household appliance meets specific criteria:
- A SANF
  - B SABC
  - C SABS
  - D SANCU
- (1)
- 1.1.13 When Themba bought a house, he took out mortgage/bond protection insurance to provide payment ...
- A in case of theft.
  - B for damage to household goods.
  - C when the building is damaged.
  - D in case of his death.
- (1)
- 1.1.14 With regard to sectional-title ownership, part of the monthly levy is used to pay for ...
- A bond repayments.
  - B household insurance.
  - C water consumption of each unit.
  - D security arrangements.
- (1)
- 1.1.15 The total amount paid for materials and overhead costs represents the ... of the items produced.
- A net price
  - B unit price
  - C development cost
  - D production cost
- (1)
- 1.1.16 The following factor will ensure that the end product is always the same in terms of stipulated criteria:
- A Specification of the product
  - B Costing of the product
  - C Stock control
  - D Tidy workplace
- (1)
- 1.1.17 Planning the production process is important in order to ...
- A speed up the production of products.
  - B increase competition amongst workers.
  - C improve storage conditions for products.
  - D improve communication with customers.
- (1)

- 1.1.18 Costs such as registration fees, initial purchasing of stock, purchasing of equipment and a rental deposit is called ... costs.  
A delivery  
B operational  
C start-up  
D overhead (1)
- 1.1.19 A quality product meets the following criteria:  
A The product name is clearly visible; the customer cannot miss it.  
B It is produced by well-trained workers on time to meet all orders.  
C It meets the customer's desires and expectations.  
D It is a safe product for the customers to use and has a guarantee. (1)
- 1.1.20 An entrepreneur in a rural area should advertise his/her enterprise in/on ONE of the following:  
A Catalogues  
B Taxis  
C Facebook  
D Magazines (1)
- 1.2 Choose the correct word/term in brackets. Write only the word/term next to the question number (1.2.1–1.2.4) in the ANSWER BOOK.
- 1.2.1 Buying organic cotton products shows that a consumer is (eco-friendly/budget-conscious). (1)
- 1.2.2 Recycled textiles have a (low/high) carbon footprint. (1)
- 1.2.3 Counterfeit clothing is commonly sold at (flea markets/boutiques). (1)
- 1.2.4 Bamboo fabric is an example of a (renewable/non-renewable) textile. (1)
- 1.3 Give the name of each food-related disease described below. Write only the answer next to the question number (1.3.1–1.3.6) in the ANSWER BOOK.
- 1.3.1 A condition where the glucose level in the blood drops below normal (1)
- 1.3.2 Very little food intake to the point of excessive and dangerous weight loss (1)
- 1.3.3 The arteries narrow, thicken and harden (1)
- 1.3.4 The immune system has an adverse reaction to food (1)
- 1.3.5 Regular episodes of binge eating and purging (1)
- 1.3.6 The lining of the intestines are damaged by gluten (1)

1.4 Choose a description from COLUMN B that matches the type of tax in COLUMN A. Write only the letter (A–H) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 J.

COLUMN A TYPE OF TAX	COLUMN B DESCRIPTION
1.4.1 Environmental levy	A annual tax charged for maintaining roads
1.4.2 Estate duty	B includes a levy payable to the Road Accident Fund
1.4.3 Fuel tax	C added to the selling price of specified goods and services
1.4.4 Provisional tax	D charged on electricity generated by using coal
1.4.5 Value-added tax	E charged when property is purchased
	F payable on property after a citizen's death
	G tax based on irregular income
	H tax levied to fund tourism

(5 x 1) (5)

1.5 Identify FIVE factors from the list below that an entrepreneur must consider when identifying a potentially profitable business opportunity. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

- A Efficient use of time
- B Consumer appeal
- C Financial resources
- D Good customer relations
- E Good quality raw materials
- F Human skills
- G Maintenance of equipment
- H Marketing
- I Franchise competition
- J Availability of work space

(5)  
[40]

**QUESTION 2: THE CONSUMER**

- 2.1 Define each of the following terms:
- 2.1.1 Grey goods (2)
- 2.1.2 Scam (2)
- 2.2 State THREE advantages of solar energy. (3)
- 2.3 Read the scenario below and answer the questions that follow.

Lindy works for a stainless steel manufacturing company. This company supplies raw materials to manufacturers of household appliances. The company workers went on strike to demand a 10% salary increase. After negotiations the workers' demands were met.

She belongs to a stokvel where all the members know how the money is invested. During the strike Lindy's refrigerator broke and she bought a new refrigerator, with a metallic finish, with the proceeds she received from the stokvel.

Six months later, while shopping, she noticed that the price of her new refrigerator had increased drastically.

- 2.3.1 Name the Act that governs stokvels to ensure fair business practice. (1)
- 2.3.2 Quote a sentence from the scenario that indicates that this stokvel is legal. (1)
- 2.3.3 Explain how being a member of a stokvel benefited Lindy to buy a refrigerator. (4)
- 2.3.4 Explain how the guarantee that Lindy received when she purchased the refrigerator could benefit her. (3)
- 2.3.5 Write a paragraph to discuss possible reasons for the drastic price increase of the refrigerator. (4)
- [20]**



**QUESTION 3: FOOD AND NUTRITION**

- 3.1 Give THREE reasons for the use of additives in food. (3)
- 3.2 Explain how food irradiation impacts on public health. (2)
- 3.3 Read the scenario below and answer the questions that follow.

Learners at a school in the city attended a week-end 'survivor' camp in a rural area. The camping site was situated on the bank of a river. They bought spinach and cabbage in a village close by. One of their activities was to milk cows and they could drink the milk.

A week later the majority of the campers experienced severe stomach cramps and watery diarrhoea. They were diagnosed with E. coli.

