



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

NOVEMBER 2015

MARKS: 200

TIME: 3 hours

This question paper consists of 18 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

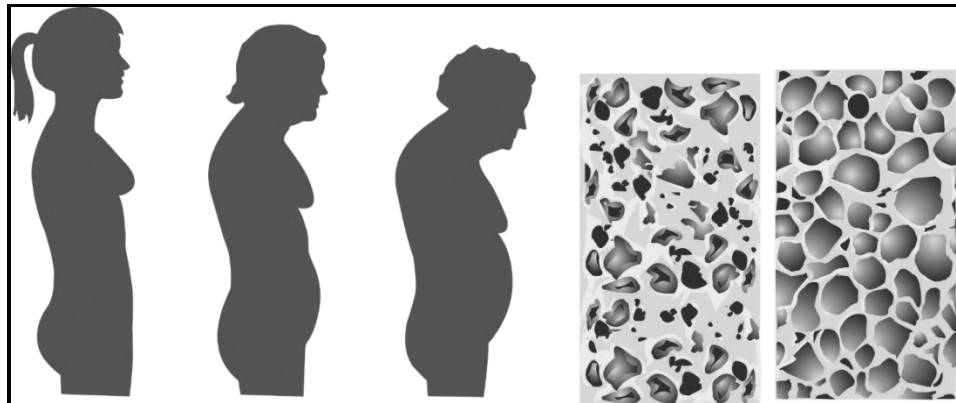
QUESTION	CONTENT	MARKS	TIME (minutes)
1	Short Questions (All topics)	40	20
2	The Consumer	20	20
3	Food and Nutrition	40	40
4	Clothing	20	20
5	Housing	40	40
6	Entrepreneurship	40	40
TOTAL:		200	180

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 in 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 given 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 Bread exempted from value added tax (VAT):
- A Brown bread
 - B Rye bread
 - C White bread
 - D Wholewheat bread
- (1)
- 1.1.2 The purpose of the consumer price index (CPI) is to ...
- A set the interest rate.
 - B assess the influence of price increases.
 - C calculate the official rate of inflation.
 - D determine the price of basic food items.
- (1)
- 1.1.3 Why is a tiered-level or multilevel marketing scheme legal?
- A It is a pyramid scheme.
 - B A product is sold.
 - C It is based on recruiting others.
 - D A chain letter is passed around.
- (1)
- 1.1.4 Choose the food-borne disease that is caused by a virus that infects and causes inflammation of the liver:
- A Dysentery
 - B E. coli infection
 - C Gastro-enteritis
 - D Hepatitis A
- (1)
- 1.1.5 Select the food product that a person suffering from lactose intolerance may use:
- A Cream
 - B Soya milk
 - C Milo sterimilk
 - D Milkshake
- (1)
- 1.1.6 Identify the food-related health condition described below.
- Shana's friends discovered that after eating a lot of food very quickly, she disappears to induce vomiting.
- A Anaemia
 - B Anorexia
 - C Bulimia
 - D Obesity
- (1)

- 1.1.7 Identify the food-related health condition indicated in the illustration below:



[Source: <http://2012books.lardbucket.org/books/an-introduction-to-nutrition/>]

- A Anaemia
 B Coronary heart disease
 C Dairy intolerance
 D Osteoporosis (1)
- 1.1.8 Food security in South Africa is negatively affected when ...
- A employers in the agricultural industry lack skills.
 B spaces used as waste landfills are cleaned and fertilised.
 C the employment rate increases and the economy grows.
 D there is enough rain in the correct season for food to grow. (1)
- 1.1.9 The shoes in the photograph below is an example of ...



[Source: <http://ntdtelevision.files.wordpress.com/>]

- A a brand name.
 B grey goods.
 C brand piracy.
 D parallel imports. (1)

- 1.1.10 Select the correct guideline for a young professional person's working wardrobe:
- A Choose basic colours that complement the skin tone.
 - B Include informal styles that are fashionable.
 - C Choose synthetic fibres for comfort.
 - D Include a tracksuit for winter. (1)
- 1.1.11 The signed agreement between the buyer and seller of a property is called the ...
- A deed of sale.
 - B mortgage bond.
 - C title deed.
 - D transfer document. (1)
- 1.1.12 Mortgage or bond protection insurance is used for ...
- A paying the house contents in case of theft.
 - B covering the structure of the house in case of fire.
 - C settling the home loan if the owner dies.
 - D covering the house contents in case of flooding. (1)
- 1.1.13 The person who will most likely qualify for a government housing subsidy:
- A Thando wants to buy a second property.
 - B Sue's husband received a rural subsidy.
 - C James immigrated from Nigeria three months ago.
 - D Reggy earns R2 800,00 per month and has a son. (1)
- 1.1.14 Select the combination of costs that will make an instalment sale transaction more expensive than a cash sale transaction:
- 1. Administration fees
 - 2. Bank interest charges
 - 3. Guarantee
 - 4. Inflation
 - 5. Insurance charges
- A 1 and 5
 - B 1 and 2
 - C 2 and 4
 - D 3 and 5 (1)
- 1.1.15 Select an important factor that an entrepreneur must consider when choosing a suitable product for small-scale production:
- A Delivery strategy
 - B Process of quality control
 - C Packaging strategy
 - D Consumer appeal (1)

- 1.1.16 A requirement for the efficient production of quality products is the ...
- A maintenance of equipment.
 - B availability of workspace.
 - C use of alternative energy.
 - D availability of financial resources.
- (1)
- 1.1.17 Choose the factor that will ensure that products are the same every time they are produced:
- A Use of high quality raw materials
 - B Effective production schedules
 - C Regular maintenance of equipment
 - D Adhering to clear product specifications
- (1)
- 1.1.18 Select the statement which is TRUE regarding the training of staff:
- A Compromises the quality of the products
 - B Costs a lot of money and may waste time
 - C Improves staff motivation and morale
 - D Limits opportunities for promotion
- (1)
- 1.1.19 The main purpose of stock control:
- A Ensures that the business does not run out of raw materials.
 - B Keeps the storage area for raw materials clean and tidy.
 - C Ensures that all the raw materials are of the same quality.
 - D Checks that the raw materials do not cost too much.
- (1)
- 1.1.20 Select the combination of descriptions which will appeal to consumers when informed choices are made:
- 1. Beautiful recycled packaging
 - 2. Genetically modified ingredients
 - 3. Made from imported products
 - 4. Limited shelf life
 - 5. Locally produced products
- A 2 and 4
 - B 1 and 5
 - C 3 and 4
 - D 2 and 5
- (1)