- 3.3.1 Give FOUR reasons why the learners were infected with E. coli. (4)
- 3.3.2 Discuss the treatment of E. coli infection. (4)
- 3.4 3.4.1 Give a reason why osteoporosis is called the 'silent disease'. (1)
- 3.4.2 Explain why osteoporosis leads to bone fractures. (2)
- 3.4.3 Write a paragraph to discuss how osteoporosis can be prevented in young adults through the intake of:
- (a) Calcium
- (b) Vitamins and minerals
- (c) Proteins (3 x 2) (6)
- 3.5 Read the extract below and answer the questions that follow.

**YOU ARE WHAT YOU EAT ... AND WHAT YOU CAN AFFORD**

A poor micronutrient status is known to be associated with food insecurity. In the South African context iron-deficiency anaemia was reported to be a serious concern in 2005. A South African survey found that the prevalence of iron-deficiency anaemia in all participants older than 15 years of age was 17,5%. Female participants were found to have almost double the occurrence (22,0%) when compared with males (12,2%).

[Adapted from *The Human Sciences Research Council Review*.  
Volume 11, Number 4, September 2013]

- 3.5.1 Define the term *food security*. (3)
- 3.5.2 Give reasons why more female participants suffered from iron-deficiency anaemia. (5)

- 3.6 Study the information below that appeared on a label for rusks and answer the questions that follow.

<b>DIABETIC RUSKS: xylitol, seed and bran</b>		
<b>List of ingredients:</b> Stone-ground wheat flour, buttermilk, xylitol (13,2%), canola oil, butter, sunflower seeds (8,4%), rolled oats, wheat bran (3,2%), eggs, linseed, baking powder, salt		
<b>NUTRITIONAL INFORMATION</b>		
<b>Average values</b>	<b>Per 100 g</b>	<b>Per 25 g</b>
<b>Energy (kJ)</b>	1 933	483
<b>Protein (g)</b>	12	3
<b>Carbohydrates (g)</b>	52,9	13,2
<b>of which total sugar (g)</b>	1,6	0,4
<b>Total fat (g)</b>	21,2	5,3
<b>of which saturated fat (g)</b>	7,1	1,8
<b>Fibre (g)</b>	9,8	2,5
<b>Sodium (mg)</b>	487	122

[Source: [www.beasrusks.co.za](http://www.beasrusks.co.za)]

- 3.6.1 Identify TWO common allergens that are present in the rusks. (2)
- 3.6.2 Evaluate the suitability of the rusks for a person with diabetes. (8)
- [40]**

**QUESTION 4: CLOTHING**

- 4.1 Describe each of the following stages of the fashion cycle:
  - 4.1.1 Introduction/Launch (2)
  - 4.1.2 Peak (2)
  - 4.1.3 Obsolescence/End (2)




4.2 Read the extract below and answer the question that follows.

**BACK TO THE 80s – PASTEL COOL**

Neon brights and chalky pastels are in hot demand this season, but don't let the idea of pastel shades put you off. This season's dusty tones are edgy and masculine and add an explosion of colour to the male wardrobe.

[Source: *Woolworths Magazine*, Spring 2013]

- Describe the term *retrospective fashion* by referring to the information in the extract. (2)
- 4.3 Explain how shopping at second-hand clothing shops or garage sales contributes to the sustainability of the environment. (4)
- 4.4 Study the photographs below and answer the questions that follow.

 <p>The couple is dressed for work.</p>	 <p>This navy blue, white and grey striped dress is made from knitted fabric.</p>	 <p>This blue shirt with red and white stripes is made from cotton fabric.</p>
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[Source: [www.Truworhts.co.za](http://www.Truworhts.co.za)]

- 4.4.1 Explain the optical illusion created by the lines on the dress and on the shirt. (2)
  - 4.4.2 Evaluate the suitability of the dress OR the shirt as items in a basic work wardrobe for a female or a male. (6)
- [20]**

**QUESTION 5: HOUSING**

5.1 Read the scenario below and answer the questions that follow.

Yaseem and Alyna, a young married couple, are both permanently employed by the government. They jointly earn more than R300 000,00 per year.

They are renting a unit, owned by Mr Lillah, in a complex while they are building a two-bedroom house on a stand/plot they bought with their savings. On completion of the house they will extend it as soon as possible.

Alyna, a very creative woman, is looking forward to creating a dream home. Yaseem is a handyman and also loves designing gardens. He will oversee the building process.

5.1.1 Identify and explain the type of homeownership for:

- (a) The couple's landlord (3)
- (b) The couple, when they move into the house that they are building (3)

5.1.2 Discuss the type of contract that the couple signed when they moved into the unit. (3)

5.1.3 Refer to the scenario and discuss the benefits that building their own house has for this couple. (4)

5.1.4 Considering the rise in interest rates, the couple has to decide on a fixed or variable/fluctuating interest rate when applying for a bond to extend the house.  
Choose the type of interest that best suits this couple's needs and motivate your choice. (4)

5.1.5 Discuss the type of housing subsidy/support Yaseem qualifies for. (3)

5.2 List FOUR universal design features that should appear on any modern washing machine. (4)

5.3 State TWO responsibilities of the consumer at each of the following:

- 5.3.1 At the time of delivery of a newly purchased household appliance (2)
- 5.3.2 After delivery of a newly purchased household appliance (2)

5.4 Compare the transactions below by redrawing and completing the table in your ANSWER BOOK.

TRANSACTION	PERIOD OF TIME FOR PAYMENT	EXTRA COSTS
5.4.1 Instalment sale transaction	(1)	(1)
5.4.2 Cash on delivery	(1)	(1)

5.5 Evaluate the impact of the use of an electric tumble dryer on the finances of a family of five and the environment. (8)

**[40]**

**QUESTION 6: ENTREPRENEURSHIP**

6.1 Explain each of the following terms:

6.1.1 Target market (2)

6.1.2 Mark-up (2)

6.2 Read the case study below and answer the questions that follow.

**A PASSION FOR BUSINESS**

Lea studied Consumer Studies at school and since then she has been making a variety of products to sell from home. She realised that she could supplement her family's income by selling these products.