1.2 Choose a function from COLUMN B that matches the food additive in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A FOOD ADDITIVE	COLUMN B FUNCTION
1.2.1 Antioxidant	A added to make food whiter
1.2.2 Colourant	B allows oils and other liquids to mix
1.2.3 Emulsifier	C contributes to the even texture of a product
1.2.4 Stabiliser	D enhances the flavour of food
1.2.5 Preservative	E makes food more attractive
	F prevents fat from going rancid
	G slows down spoilage caused by micro-organisms

(5 x 1) (5)

1.3 Choose a description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A TERM	COLUMN B DESCRIPTION
1.3.1 Conveyancing fees	A charged by the bank to assess the property
1.3.2 Deeds office fees	B charged for registering the mortgage bond
1.3.3 Occupational rent	C once-off fee charged by the bank for preparing and processing a loan application
1.3.4 Initiation fees	D payable to the attorney who oversees the transfer process of a property
1.3.5 Interim rates	E payable to the municipality by property owners
	F payable to the seller if the buyer occupies the property before the bond is registered
	G interest that has to be paid if there is a delay in the registration of the bond

(5 x 1) (5)

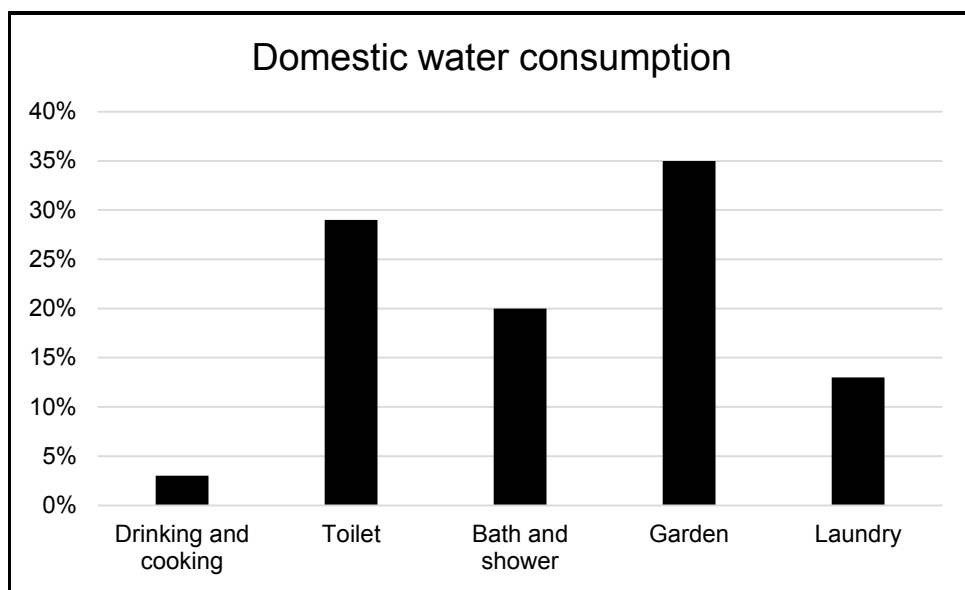
1.4 Give the term for each of the following descriptions. Write down only the term next to the question number (1.4.1–1.4.3) in the ANSWER BOOK.

1.4.1 Product, place, promotion, people and price (1)

1.4.2 A specific group of potential buyers of a product that has been identified (1)

1.4.3 A specific identification that makes it easy to recognise and distinguish competitors' products (1)

1.5 Study the graph of an example of domestic water consumption below and answer the question that follows.



[Adapted from www.upwithscience.up.ac.za/ago/SComM/energywater.html]

Select the THREE most effective ways to use water responsibly in the typical household indicated in the graph. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

- A Cook food in a minimum amount of water.
- B Wash only full loads of washing in the washing machine.
- C Install a low-flow shower head.
- D Install water-heating solar panels on the roof.
- E Place a brick in the cistern of the toilet.
- F Plant indigenous plants and plants that use less water. (3)

- 1.6 Identify FOUR statements in the list below that are CORRECT regarding the jersey in the photograph. Write only the letters (A–H) next to the question number (1.6) in the ANSWER BOOK.



[Source: www.woolworths.co.za]

- A Black and white form a complementary colour scheme.
- B The colours will not suit all skin tones.
- C The design principle of rhythm is evident.
- D The person wearing it will appear taller.
- E Informal balance is evident.
- F The person wearing it will look broader and shorter.
- G The stripes draw attention to the upper body.
- H Harmony of colour is created.

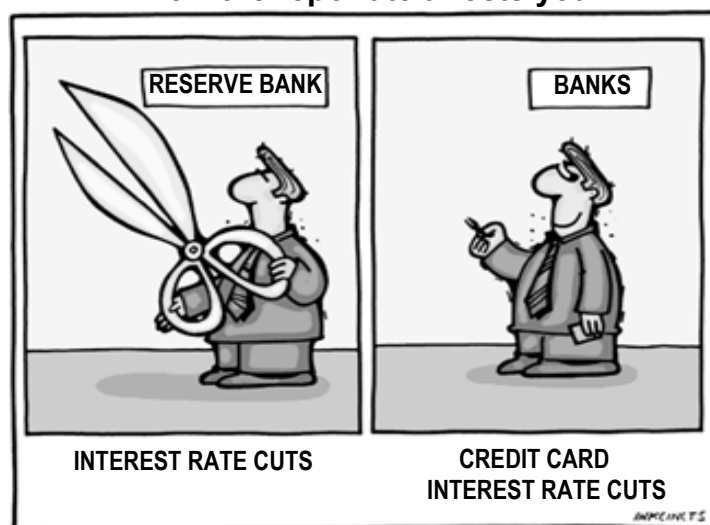
(4)
[40]

QUESTION 2: THE CONSUMER

- 2.1 Define the term *grey goods/parallel imports*. (2)
- 2.2 Explain the following types of income tax paid by South African tax payers:
- 2.2.1 Pay-as-you-earn (2)
- 2.2.2 Provisional tax (2)
- 2.3 Discuss how a lack of the following municipal services may have a negative influence on the people in a community:
- 2.3.1 Sewage removal (2)
- 2.3.2 Refuse removal (2)
- 2.4 Read the scenario below and answer the questions that follow.

Mona was persuaded to buy a gas heater on credit after a presentation by a representative from a heater company. Lebo saw an advertisement for an electric heater on television and bought one on credit at the shop. After both of them had used their heaters for three days, they no longer wanted the heaters. Mona decided to return the heater the following day and demanded a refund. Lebo, however, returned his heater after 14 days. Neither of them was prepared to carry any costs for the use of the heaters.

- 2.4.1 Explain why Mona made a more responsible consumer choice. (3)
- 2.4.2 Give THREE reasons why Lebo did not act according to the Consumer Protection Act when he decided to return the heater only 14 days after purchasing it. (3)
- 2.5 Study the cartoon below and answer the question that follows.

How the repo rate affects you

[Source: www.rollingalpha.com/category/interest-rate/]

Discuss how the repo rate affects consumers.

(4)
[20]

QUESTION 3: FOOD AND NUTRITION

3.1 Answer the following questions regarding gastro-enteritis.

3.1.1 Name TWO symptoms of gastro-enteritis. (2)

3.1.2 State how gastro-enteritis is transmitted. (2)

3.2 Name FOUR advantages of genetically modified food with regard to the economic environment. (4)

3.3 Study the label below and answer the questions that follow.

<p style="text-align: center;">CHAMPION OATS <i>The energy champion</i></p> <p>Did you know Champion Oats ...</p> <ul style="list-style-type: none">✓ is high in carbohydrates, which help maintain energy levels for the day ahead?✓ is a wholegrain breakfast cereal and an excellent source of dietary fibre?✓ is an excellent source of vitamin B₁, which assists in the release of energy? <p>It comes as no surprise that Champion Oats has been South Africa's energy champion for over 80 years.</p>

3.3.1 Explain why oats is NOT suitable for a person with Celiac disease. (3)

3.3.2 Identify the information on the label that could be misleading for consumers. (1)

3.3.3 Siphwe is obese. He chooses to buy Champion Oats, which he eats with low-fat milk every morning. Explain how this choice may help him manage his obesity. (4)

3.4 Give reasons why hepatitis A is closely linked to poor sanitation and a lack of personal hygiene. (2)

3.5 The following food items can be bought from the school's tuck shop:

potato chips; pies; hotdogs; hamburgers; fizzy cool drinks

3.5.1 Give TWO reasons why potato chips contain food additives. (2)

3.5.2 Write a paragraph to illustrate the effect of these food items on the physical and emotional health of the learners. (5)

3.6 Study the scenario below and answer the questions that follow.

Nita is a teacher who suffers from diabetes. She packed a lunch box with the following foods:

- Wholewheat-bread sandwich with canola margarine and chicken mayonnaise
- Tuna, tomato and avocado pear salad
- Apple
- Shortbread biscuit

Due to her busy schedule, she did not get time to eat while at school. While shopping that afternoon, she drank an energy drink. Soon thereafter she became dizzy, confused and lost consciousness. She was rushed to hospital.

- 3.6.1 Nita experienced hypoglycaemia while shopping. Explain what caused this condition. (4)
- 3.6.2 Discuss how Nita could have prevented the incident in the scenario. (3)
- 3.6.3 Evaluate the suitability of the food in Nita's lunch box to manage her diabetes. (8)
- [40]**

QUESTION 4: CLOTHING

4.1 Define the following terms:

4.1.1 Fashion (2)

4.1.2 Retrospective fashion (2)

4.2 State TWO factors to consider when purchasing clothes for the world of work. (2)

4.3 Read the information below and answer the questions that follow.

HEMP FABRIC

Hemp fabric provides an ecofriendly solution to the global need for sustainable materials.

Hemp fabric comes from a sustainable fibre-producing plant that is easy to grow. Hemp has a higher fibre yield per acre than any other plant (250% more than cotton and 600% more than flax), freeing up land needed for food crops. It adds organic matter to the topsoil and improves the soil quality.

Hemp fabric is soft, but seven times stronger than cotton. This makes it durable while retaining its original good looks.

Hemp clothing is set to become the next big thing in the fashion industry and some experts believe it may eventually supersede cotton, linen and polyester. Hemp blends well with other fibres to combine the best features of both materials. This has created a new range of fabrics that young designers are eager to showcase.

[Adapted from www.hemporium.co.za]

4.3.1 (a) Name the stage in the fashion cycle at which young designers will showcase new fabrics made from hemp combined with other fibres. (1)

(b) Describe the stage in the fashion cycle mentioned in QUESTION 4.3.1(a). (2)

4.3.2 Explain why there is a need for ecofriendly textiles. (2)

4.3.3 Discuss why hemp is considered an ecofriendly textile. (3)

4.3.4 Briefly discuss why clothing items made from hemp could be regarded as classic-style garments. (2)

- 4.4 Study the description and photograph of an outfit below and answer the question that follows.

The outfit consists of a navy blue blazer/jacket (sleeves are rolled up), a white strappy blouse, red skinny pants and a medium-sized navy blue sling bag with a golden chain.



Give reasons why the outfit is unsuitable for a corporate meeting.

(4)
[20]

QUESTION 5: HOUSING

- 5.1 Name FOUR costs that a buyer must pay before property can be transferred into his/her name. (4)
- 5.2 Give THREE advantages of building a house. (3)
- 5.3 Name THREE documents that banks will require when a buyer applies for a home loan. (3)
- 5.4 Define the term *collateral security*. (2)
- 5.5 Study the newspaper advertisements below and answer the questions that follow.

ADVERTISEMENT A	ADVERTISEMENT B
Townhouse for sale Townhouse in secure complex: 3 bedrooms, 1 bathroom, fitted kitchen, lounge, carport R650 000,00	House for sale Cosy starter home: 3 bedrooms, 1 bathroom, kitchen, lounge R850 000,00

- 5.5.1 Identify the types of homeownership in:
 - (a) Advertisement A (1)
 - (b) Advertisement B (1)
- 5.5.2 Compare the responsibility for maintenance costs of the two types of ownership mentioned in QUESTION 5.5.1. Tabulate your answer as follows:


MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT A	MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT B
• • (2)	• • (2)

- 5.6 Read the information below and answer the question that follows.

Peter, a prospective home owner, finds a property that suits his family's needs. Disappointment follows when he is unable to afford the bond repayment.

- Advise Peter on the steps he should have taken to determine whether he could afford the repayment of the loan. (4)
- 5.7 Justify the following statement:
 - 'It is financially better to buy a house than renting one.' (8)

5.8 Read the advertisement below and answer the question that follows.

DISHWASHER	
<ul style="list-style-type: none">• 2-year guarantee• 5 programmes, including a quick wash option and a water-level control programme• Touch controls in front• No pre-rinsing required• Extra hot rinse• Adjustable racks• 14-plate capacity• Childproof control• Metallic finish• AAA energy level• Only suitable for dishwasher-safe utensils	

5.8.1 Name FOUR universal design features that would make this appliance a good purchase. (4)

5.8.2 Evaluate the suitability of the dishwasher in terms of preserving the environment. (6)

[40]

QUESTION 6: ENTREPRENEURSHIP

- 6.1 Give THREE examples of overhead costs for a business. (3)
- 6.2 Explain the following terms:
- 6.2.1 Quality control (2)
- 6.2.2 Sustainable production (2)
- 6.3 Write a paragraph and explain the importance of a cash-flow projection to ensure the sustainability of a business. (3)
- 6.4 Read the scenario below and answer the questions that follow.