Lea experimented with recipes/patterns and chose only quality raw materials. To improve the quality of the products, she paid a specialist who helped her draft product labels that met with industry standards. The products were neatly packaged in attractive, rectangular-shaped, see-through plastic bags. A health inspector was invited to inspect the premises.

By taking samples around to store owners, she managed to secure more sales and the business grew.

The home courtyard was converted into a work space. Three people were employed to help with production. Many products were produced daily and sold to shops in the area. As the demand for the products grew, new products were added to the range annually.

Lea also invested in an accounting system to keep record of finances and stock.

**Business in figures:**

Start-up costs: R1 000,00

Selling price of one of the products: R30,00

Turnover: R60 000,00 per month

Equipment: R25 000,00

6.2.1 State THREE benefits of training unskilled workers. (3)

6.2.2 Product is one of the 5 P's in the marketing mix. Explain how Lea fulfilled each of the other P's of the marketing mix. (8)

6.2.3 Explain how regular/routine maintenance of the equipment could benefit the business. (3)

6.2.4 Use the information in the case study to identify FIVE factors that contribute to the success of this business. (5)

- 6.2.5 One of the products sells for R30,00. The production cost for this product is R12,00.
- (a) Calculate the profit that the entrepreneur makes on one product. Show ALL the calculations. (3)
- (b) The entrepreneur's total income from sales is R60 000,00 per month. If the entrepreneur makes 60% profit, calculate how much profit she will make per month. Show ALL the calculations. (3)
- 6.2.6 It is very likely that this business will continue to make a sustainable profit. Give THREE reasons to support this statement. (3)

6.3 Study the information below and predict why December 2013 will be the best sales scenario.

DECEMBER 2013	JANUARY 2014
<p><b>Products made: 100</b>  <b>Products sold: 100</b>                      Selling price per product: R25,95                      Daily sales: 100 x R25,95 = R2 595,00                      Raw materials: R505,00                      Labour: 8 hours: R92,00                      Transport: R15,00</p> <p><b>Production costs:</b>                      R505,00 + R92,00 + R15,00 = R612,00</p> <p><b>Profit per day:</b>                      (sales – production costs)                      R2 595,00 – R612,00 = R1 983,00</p> <p><b>Monthly figures (20 days)</b>                      Profit per day x 20 days                      R1 983,00 x 20 = R39 660,00</p>	<p><b>Products made: 100</b>  <b>Products sold: 30</b>                      Selling price per product: R25,95                      Daily sales: 30 x R25,95 = R778,50                      Raw materials: R505,00                      Labour: 8 hours: R92,00                      Transport: R15,00</p> <p><b>Production costs:</b>                      R505,00 + R92,00 + R15,00 = R612,00</p> <p><b>Profit per day:</b>                      (sales – production costs)                      R778,50 – R612,00 = R166,50</p> <p><b>Monthly figures (20 days)</b>                      Profit per day x 20 days                      R166,50 x 20 = R3 330,00</p>

(8)  
[40]

**TOTAL: 200**



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## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2014**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 19 pages.**

**QUESTION 1**

- 1.1.1 D✓ *Remembering, easy* (F p 182, S p 201) (1)
- 1.1.2 C✓ *Understanding, easy* (F p 174, S p 193 ) (1)
- 1.1.3 B✓ *Remembering, easy* (F p 71 , S p 77) (1)
- 1.1.4 D✓ *Remembering, easy* (F p 83, S p 98) (1)
- 1.1.5 D✓ *Remembering, moderate* (F p 79, S p 73) (1)
- 1.1.6 B✓ *Understanding, easy* (F p 84, S p 100) (1)
- 1.1.7 A✓ *Applying, moderate* (F p 74, S p 184-185) (1)
- 1.1.8 B✓ *Applying, easy* (F p 49, S p 48-49) (1)
- 1.1.9 B✓ *Applying, moderate* (Grade 11) (1)
- 1.1.10 A✓ *Remembering, easy* (F p 125, S p 142) (1)
- 1.1.11 A✓ *Remembering, easy* (F p 126, S p 146) (1)
- 1.1.12 C✓ *Remembering, easy* (F p 133, S p 155) (1)
- 1.1.13 D✓ *Understanding, easy* (F p 127, S p 145) (1)
- 1.1.14 C/D✓ *Understanding, moderate*(F p 122, S p 140) (1)
- 1.1.15 D✓ *Remembering, easy* (F p 36, S p 35) (1)
- 1.1.16 A✓ *Remembering, easy* (F p 16, S p 15) (1)
- 1.1.17 A✓ *Understanding, moderate* (F p 15 , S p 21) (1)
- 1.1.18 C✓ *Understanding, moderate* (F p 11, S p 35) (1)
- 1.1.19 D✓ *Understanding, moderate* (F p 20, S p 24) (1)
- 1.1.20 B✓ *Understanding, moderate* (F p 30, S p 30) (1)
- 1.2.1 eco-friendly✓ (F p 61, S p 66) (1)
- 1.2.2 low✓ (F p 62, S p 68) (1)
- 1.2.3 flea markets✓ (F p 64, S p 72) (1)
- 1.2.4 renewable✓ (F p 61, S p 67) (1)
- [4]

*Remembering, easy*

- 1.3.1 Hypoglycaemia/low blood glucose/diabetes✓ (S p 79) NOTE: NOT low blood (1)
- 1.3.2 anorexia (nervosa)✓ (F p 82, S p 94) (1)
- 1.3.3 Atherosclerosis/coronary heart disease✓ (F p 74, S p 83) (1)
- 1.3.4 (food) allergy✓ (F p 79, S p 92) (1)
- 1.3.5 bulimia✓ (F p 82, S p 95) (1)
- 1.3.6 Celiac disease/gluten intolerance/gluten-sensitive enteropathy✓ (F p 80, S p 93-94) (1)
- [6]

*Remembering, moderate*

- 1.4.1 D✓ (1)
- 1.4.2 F✓ (1)
- 1.4.3 B✓ (1)
- 1.4.4 G✓ (1)
- 1.4.5 C✓ (1)
- [5]