Two entrepreneurs supply bags to a number of stores countrywide. They actively source the best quality fabrics and leather in South Africa. The patterns for the bags are cut by hand and then passed to a team of skilled seamstresses who ensure that there is quality in every stitch.

The business grows due to their creativity and because they are constantly updating their range and fabrics to keep up with trends.

They sell most bags from October to January and they make sure that they have enough stock for these months.

Consumers can buy their bags at markets and in stores or order online. They keep in touch with their customers through personal contact at markets and with social media.

The product range consists of the following:

- Accessories: Toiletry bags for men and women, purses, cosmetic bags
- Handbags: Sling bags, clutch bags
- Travel bags: Weekend bags, overnight bags
- Business bags: Cellphone covers, laptop bags
- Children's bags: Pencil cases, back packs for boys and girls
- Baby bags: Nappy bags, mini toiletry bags, baby travel bags

[Adapted from: www.peppertreebags.co.za]

- 6.4.1 Name ONE human skill in the scenario and explain how this skill contributes to the success of the business. (3)
- 6.4.2 Discuss TWO ways in which the business meets the requirements for the production of quality products. (2 x 2) (4)

6.4.3 Read the information below and answer the question that follows.

The cost of raw materials to produce 10 back packs for children is R900,00. The business's mark-up is 150% to cover the overheads and to make a profit. In September the business produced 10 back packs per day, for 21 working days.

Calculate the profit that this business will make if all the back packs that were produced in September are sold.

(9)

6.4.4 Explain the possible reasons why this business sells the most products from October to January.

(4)

6.4.5 Predict whether this business is likely to have a sustainable profitability in the long term. Give clear explanations for your reasoning.

(10)
[40]

TOTAL: 200



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GRADE 12

CONSUMER STUDIES

NOVEMBER 2015

MEMORANDUM

MARKS: 200

This memorandum consists of 23 pages.

QUESTION 1: SHORT QUESTIONS

- | | | | | |
|-----|--------|--------|---|-----|
| 1.1 | 1.1.1 | A✓ | <i>Remembering, easy (Focus, p 165; Successful, p 181)</i> | (1) |
| | 1.1.2 | C✓ | <i>Remembering, easy (Focus, p 167; Successful, p 185)</i> | (1) |
| | 1.1.3 | B✓ | <i>Understanding, moderate (Focus, p 162; Successful p 179)</i> | (1) |
| | 1.1.4 | D✓ | <i>Remembering, easy (Focus, p 89; Successful p 103)</i> | (1) |
| | 1.1.5 | B✓ | <i>Understanding, easy (Focus, p 79; Successful p 93)</i> | (1) |
| | 1.1.6 | C✓ | <i>Remembering, easy (Focus, p 82; Successful p 95)</i> | (1) |
| | 1.1.7 | D✓ | <i>Understanding, easy (Focus, p 75; Successful p 89)</i> | (1) |
| | 1.1.8 | A✓ | <i>Understanding, easy (Focus p 107; Successful p 130)</i> | (1) |
| | 1.1.9 | C✓ | <i>Understanding, moderate (Focus p 64; Successful p 72)</i> | (1) |
| | 1.1.10 | A✓ | <i>Remembering, easy (Focus p 58; Successful p 63)</i> | (1) |
| | 1.1.11 | A✓ | <i>Remembering, easy (Focus p 125; Successful p 142)</i> | (1) |
| | 1.1.12 | C✓ | <i>Remembering, easy (Focus p 128; Successful p 145)</i> | (1) |
| | 1.1.13 | D✓ | <i>Understanding, moderate (Focus p 130; Successful p 149)</i> | (1) |
| | 1.1.14 | B / A✓ | <i>Understanding, moderate (Focus p 148; Successful p 162)</i> | (1) |
| | 1.1.15 | D✓ | <i>Remembering, easy (Focus p 13; Successful p 20)</i> | (1) |
| | 1.1.16 | A✓ | <i>Understanding, easy (Focus p 20; Successful p 25)</i> | (1) |
| | 1.1.17 | D✓ | <i>Remembering, easy (Focus p 16; Successful p 21)</i> | (1) |
| | 1.1.18 | C✓ | <i>Understanding, easy (Focus p 25; Successful p 26)</i> | (1) |
| | 1.1.19 | A✓ | <i>Understanding, easy (Focus, p 19; Successful p 23)</i> | (1) |
| | 1.1.20 | B✓ | <i>Understanding, moderate (Focus, p 14; Successful p 20)</i> | (1) |
| 1.2 | 1.2.1 | F✓ | | (1) |
| | 1.2.2 | E✓ | | (1) |
| | 1.2.3 | B✓ | | (1) |
| | 1.2.4 | C✓ | | (1) |
| | 1.2.5 | G✓ | | (1) |

Understanding, easy (Focus p 93-94; Successful p 113-114)

- 1.3 1.3.1 D✓ (1)
- 1.3.2 B✓ (1)
- 1.3.3 F✓ (1)
- 1.3.4 C✓ (1)
- 1.3.5 G✓ (1)
- Understanding, moderate (Focus, p 126-127; Successful p 146-147)*
- 1.4 1.4.1 Marketing mix/strategy/plan/5 P's✓ (Focus, p 24; Successful, p 28) (1)
- 1.4.2 Target market/group ✓ (Focus, p 20; Successful, p 11) (1)
- 1.4.3 Trademark/logo/tradename/slogan/symbol✓ (Focus, p 29; Successful, p 28) (1)
- Remembering, easy*
- 1.5 C✓
- E✓
- F✓ Any sequence (3)
- Analysing, moderate (Focus, p 180; Successful, p 199)*
- 1.6 B✓
- C✓
- D/F✓ (only one)
- G✓ (4)
- H ✓
- Analysing, difficult (Grade 11, Focus, page 57; Successful, page 59)*
- Any sequence

[40]

QUESTION 2: THE CONSUMER**2.1 Define the term grey goods/parallel imports**

- Grey goods/parallel imports are items that a manufacturer does not want sold in a particular country✓₁ but that end up there through unofficial distribution channels.✓₂ It is not illegal.✓₃ (Any 2)