*Understanding, moderate* (F p 163 – 164, S p 180-183)

- 1.5 B✓
- C✓
- E✓
- F✓
- J✓ (in any sequence) (5)

*Understanding, moderate* (F p 11, S p 10-12)



**QUESTION 2: THE CONSUMER**

2.1 2.1.1 Define Grey goods

- Grey goods are goods that have been imported✓ into a country through unofficial/unauthorised distribution channels.✓
- Grey goods are items that a manufacturer does not want sold in a particular country✓, but that end up there through unofficial distribution channels.✓
- Grey goods are not illegal/The goods are imported legally✓ and duties are paid but are not sold by authorised businesses.✓ (Any 2) (2)

*Remembering, easy* (F p 158, S p 176)

2.1.2 Define Scam

- A scam is a dishonest scheme.✓ It usually involves an unsuspecting consumer who is cheated into paying an excessive price for the goods or services offered.✓ In many cases, there are no real goods or services on offer.✓
- Scams are false/fraudulent business deals✓ that are often linked to organised crime.✓ (Any 2) (2)

*Remembering, easy* (F p 161, S p 176)

2.2 State THREE advantages of solar energy

- Solar energy is clean, does not cause pollution/ it is eco-friendly.✓
- It is a renewable source of energy.✓
- Can function well in almost any climate.✓
- After initial investment is paid for, the energy cost is almost zero.✓
- No noise pollution.✓
- Manufacturers offer warranties of 20 years on their products.✓
- The government gives incentives to reduce the cost of installation.✓
- Solar water heaters use the sun to heat water,✓ reducing the need for electricity/gas.✓
- Solar water heaters provide hot water even when there are power failures.✓ (Any 3) (3)

*Remembering, easy* (F p 191, S p 170)

2.3 2.3.1 Name the Act that governs stokvels to ensure fair business.

- National Credit Act✓ (1)

*Remembering, easy* (F 161 p, S p 178)

2.3.2 Quote a sentence from the scenario that indicates that this stokvel is legal.

- '... in which all members know how the money is invested.'✓ (1)

*Understanding, moderate* (F p 161, S p 178)

2.3.3 Explain how being in a stokvel benefited Lindy to buy a refrigerator.

- Lindy paid subscriptions/contributed✓ to establish a continuous pool of money/ The stokvel forced her to save money when she was earning/ working.✓
- She shared in the profits/interest✓ of the stokvel club.
- She was able to receive/have money when she needed it/ for an emergency.✓
- The stokvel money enabled her to pay cash✓ for the refrigerator.
- There was no extra costs/ interest✓ as she paid cash.
- She could possibly have asked for a cash discount✓, which could have made the refrigerator cheaper. (Any 4)

(4)

*Understanding, difficult* (F p 161, S p 177-178)

2.3.4 Explain how the guarantee Lindy received when she purchased the refrigerator could benefit her.

- A guarantee is a promise in writing that the quality/durability of a product/service will meet certain standards.✓
- If the product/service does not meet the standards, the money paid for it will be returned✓ or the refrigerator will be replaced/repaired.✓ The manufacturer will sort out the problems.✓
- The guarantee covers the product for a fixed period of time/ In the long run, she will save money if the refrigerator breaks down within the fixed period of time.✓ (Any 3)

(3)

*Applying, moderate* (F p 158, S p 175)

2.3.5 Write a paragraph to discuss possible reasons for the drastic price increase of the refrigerator.

The reason for the price increase is inflation.✓ Striking workers caused a loss of money as a result of lost working hours.✓ Less stainless steel was produced.✓ The company had to increase the price of the stainless steel to make up for the money lost.✓ More stainless steel could have been imported which increased the price/ excise duties had to be paid.✓ The devaluation of the rand caused an increase in the price of steel.✓ The company had to increase the price of stainless steel to cover the salary increase.✓ The higher stainless steel prices led to an increase in the price of consumer goods/refrigerator.✓ The price of electricity✓ and petrol✓ may have increased, and that increased the manufacturing/production costs✓ as well as transport costs.✓

(Any 4)

(4)

**NOTE:** Learners lose ONE mark if the answer is not written in a paragraph.

**[20]**

*Analysing, difficult* (F p 146, S p 185)

**QUESTION 3: FOOD AND NUTRITION**

3.1 Give THREE reasons for the use of additives in food.

- To improve the taste/flavour✓
- To improve the texture/emulsifying/stabilising/thickening✓
- To improve the appearance/colour/ Making food more attractive✓
- To maintain/improve the safety✓
- To improve the freshness/shelf life/keeping quality✓
- To improve/maintain the nutritional✓ value of food.
- To help in processing/preparing food.✓

(Any 3) (3)

*Remembering, easy* (F p 92, S p 110)

3.2 Explain how food irradiation impacts on public health.

- Irradiation eliminates/reduces the number of pathogenic bacteria/ harmful organisms/ insects/ micro-organisms/ enzymes,✓ and therefore improves the safety/ freshness of food products for human consumption.✓
- Reduces the need for preservatives✓/which could have a possible harmful effect on consumers.✓

(Any 2) (2)

*Applying, moderate* (F p 105, S p 127)

3.3 3.3.1 Give FOUR reasons why the learners were infected with E. coli.