OR

- Grey goods/parallel imports are goods that have been imported into a country through unofficial or unauthorised distribution channels.✓₄ These are not illegal goods✓₅ they are imported into a country legally and necessary duties are paid. ✓₆They are sold by individuals or businesses that are not authorised by the manufacturer to do so.✓₇

(Any 2) (2)

*Remembering, easy (Focus, page 158; Successful, page 176)***2.2 Explain the following types of income tax paid by South African tax payers****2.2.1 Pay-as-you-earn:**

- Employers✓₁ deduct tax from an employee's monthly/full-time employment income/sliding scale✓₂ in excess of the tax threshold for a year.✓₃

(Any 2)

OR

- Employee pays tax at the same time✓₄ that his/her income is earned. An employer✓₅ deducts one-twelfth of the estimated tax that the employee will pay at the end of the year/The person's tax liability is settled over the course of the year.✓₆ (Any 2)

(2)

2.2.2 Provisional tax:

- Taxpayers whose income is not fixed✓₁ pay tax twice a year✓₂ based on their estimated taxable income.✓₃ (Any 2)

OR

- Paid by taxpayers with irregular income or people with income other than their regular salaries.✓₄ Tax is paid in the form of two payments✓₅ made from income received during the year.

(2)

Remembering, easy (Focus, page 163; Successful, page 181)

2.3 **Discuss how a lack of the following municipal services may have a negative influence on the people in a community.**

2.3.1 **Sewage removal**

- If sewage collection and disposal are not done correctly it can cause major health issues/E.coli/attract flies/ bad odours/smells✓₁
- People become sick and cannot go to work, the drop in income will affect their living conditions negatively. ✓₂
If sewage seeps into streams and rivers, it is a health hazard because it pollutes the area's drinking water. ✓₃ (Any 2) (2)

2.3.2 **Refuse removal**

- If refuse is not removed/collected regularly, it will contribute to the creation of unhealthy and unsafe living environments/physical danger to children✓₁ and more pests/flies/rodents/micro organisms.✓₂
- Poor refuse removal services will make it difficult to attract business or industry to an area/unsightly✓₃ and will limit job opportunities for residents.✓₄
- Negative effect on morale of community✓₅ (Any 2) (2)

Applying, moderate (Focus, page 182-183; Successful, page 203-204)

Do not accept air or soil pollution

2.4 2.4.1 **Explain why Mona made a more responsible consumer choice.**

- Gas heaters are the most effective and efficient way to heat up a room.✓₁/ An electric heater takes time to heat up✓₂ therefore it will be using more energy.✓₃
- Gas produces instant/ fast heat/gas is cheaper than electricity.✓₄
- Gas can be controlled very accurately.✓₅
- By using gas, the demand for electricity is lowered/more sustainable✓₆ and thereby the negative environmental impact/pollution from generating electrical power is less.✓₇
- The gas heater will lighten the load on the country's overstretched energy supply✓₈ and decrease load-shedding.✓₉
- Mona took it back within five to seven working days within the cooling off period as she bought it from a direct marketing company.✓₁₀
- She obtained information from the representative.✓₁₁
- She bought it from a company specialising in heaters✓₁₂

(Any 3) (3)

Understanding, moderate (Focus, 176; Successful, page 194-195)

Emphasis on choice not responsibility

2.4.2 **Give THREE reasons why Lebo did not act according to the Consumer Protection Act when he decided to return the heater only 14 days after purchasing it.**

- Lebo responded to an advertisement on television and that is not considered direct marketing^{✓1} and does not fall within the cooling-off provision^{✓2} of the Consumer Protection Act.
- According to the Act, Lebo must be prepared to pay the credit provider a reasonable amount for the cost of having the heater returned^{✓3} and a reasonable rent for the use of the heater for the time it was in his possession.^{✓4} The shop may charge him a cancellation fee of not more than ten per cent on the outstanding amount.^{✓5} (Any 3) (3)

Applying, moderate (Focus, page 155, 157; Successful, page 173, 175)

2.5 **Discuss how the repo rate affects consumers.**

- The big pair of scissors refers to the authority of the Reserve bank to cut the repo rate.^{✓1}
- The base of the interest rate calculations is the South African Reserve Bank Repurchase Rate/Repo rate/Interest rates on credit agreements rise and fall with the repo rate charged by the Reserve Bank.^{✓2}
- The banks cut their interest rate/prime rate based on a cut in the repo rate.^{✓3} If the banks' (prime) interest rate is higher than the repo rate the consumer is negatively affected as he/she pays more interest on loans.^{✓4} Consumers who have investments benefit, as they earn more interest.^{✓5}
- Thus, if the Reserve Bank cuts the repo rate, banks will follow by cutting the interest rate charged on credit card accounts^{✓6} which affect consumers with credit card accounts positively.^{✓7}
- As the repo rate is cut consumers tend to spend more^{✓8} thus increasing possible debt.^{✓9} (Any 4) (4)

Analysing, difficult (Focus, page 166-167; Successful, page 184)

Exam Guidelines p 3 – keep up with current trends/issues/developments

[20]

QUESTION 3: FOOD AND NUTRITION**3.1 3.1.1 Name TWO symptoms of gastro-enteritis.**

- (Non-bloody) diarrhoea/loose stools ✓₁
- Nausea ✓₂
- Vomiting ✓₃
- Abdominal/stomach pain ✓₄
- Abdominal/stomach cramping ✓₅
- Bloating ✓₆
- Muscle aches ✓₇
- Headaches ✓₈
- Fever ✓₉

(Any 2) (2)

*Remembering, easy (Focus, page 91; Successful, page 108)***3.1.2 State how gastro-enteritis is transmitted.**

- Food is contaminated by people with viral gastro-enteritis/bacterial infection/parasites who prepare or handle food. ✓₁
- Eating food contaminated by bacteria. ✓₂
- Drinking water contaminated by bacteria/dirty water. ✓₃
- Contact with an infected person, ✓₄ poor hygiene/unwashed hands ✓₅ and dirty utensils ✓₆ are the most common routes for transmission.

(Any 2) (2)

*Remembering, easy (Focus, page 91; Successful, page 108)***3.2 Name FOUR advantages of genetically modified food with regard to the economic environment.**

- Fewer pesticides need to be sprayed on crops, ✓₁ which reduces the production costs. ✓₂
- Crops may have an increased resistance to disease/ drought/ fluctuations in temperature/crops can be grown in regions with low agricultural productivity ✓₃ therefore farmers in these areas can also benefit financially. ✓₄
- The crop yield is greater/more people can be fed/ more food will be provided/food is more/plentiful ✓₅ and the production costs may be lower/food may be cheaper/increases income for farmer. ✓₆
- Food products may have a longer shelf-life/life span ✓₇ thus consumers can buy in bulk thus saving money in the long run. ✓₈

(Any 4) (4)

Understanding, easy (Focus, page 103; Successful, page 123)

3.3 3.3.1 **Explain why oats is NOT suitable for a person with Celiac disease.**

- Oats is unsuitable as it contains gluten^{✓1} which damages the lining of the intestines which contain villi^{✓2} and help with the absorption of nutrients.^{✓3} The villi/body/intestines^{✓4} are then less able to absorb essential nutrients/ which leads to malnutrition.^{✓5} (Any 3) (3)

Remembering, easy (Focus, page 80; Successful, page 93)

3.3.2 **Identify the information on the label that could be misleading for consumers.**

- '(The) energy champion'^{✓1} OR
- 'It comes as no surprise that Champion Oats has been South Africa's energy champion for over 80 years'^{✓2} (1)

Understanding, moderate (Focus, page 102; Successful, page 121)

DO NOT accept excellent source of Vitamin B as Vitamin B is a nutrient in oats.

3.3.3 **Explain how this choice may help Sipiwe to manage his obesity.**

- Eating breakfast helps to keep the metabolism going and this assists with weight loss.^{✓1}
- The oats will provide enough energy to sustain him through his morning tasks.^{✓2} This will prevent him from snacking later in the morning.^{✓3}
- The milk is low in fat and that will help to reduce his total energy/kilojoule intake.^{✓4}
- Oats has an intermediate glycaemic index^{✓5} which will cause a medium rise in blood-glucose levels/release glucose steadily.^{✓6}
- Oats contain fibre and this fills him up and delays the feeling of hunger which makes him/her eat less/is digested slowly^{✓7} and prevents the fluctuation of blood glucose levels/improves carbohydrate metabolism.^{✓8} (Any 4) (4)

Applying, moderate (Focus, page 71, 73, 83; Successful, page 78 and 98)

3.4 Give reasons why Hepatitis A is closely linked to poor sanitation and a lack of personal hygiene.

Poor sanitation:

Hepatitis A spreads when an uninfected or unvaccinated person ✓₁ eats or drinks food or water that was contaminated by sewage containing faeces and urine due to poor sanitation. ✓₂ (Any 1)

Lack of hygiene:

Foods or drinks may become contaminated when an infected person does not wash his or her hands ✓ after going to the toilet/changing nappy/diaper of an infected baby and then touches the food. ✓₂ (Any 1) (2)

Understanding, easy (Successful 103, Focus 89)

NOTE: ONE mark each

3.5 3.5.1 Give TWO reasons why potato chips contain food additives.

- To increase the shelf-life/keep it fresher for longer. ✓₁
- To improve the taste/flavour. ✓₂
- To prevent rancidity. ✓₃
- To enhance/preserve the colour/prevent oxidation/prevent browning. ✓₄ (Any 2) (2)

Remembering, moderate (Successful 116, Focus 96)

3.5.2 Write a paragraph to illustrate the effect of these food items on the physical and emotional health of the learners.

Physical health:

Learners will become obese/overweight ✓₁ because the food items mentioned contain a lot of refined carbohydrates/sugar/starch/fat ✓₂ with no high density nutrients ✓₃ These food items make them irritable/dizzy/cause hypertension/heart disease/diabetes. ✓₄ These energy rich foods contain additives/colourants which could cause allergic reactions/hyperactivity/poor concentration. ✓₅ Malnutrition could occur as these foods do not contain vitamins and minerals/vitamin A. ✓₆ Some learners may develop anaemia due to the lack of iron in the food. ✓₇ Learners may become more prone to infections due to a lack of vitamin C. ✓₈ The high sugar content may cause dental caries. ✓₉ (Any 2/3)

Emotional health:

Some learners are rejected by their peers – this could lead to depression/low self esteem ✓₁₀ and they will eat to feel good/comfort food ✓₁₁ More prone to bullying ✓₁₂ learners feel guilty ✓₁₃ because they eat incorrectly/feel good because they eat like their peer group ✓₁₄ (Any 2/3) (5)

Applying, difficult (Successful 116, Focus 96)

NOTE: Minus one mark if not written in paragraph style.

3.6 3.6.1 **Nita experienced hypoglycaemia while shopping. Explain what caused this condition.**

- Nita drank the energy drink✓₁ which had a high glycaemic index/GI✓₂ her blood glucose level rose sharply.✓₃
- As a diabetic, she should not have drunk an energy/sugary drink/ high GI drink on its own/on an empty stomach.✓₄
- Her body overreacted which resulted in her pancreas producing too much insulin✓₅ to transport the glucose to her cells.✓₆
- This decreased her blood glucose levels rapidly ✓₇ and resulted in the dizziness, confusion and loss of consciousness.✓₈

(Any 4)

(4)

Applying, moderate (Focus, page 71; Successful page 78-79)

3.6.2 **Discuss how Nita could have prevented the incident in the scenario.**

- Nita should eat regular meals/packed lunch/not skipped a meal.✓₁
- She should eat healthy snacks✓₂ every three hours.
- Include low GI carbohydrates in every meal/snack✓₃ to keep her blood glucose levels steady/stable✓₄
- Avoid eating or drinking high GI foods or drinks (energy drink) on their own.✓₅
- Combine high GI and low GI carbohydrate foods✓₆ and high GI food with protein-rich foods/chicken/tuna.✓₇
- She must control the amount of glucose that comes into her bloodstream/keep the amount of glucose in her bloodstream stable.✓₈

(Any 3)

(3)

Understanding, moderate (Successful 78-79, Focus 71)

3.6.3 **Evaluate the suitability of the food in Nita's lunch box to manage her diabetes.**

- Whole wheat bread: is fibre rich✓¹ and has a low GI.✓² Fibre-rich foods are digested slowly and prevent large fluctuations in blood-glucose levels/improve carbohydrate metabolism✓³ and lowers the total cholesterol level.✓⁴
- Canola margarine: Contains unsaturated fat that will be beneficial.✓⁵
- Chicken mayonnaise: the chicken contains saturated fat✓⁶ which should be restricted/used sparingly✓⁷ the mayonnaise is high in fat✓⁸ which could lead to obesity/overweight✓⁹
- Tuna (oily fish): contains unsaturated fat that will reduce the risk of heart disease✓¹⁰
- Tomato and avocado pear salad: the tomato has a low GI✓¹¹ and is fibre rich✓¹² the avocado contains unsaturated fat✓¹³ which lowers the risk of heart disease and stroke.✓¹⁴
- Apple: has a low GI✓¹⁵ and is fibre rich✓¹⁶
- Shortbread biscuit: contains trans fat which should be restricted as diabetics are more prone to heart disease.✓¹⁷ The shortbread has an intermediate/high GI✓¹⁸ and contains sugar which increases the blood glucose levels.✓¹⁹ (Any 7)
- Conclusion: Most of the food in the lunch box is suitable for managing diabetes.✓²⁰ (1)