- There was poor sanitation/learners used bushes for toilets.✓
- Lack of clean water/collect water from rivers to wash hands properly/ People did not wash their hands after using the toilet/ before preparing the food/ milking of the cows.✓
- Learners swam/bath/drank contaminated water/ not boiled/treated water✓ in rivers/ dams.
- The vegetables the learners bought could have been watered with contaminated water/ contaminated with animal faeces.✓
- The spinach/cabbage/vegetables was/were not washed before use.✓
- Food was not cooked properly/ undercooked.✓
- They were exposed to raw/ unpasteurised/ not sterilized milk/ they drank the cow's milk.✓
- Greeting the villagers by shaking hands causes person-to-person contact that leads to transmission of the disease.✓

(Any 4) (4)

**NOTE:** Mark only the first FOUR reasons.

*Understanding, moderate* (F p 90, S p 106)

3.3.2 Discuss the treatment of E-coli infection.

- There is no special treatment✓, except drinking lots of good quality water/fluids✓ to prevent dehydration/ replace the fluid lost as a result of diarrhoea and vomiting.✓
- The best approach is to rest.✓
- Do not take anti-diarrhoeal medicine✓; the body has to get rid of the E. coli bacteria.✓
- Patients who are very ill must be hospitalised✓ to receive fluids by drip.✓

(Any 4) (4)

*Remembering, moderate* (F p 91, S p 107)

- 3.4 3.4.1 Give a reason why osteoporosis is called the 'silent disease'.
- There are no warning signs/pains/symptoms✓ for osteoporosis.
  - Most people only become aware that they have the disease when they experience the first bone fracture/ get checked/scanned.✓ (Any 1)

*Understanding, moderate* (F p 75, S p 89)

(1)

- 3.4.2 Explain why osteoporosis leads to bone fractures.

- Osteoporosis occurs when calcium is lost/withdrawn from the bone more quickly/at a faster rate than can be replaced.✓
- The bones become smaller/ thinner/ less dense/ porous/ fragile/ brittle/ weak✓ and this causes them to break easily.

*Understanding, moderate* (F p 75, S p 89)

(2)

- 3.4.3 Write a paragraph to discuss how osteoporosis can be prevented in young adults through the intake of:

- (a) Calcium
- (b) Vitamins and minerals
- (c) Proteins

(a) Consume enough/ more calcium✓ as calcium strengthens the bones/ increases bone mass/ bone density/ slows down age-related bone loss.✓ Consume plenty/ 2–2½ portions/ 500mg of low-fat/non-fat milk and milk products per day✓ as milk is the best source of calcium.✓ Green leafy vegetables/ pilchards/ sardines/ fish with bones/ nuts contain calcium.✓ Take a calcium supplement when dietary intake does not meet the requirements.✓ (Any 2)

(b) Phosphorus is necessary✓ to facilitate the absorption of calcium from the digestive tract.✓ An adequate intake of fluoride/ fluoridated water✓ can help to prevent osteoporosis. Ensure an adequate intake of vitamin D.✓ Vitamin D is important for calcium absorption/it incorporates calcium into bone.✓ Vitamin D is found in oily fish (salmon/ pilchards/ tuna/ sardines)/ enriched margarine/ dairy products.✓ Consume enough vitamin C✓ as it is necessary for normal collagen synthesis.✓ Fresh fruit and vegetables are good sources of vitamin C.✓ (Any 2)

(c) Do not eat too many protein-rich foods✓ as the body releases acids into the bloodstream when it digests protein and then draws calcium from the bones to neutralise the acids.✓ Protein is necessary for collagen synthesis✓ to strengthen the bone.✓ Protein strengthens the muscles that support the bones.✓ Good sources of protein are meat and meat alternatives (eggs/fish/legumes/nuts)/ milk and milk products.✓ (Any 2)

**NOTE:** Learners lose ONE mark if the answer is not written in a paragraph. A maximum of 2 marks for (a), (b) and (c).

(6)

*Understanding, moderate* (F p 75-76, S p 89- 90)

3.5 3.5.1 Define the term *food security*.

Food security is the ability of individuals to obtain enough/sufficient/adequate✓ and safe, nutritious food✓ at all times/on a day-to-day basis✓ to maintain a healthy and active life.✓  
(Any 3) (3)

*Remembering, easy* (F p 106, S p 129)

## 3.5.2 Give reasons why more female participants suffered from iron-deficiency anaemia.

- Food insecure people do not eat enough food/ do not earn enough money for food/ cannot afford iron-rich foods✓ and therefore lack iron in their diets.✓
- Generally females eat less/ smaller portions of iron rich food like meat.✓
- Mothers/ women generally ensure that children/ families/ men get fed first and compromise their own health/nutrition.✓
- Boys often get more food than the girls.✓
- Many females follow slimming diets and do not consume enough iron rich food.✓
- Females lose blood during menstruation✓ and the small amount of food available may not be enough to replace the iron loss during menstruation.✓
- More iron than normal is necessary during pregnancy✓ and the amount of iron in the diet may not be enough.✓
- No/little fresh fruit or vegetables which supply vitamin C✓ for iron absorption✓ is available.  
(Any 5) (5)

*Applying, difficult* (F p 76, 110, S p 76, 91)

## 3.6 3.6.1 Identify TWO common allergens that are present in the rusks.

- Wheat (flour)/ Wheat bran✓
- Cow's milk/buttermilk✓
- Egg✓
- Sunflower seeds✓
- Linseeds✓

(Any 2) (2)

*Remembering, easy* (F p 97, S p 92)

## 3.6.2 Evaluate the suitability of the rusks for a person with diabetes.

- The product has a high carbohydrate content✓ which is not good for diabetics as this causes the blood glucose levels to rise.✓
- The product is high in fat/saturated fat/butter/buttermilk/eggs✓ which could be detrimental to diabetics/not good✓ as diabetics are more prone to heart disease.✓
- The moderate sodium content can lead to hypertension.✓
  
- The product is likely to have a low/moderate GI✓ as it has a low sugar content✓ and has a high fibre content✓. Oats have a low GI✓ and bran has a low GI✓. This means that glucose is released slowly into the bloodstream✓ which is good for diabetics as it will prevent large fluctuations in blood-glucose levels.✓
- The product contains xylitol/ non-sugar sweetener that is suitable for a diabetic person.✓
- The fibre content is high and will be beneficial for a person with diabetes type II.✓
- Oats contain soluble fibre✓ that lowers cholesterol levels✓ which is good as diabetics are more at risk for the development of coronary heart disease.✓
- Wheat bran contains insoluble fibre✓ that lowers cholesterol levels. ✓
- The product has a moderate protein✓ content in eggs/buttermilk which will avoid unnecessary stress on the kidneys✓ and builds tissue. ✓ (Any 7)