Evaluating, difficult (Focus, page 73; Successful, page 82-83)

(8)

[40]

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

- Fashion is the style of clothing that the majority of people✓₁ in a country/age group/area✓₂ wear now/currently/at a given time✓₃
(Any 2)

OR

- Fashion is the style accepted by a specific group of people✓₄ at a given time✓₅ and place✓₆
(Any 2)

(2)

*Remembering, easy (Focus, page 48; Successful, page 49)***4.1.2 Retrospective fashion**

- Retrospective fashion refers to clothes that imitate/resemble✓₁ the style of a previous era.✓₂

OR

- Designers turn to history for inspiration and design garments that imitate/resemble✓₃ an earlier period.✓₄

NOTE: *Retrospective garments are not vintage garments.*

(2)

*Remembering, easy (Focus, page 51; Successful, page 53)***4.2 State TWO factors to consider when purchasing clothes for the world of work.**

- Clothes should suit/fit the body type/shape✓₁ type of work✓₂ and the image of the company.✓₃
- Garments must coordinate in terms of style/colour/texture (design elements) ✓₄ to mix and match✓₅ for the extension of the clothes for the working wardrobe of a professional. ✓₆
- Garments must suit weather conditions/climate/seasons✓₇
- Consider your available budget/money.✓₈
- Consider your personality and value system.✓₉

(Any 2)

(2)

*Remembering, easy (Focus, page 56; Successful, page 59)***4.3 4.3.1(a) Name the stage in the fashion cycle at which young designers will showcase their new fabrics made from hemp combined with other fibres**

- Beginning/launch/introduction✓

(1)

Remembering, easy (Focus, page 49; Successful, page 50)

4.3.1(b) **Describe the stage in the fashion cycle mentioned in Question 4.3.1 (a)**

- A new fashion/fabric is introduced✓₁ at fashion shows/ on cat walks/ in magazines✓₂
- Only a few people/celebrities/fashion leaders will be wearing it.✓₃
- Only available from fashion designers.✓₄
- These items are expensive ✓₅ and exclusive✓₆ (Any 2) (2)

Understanding, moderate (Focus, page 49; Successful, page 50)

4.3.2 **Explain why there is a need for eco-friendly textiles**

- The natural resources are limited✓₁ and must be protected✓₂ otherwise they will be depleted or permanently damaged.✓₃
- More and more people want to protect the Earth and reduce their carbon footprints✓₄ /more people want products that have minimal impact on the environment✓₅ (Any 2) (2)

Understanding, moderate (Focus, page 61; Successful, page 67)

4.3.3 **Discuss why hemp is considered an eco-friendly textile.**

- It is easy to grow/grows fast.✓₁
- It produces more fibre yield per acre than any other textile plant, freeing up land needed for food crops.✓₂
- It adds organic matter to the topsoil/improves soil quality.✓₃
- Less waste/no waste is created.✓₄
- It is sustainable/grown in an environmentally friendly way.✓₅
- It lasts very long/can be worn for a very long time/is durable and this reduces waste.✓₆ (Any 3) (3)

Understanding, moderate (From extract and Focus, page 61; Successful, page 67- 68)

4.3.4 **Briefly discuss why clothing items made from hemp could be regarded as classic-style garments.**

- Hemp is good quality/will last long/be long lasting/durable/blends well with other fibres✓₁ making it a suitable choice for classic styles✓₂ (2)

Analysing, moderate (Focus, page 49; Successful, page 51)

4.4 Give reasons why the outfit is suitable for a corporate meeting.

The rolled-up sleeves of the jacket/blazer creates an informal look. ✓₁ The colours, blue and red are too informal ✓₂ and the skinny jeans are too tight fitting/unprofessional. ✓₃ The strappy top could be considered unsuitable/too informal/not professional. ✓₄

The wide wrist band/large linked chain (necklace)/sling bag is too informal/not professional. ✓₅

The low neckline is too revealing for a corporate meeting. ✓₆

(Any 4)

(4)

Evaluating, difficult (Focus, page 53-57; Successful, page 60 -63)

NOTE: Learners should not give recommendations.

[20]

QUESTION 5: HOUSING

5.1 **Name FOUR costs that a buyer must pay before property can be transferred into his/her name.**

- Transfer duty✓₁
- Conveyance fees/Transfer fees✓₂
- Deeds office fees/admin fees✓₃
- Deposit✓₄
- Bond registration costs✓₅
- Initiation/interim fee✓₆
- Property valuation fees✓₇
- Pro rata property tax✓₈

(Any 4) (4)

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

5.2 **Give THREE advantages of building a house.**

- Building can cost less than buying if you are an owner-builder.✓₁
- The owner can design the house to suit his/her needs/taste✓₂ The owner can choose his/her own design/fittings/floor coverings✓₃ and can choose the latest designs.✓₄ This could be personally satisfying if you take an active role in the building process.✓₅
- Owner can use/choose the latest technology.✓
- The house/components/fittings/appliances are all new and should work.✓₇
- It is possible to create an environmentally friendly house.✓₈
- The house can be finished according to the owner's own schedule/If there are not enough funds the building can be halted for a while.✓₉
- New houses are generally built in areas that are growing rather than declining and that will help in future to resell the house/a new house is a good investment.✓₁₀

(Any 3) (3)

Remembering, easy (Focus, page 121, Successful, page 138)

5.3 **Name THREE documents that banks will require when a buyer applies for a home loan.**

- Home loan application form✓₁
- Certified copy of the buyer's South African identity document/ passport✓₂
- Proof of income/most recent salary slips/banking statements/ letter from employer✓₃
- Copy of the offer to purchase✓₄
- Proof of current residential address/municipal/store account/valid TV licence✓₅
- Income tax reference number✓₆

(Any 3) (3)

Remembering, easy (Focus, page 129; Successful, page 147)