## Conclusion

- The product is suitable.✓ The product should be eaten in moderation.✓ (Any 1) (8)

**NOTE:** Learners must indicate positives and negatives and come to a conclusion.

**[40]**

*Evaluating, difficult* (F p 72, S p 80)

**QUESTION 4: CLOTHING**

4.1 Describe each of the following stages of the fashion cycle.

4.1.1 **Introduction/Launch**

The fashion is first introduced. ✓ Celebrities are photographed wearing the trend ✓ / Fashion leaders adopt or accept or reject the fashion/ before anyone else wears it. ✓ (Any 2) (2)

4.1.2 **Peak**

The fashion reaches the height of popularity/ many people wear it. ✓ It is mass produced. ✓ It is advertised by clothing stores/ in window displays. ✓ (Any 2) (2)

4.1.3 **Obsolescence/End**

Garments are out of fashion/disappear/go on sale/ become obsolete. ✓ Fashion cycle is completed. ✓ A new fashion trend has already established itself ✓ (Any 2) (2)

*Remembering, easy* (F p 50, S p 50)

4.2 Describe the term 'retrospective fashion' by referring to the information in the extract.

- Retrospective fashion refers to clothes that imitate the style of a previous era. ✓
- Fashion often looks to the past for inspiration ✓, but always interprets it with a modern twist/ styles never come back in exactly the same form/ they are mostly adapted to suit the needs and lifestyle of the present era. ✓
- In this extract the pastel/neon colours ✓ of the 1980s ✓ are back in fashion.

(Any 2) (2)

**NOTE:** Learners must refer to the information in the extract to get full marks: The learners must refer to the pastel/neon colours of the 1980s, otherwise only one mark.

*Understanding, moderate* (F p 51, S p 53)

4.3 Explain how shopping at second-hand clothing shops or garage sales contributes to the sustainability of the environment.

- Unwanted garments are not discarded; ✓ they are sold for use a second time around/ recycled/ reused. ✓
- Waste is reduced ✓ and therefore less landfill space is used. ✓
- It reduces the number of virgin fabrics/clothes that need to be newly manufactured/produced ✓ and in this way reduces pollution/ carbon footprint ✓
- The use of water/ electricity ✓ for manufacturing is reduced and this has a positive impact on the environment. ✓ (Any 4) (4)

*Understanding, moderate* (F p 62-63, S p 68)

## NSC – Memorandum

4.4 4.4.1 Explain the optical illusion created by the lines on the dress and shirt.

- The horizontal lines/stripes on the dress create the optical illusion that the woman is shorter/wider.✓
- The lines with the white/grey/light background (from hip to bust) create an illusion of width.✓
- The lines with the dark (navy blue) background make the hips appear more slender.✓
- The vertical lines/stripes on the shirt create the optical illusion that the man is taller/slimmer✓

(Any 2)

(2)

*Applying, easy (F p 57, S p 59)*

4.4.2 Evaluate the suitability of the dress OR the shirt as items in a basic work wardrobe for a female or a male.

Dress:

- It cannot be mixed and matched as easily as a separate bottom and shirt/ blouse/ not as versatile as a separate bottom and shirt/blouse.✓
- The length/design is suitable/ appropriate/ not too revealing.✓
- The colours are suitable✓ for a basic wardrobe as they can be mixed and matched✓ with a navy blue/ black/ grey jacket or cardigan.✓
- The dress looks professional/ people will take you seriously.✓
- The  $\frac{3}{4}$  sleeve is versatile as it can be worn in summer and in winter with a jacket/ cardigan.✓
- Knitted fabric is comfortable to wear✓ it doesn't crease/has a neat appearance.✓

(Any 5)

(5)

**Conclusion:** It is suitable✓ as the dress looks professional/gives a professional appearance.

It will not be suitable✓ as the dress is not versatile.

It will not be suitable✓ for the fuller figure as the knitted fabric may be too tight fitting and emphasises the fuller figure/horizontal stripes are not suitable for the fuller figure.✓

(Any 1)

(1)

**OR**Shirt:

- Colours are interesting✓
- Colours can be mixed and matched with other colours✓ such as blue, black and stone✓
- Design of shirt is suitable/formal✓
- Design of shirt is professional/ people will take you seriously.✓
- The shirt can be worn in summer and winter.✓
- The cotton fabric is comfortable to wear/ it absorbs moisture/ keeping you cool in summer.✓
- The shirt can be made more formal/dressed up with a tie✓ and will be more informal if worn without a tie.✓
- The colours may be too informal.✓

(Any 5)

(5)

**Conclusion:** It is suitable✓ as the shirt looks professional/gives a professional appearance.

It is not suitable because✓ the colours are too informal.

The use of the tie is restricted due to the colours of the stripes.✓ (Any 1)

**NOTE:** Do NOT award a mark for 'it is suitable' only.

(1)

Mark first option if learner discussed both.

**[20]**

*Evaluating, difficult (F p 57, S p 63)*



**QUESTION 5: HOUSING**

5.1 5.1.1 Identify and explain the type of homeownership for:

- (a) The couple's landlord.
- Sectional-title ownership ✓ (1)
  - The landlord owns a unit/section of the building ✓ and sublets it to Yaseem and Alyna.
  - The landlord/sectional-title holder also owns a share of all the common property ✓ including lifts/passages/stairways/garden areas and the pool. ✓ (Any 2) (2)
- (1 mark for type of ownership and 2 marks for explanation)

*Remembering (1), Understanding (2), easy (F p 122, S p 104)*

- (b) The couple, when they move into the house they are building.
- Full-title/freehold ownership ✓ (1)
  - The couple is the legal owners ✓ of the entire property/land ✓ and all the structures ✓ on it. (Any 2) (2)
- (1 mark for type of ownership and 2 marks for explanation)

*Remembering (1), Understanding (2), easy (F p 121, S p 169)*

5.1.2 Discuss the type of contract that the couple signed when they moved into the unit.

- It is a (legal) rent agreement/lease ✓ between a property owner/lessor ✓ and a tenant/the couple/lessee ✓ **OR** between both parties ✓ involved in the agreement. ✓
- The lease gives the couple certain legal rights and responsibilities regarding the property for the duration of the lease. ✓
- Through the lease the tenants commit themselves to renting the property for a minimum period ✓ at a fixed rental amount. ✓ (Any 3) (3)

*Understanding (3), easy (F p 152, S p 169)*

5.1.3 Refer to the scenario and discuss the benefits that building their own home has for this couple.

- They can build their dream house which may increase in value/investment.✓
- They can use their creativity to design a house that suits their needs/taste.✓
- Building will be personally satisfying for them.✓
- They can build the extension to suit their needs, such as more bedrooms.✓
- Yaseem is a handyman and he can include the latest technology/contribute to the installation of the finishes/fittings.✓
- As a garden designer, Yaseem can design/lay out their new garden.✓
- The house can be finished according to their own schedule as they have a flat/unit to live in.✓
- If there are not enough funds/savings the building can be halted✓ since they have a flat to live in.
- Yaseem will oversee the building/owner builder and this will save them money.✓ (Any 4)

(4)

**NOTE:** NO marks must be awarded if learners do not refer to the scenario.

*Applying, moderate* (F p 121, S p 138)

5.1.4 Choose the type of interest that best suits this couple's needs and Motivate your choice.

Fixed interest ✓

- Good option for them as they have a fixed income✓ and will probably live in the home for a long time.✓
- If the interest goes up, their bond repayments will not become more/they will not have to pay more.✓
- The interest rate will stay the same/their repayments stay the same/ they will be able to stay within their budget.✓

**OR**

Variable interest ✓

- With a variable interest rate they will have to pay different amounts over time✓/bond repayments become more if the interest rate goes up ✓and less when it goes down and money will be saved.✓ (Any 4)

(4)

*Understanding, moderate* (F p 161, S p 183-184)

5.1.5 Discuss the type of housing subsidy/support Yaseem qualifies for.

- He qualifies for Government employer support/ monthly housing allowance/subsidy.✓
- He qualifies for this as he is permanently/ full time employed✓ by the Government.
- He must live in the house and may not rent/let it to anyone.✓
- The Government/employer deducts the bond repayments directly off Yaseem's salary.✓
- The amount of the subsidy is calculated by the Government/employer.✓
- This will help him to pay the monthly instalment✓ on the property he is building.
- This could subsidise a part of the interest✓ on Yaseem's home loan.
- This can offer a guarantee to the bank on Yaseem's home loan.✓
- This can help him to use his pension or provident fund as collateral for a loan.✓

(Any 3)

(3)

*Understanding, easy* (F p 132, S p 150)

5.2 List FOUR universal design features one should expect to find on any modern washing machine.

- Dialogue display/digital screen with easy to read instructions.✓
- An alarm to indicate the end of the programme/cycle.✓
- Different programmes/cycles: short cycle, rinse only cycle etc.✓
- Stainless steel inner drum that does not rust.✓
- Delay timer.✓
- 180° door opening/side -hinged doors.✓
- Raised 15 cm above the floor for easy access.✓
- A clear instruction manual with text and drawings.✓
- Safety lock/mechanism so that children cannot open the door.✓

(Any 4)

(4)

**NOTE:** Mark only the first FOUR answers.

*Remembering moderate* (F137, S p 157)

5.3 State TWO responsibilities of the consumer:

- 5.3.1 At the time of delivery of a newly purchased household appliance.
- Make sure the manufacturer included an instruction manual.✓
  - Inspect the appliance carefully at delivery for possible defects.✓
  - Sign the delivery note.✓
  - Discard the packaging materials in an environmentally friendly way.✓
- (Any 2) (2)
- 5.3.2 After delivery of a newly purchased household appliance.
- Read the instruction manual carefully and follow instructions on how to use the appliance.✓
  - Complete the registration card/ guarantee and return it to the manufacturer.✓
  - Keep the receipt, guarantee and instruction manual in a safe place.✓
  - Follow the correct complaint procedure if you are not satisfied.✓
  - Make sure the appliance works.✓
- (Any 2) (2)

*Understanding moderate F p 150, S p 161*

5.4 Compare the following transactions by completing the table in your ANSWER BOOK:

TRANSACTION	PERIOD OF TIME FOR PAYMENT	EXTRA COSTS
5.4.1 Instalment sale Transaction	6-36 months✓ (1) <b>NOTE:</b> NOT over a period of time. Any number of months within 6 – 36 months is acceptable	Deposit/admin fees/insurance charges/interest/bank charges✓ (1)
5.4.2 Cash on Delivery	Paid when delivered/ paid once off✓ (1)	None/delivery charges where applicable/no interest is paid.✓ (1)

*Understanding easy (F p 148, S p 162)*

(4)

- 5.5 Evaluate the impact of the use of an electric tumble dryer on the finances of a family of five and the environment:

**Positive statement:**

By using lower temperatures suitable for the fabric type, ✓ electricity ✓ and money will be saved ✓ and the carbon footprint will be reduced. ✓\*

When using a tumble dryer there is no/less need for ironing ✓ therefore electricity usage ✓ and money are saved ✓ and the carbon footprint is reduced. ✓\*

**NOTE:** \*A mark for “carbon footprint is reduced” can only be awarded ONCE.

**Negative statement:**

The family of five will have a large laundry load, ✓ using more electricity ✓ and money, ✓ increasing the carbon footprint. ✓ Fossil fuels are used to generate electricity ✓ and this releases harmful gasses into the atmosphere. ✓

(Any 6)

**Conclusion:**

**Positive statement:**

If the tumble dryer is used with discretion the financial cost and environmental impact will be reduced/minimised. ✓

**OR**

**Negative statement:**

Irresponsible use will increase the use of electricity and impact negatively on the environment and the family's finances. ✓ The large amount of laundry for the family of five will increase electricity usage and costs and impact negatively on the environment. ✓

(Any 2)

(8)  
[40]

*Analysing, difficult* (F p 133, S p 159)

**QUESTION 6: ENTREPRENEURSHIP**

6.1 Explain each of the following terms:

6.1.1 Target market:

- A (specific group of) people✓, with common needs and interests,✓ who may want to buy your product/service✓ and who is willing to pay the price for the product/service.✓

(Any 2) (2)

6.1.2 Mark-up

- The amount/percentage added to the cost price of goods✓
- To cover overheads/expenses✓ and still leave money over for a profit ✓

(Any 2) (2)

*Remembering, easy* (F p 20, 34, 37, S p 11, 39)

6.2 6.2.1 State THREE benefits of training unskilled workers.

- Improves quality of work/ can work independently✓
- Leads to reduced wastage✓
- Improves the employee's morale✓
- Employees obtain new skills✓
- Acquiring of new knowledge✓
- Reduces maintenance and repair costs of equipment✓
- Increases motivation✓
- Increases job satisfaction✓
- Increases productivity✓

(Any 3) (3)

*Remembering, easy* (F p 25, S p 26)

6.2.2 Explain how Lea fulfilled each of the other P's of the marketing mix.

- Promotion:✓ The entrepreneur took samples around to store owners/ interesting/ professional packaging/ labelling✓
- Price:✓ One of the products sells at R30.00/ reasonable price✓
- Place:✓ She sells the products at shops in the area/she produces the products at home.✓
- People:✓ Shop owners✓/People who shop at the local shops.✓

(4 x 2) (8)

**NOTE:** "Product" was given in the question and must not be accepted.

*Applying, easy* (F p 29, S p 28-33)

6.2.3 Explain how regular/routine maintenance of the equipment could benefit the business.

- Prevent unexpected breakdowns✓ during production
- Ensures continuous production flow✓
- Reduces repairs and unscheduled maintenance✓
- The business will not be able to continue to operate✓if the equipment does not work
- Will prevent loss of income✓
- The lifespan of the equipment will be longer✓

(Any 3) (3)

*Understanding, moderate* (F p 25, S p 25)

6.2.4 Use the information in the case study to identify FIVE factors that contribute to the success of this business

- Lea is passionate✓ about what she is doing/about the business.✓
- Experimented until she found the correct product.✓
- Used good quality raw materials✓to ensure good quality products.
- Got professional help/specialist with the design of the label✓that met industry standards.
- Made sure the premises/place of production/factory met legal/health requirements/inspection by health inspector.✓
- Marketed the product through giving samples to store owners.✓
- Was well informed about the hiring of staff/employing staff.✓
- Had a good accounting system/controlled finances/stock carefully.✓
- Selling price was acceptable/right/not too expensive.✓
- Start-up costs were low.✓
- Had sufficient work place/space/converted courtyard.✓
- Produced a variety of products that appealed to consumers.✓
- Packaging appealed to consumers✓/attractive/correct shape/see-through/plastic bags.
- Expanded product range/added new products every year/business is growing.✓
- Consistent quality products.✓
- She uses her skills/knowledge from studying Consumer Studies at school.✓

(Any 5) (5)

*Understanding, moderate* (reference to case study, F p 7, 15, S p10)

6.2.5 One of the products sells for R30.00. The production cost for this product is R12.00.

- (a) Calculate the profit that the entrepreneur makes on one product. Show ALL calculations.

$$\begin{aligned}\text{Profit} &= \text{selling price} - \text{production costs} \\ &= \text{R}30.00\checkmark - \text{R}12.00\checkmark \\ &= \text{R}18.00\checkmark\end{aligned}$$

(3)

*Applying, easy* (F p 36-37, S p 38)

- (b) The entrepreneur's total income from sales is R60 000.00 per month. If the entrepreneur makes 60% profit, calculate how much profit will be made per month. Show ALL calculations.

$$\begin{aligned}\text{R}60\,000.00\checkmark \times 60\% / \frac{60}{100}\checkmark \\ = \text{R}36\,000.00\checkmark\end{aligned}$$

OR

$$\text{R}60\,000.00\checkmark \times 40\% / \frac{40}{100}\checkmark = \text{R}24\,000.00$$

(3)

$$\begin{aligned}\text{R}60\,000.00 - \text{R}24\,000.00 \\ = \text{R}36\,000.00\checkmark\end{aligned}$$

**NOTE:** The monetary value (R) must be indicated in the final amount to earn a mark.

*Applying, moderate* (F p 38, S p 38)

6.2.6 It is very likely that this business will continue to make a sustainable profit. Give THREE reasons to support this statement.

- The business produces a variety of products/wider market.✓
- She keeps on developing new products/keeps up with current trends.✓
- There is a growing need/demand for the products/people are interested in product.✓
- She sells the products to established shops.✓
- She has a good accounting system.✓

(Any 3) (3)

*Applying, moderate* (reference to case study, F p 36, S p 34)



## 6.3 Predict why December 2013 will be the best sales scenario.

The business met its sales target✓ and achieved its sales objective.✓

They sold more/all the products in December.✓

During January the business only made a profit of R3 330.00 which is not sufficient✓ to pay for the next month's expenses.✓

During December people had more money to buy (Christmas bonuses)✓and each day a profit was made.✓

December is the buying season/people have more time to buy as they are on holiday.✓

People buy gifts/treats for Christmas in December✓ and this would have increased the demand for the products.✓

During January people had less money (overspending during December/pay school fees/buy school clothes/supplies)✓ and the products were not sold, resulting in a loss.✓

(Any 8)

*Evaluating, difficult (F p 20, S p 29)*

(8)  
[40]**TOTAL: 200**