5.4 **Define the term collateral security.**

- Something pledged✓₁ as security for the repayment of a loan.✓₂
OR
- The value of the property/house✓₃ serves as security for the money borrowed/ loan.✓₄
OR
- If the loan does not cover the entire purchase price✓₅ the buyer may be asked to assist with payment from another source.✓₆ (Any 2) (2)

Remembering, moderate (Focus p 126, Successful page 144)

5.5 **Identify the types of home ownership in:**

5.5.1(a) **Advertisement A**

- Sectional/condominium title✓ (1)

Understanding, easy (Focus, page 121; Successful, page 139)

5.5.1(b) **Advertisement B**

- Full title/single title/freehold title✓ (1)

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

5.5.2

MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT A	MAINTENANCE COSTS FOR OWNERSHIP IN ADVERTISEMENT B
<p>(Sectional title ownership)</p> <ul style="list-style-type: none"> • Owner is responsible for the maintenance of the interior✓₁ of the unit/townhouse. • Monthly levy✓₂ is paid to the body corporate and is used to pay for the maintenance of common areas/garden/ swimming pool/ staircase/ corridors/ exterior of the townhouse/ unit.✓₃ (Any 2) 	<p>(Full title ownership)</p> <ul style="list-style-type: none"> • Owner is responsible for the maintenance of the interior and exterior of the house. ✓₁ • The owner must pay for the maintenance of the garden/swimming pool/ exterior of the house.✓₂

(2) (4)

Understanding, moderate (Focus, page 122; Successful, page 139 – 140)

NOTE: Deduct ONE mark if not in tabular form

5.6 Advise Peter on the steps he should have taken to determine whether he could afford the repayment of the loan.

- Monthly repayments should not exceed 25% of his or 30%✓₁ of their joint monthly income.✓₂
- Peter should have checked his financial position with the lending institution/Find out how much money he could borrow/get for a home loan/subsidy before starting to look for a house. ✓₃
- He should have saved money for a deposit. ✓₄
- Only looked at houses that he could afford. ✓₅
- Consider current debt he may have incurred. ✓₆
- Should have considered other hidden costs when purchasing e.g. insurance/maintenance/rates and taxes/conveyance fees etc. ✓₇ (Any 4)

Applying, moderate (Focus, page 124; Successful, page 145)

(4)

5.7 Justify the following statement: “It is financially better to buy a house than renting one.”

- The statement is true✓₁ the home owner will be better off because:
- Owning a house helps you to accumulate wealth in the form of an asset that increases in value/ it is a sound investment because the value of property increases over time.✓₂
- The house can be sold to make a profit✓₃ if market conditions are favourable✓₄, so it creates long-term wealth.
- House prices normally increase more than the interest you can earn on savings.✓₅
- If you buy you have security of tenure, which is not the case when renting/Home ownership gives a sense of security and independence.✓₆
- When buying, you can bequeath (leave in your will) the house to your children.✓₇
- You can use the house as collateral security for a bank loan/ A tenant cannot use the rented property as security for a bank loan.✓₈
- A room in the house can be rented out to earn income from the property✓₉ (without the consent of another person).
- Once you have paid off your bond, you do not pay for your accommodation,✓₁₀ except for rates, taxes and insurance.✓₁₁
- Although monthly rent is initially cheaper than bond repayments, it is more expensive in the long run✓₁₂ as rent increases every year while bond repayments only fluctuate with the interest rate.✓₁₃
- After paying rent for years, the tenant still does not own the property/ rented property never becomes yours✓₁₄ and you are actually paying off someone else’s house.✓₁₅ (Any 8)

(8)

Analysing, moderate (Focus, pages 118 and 122; Successful, pages 137 and 140)

The emphasis is on the financial advantages/better to buy

5.8 5.8.1 **Name FOUR universal design features that would make this appliance a good purchase.**

- 5 programmes allow for selecting the most efficient programme at a time. ✓₁
 - Touch controls make it easy to operate ✓₂
 - 14 plate capacity ✓₃
 - Adjustable racks mean that the height of racks can be adjusted when bulky items are being washed. ✓₄
 - No pre-rinsing is needed/extra hot rinse ✓₅
 - Child-proof control makes it safer to use. ✓₆
 - Touch controls are in front which make it easy to access ✓₇ and are easily accessible for example, for people in wheelchairs. ✓₈ (4)
- (Any 4)

Applying, difficult (Focus page 147-148, Successful page 157)

5.8.2 **Evaluate the suitability of the dishwasher in terms of preserving the environment.**

- It has a quick wash option which will use energy for a shorter period, therefore saves electricity. ✓₁
- It has a water-level control programme that can be used to control water consumption/saves electricity because less water needs to be heated ✓₂
- No pre-rinsing is required, so water is saved. ✓₃
- 14 plate capacity saves electricity by washing a full load of dishes at once/Filling it completely before operating will save the use of electricity ✓₄
- AAA energy rating means electricity is used more efficiently. ✓₅ (5)
- Conclusion: It is suitable. ✓₆ (1)

OR

- The dishwasher uses more electricity than washing dishes by hand. ✓₁ This contributes to the carbon footprint ✓₂ as natural resources are used during the manufacturing of electricity ✓₃
- The dishwasher uses more water than washing by hand/less water to wash dishes in sink. ✓₄
- Non –renewable resources are used in the manufacturing of dishwashers. ✓₅ (5)
- Conclusion: The dishwasher is unsuitable because it is harmful to the natural environment. ✓₆ (1)

Evaluating, difficult (Focus, page 137, 146-147; Successful, page 157 – 158)

(6)

[40]

QUESTION 6: ENTREPRENEURSHIP**6.1 Give THREE examples of overhead costs for a business.**

- Electricity✓₁
- Water✓₂
- Stationery✓₃
- Fuel/ transport/delivery costs✓₄
- Rent✓₅
- Administrative costs/ telephone/cell phone/ fax/internet✓₆
- Cleaning costs/ cleaning materials/maintenance✓₇
- Labour/wages/salaries✓₈
- Insurance✓₉

(Any 3) (3)

*Remembering easy (Focus p 37, Successful p 36)***6.2**
**6.2.1 Explain the following terms:
Quality control**

- Quality control is the process of inspecting✓₁ products to make sure the required standards are met.✓₂

OR

- Quality control is the procedure for making sure that the quality of a product is maintained✓₃ through inspection✓₄ to meet the required standards.✓₅

(Any 2) (2)

*Remembering, easy (Focus, page 16; Successful, page 22)***6.2.2 Sustainable production**

Sustainable production means using goods and services to improve quality of life✓₁ and meet the (basic) needs of consumers✓₂ without harming the environment.✓₃

- The production of waste/pollution/toxic materials/greenhouse gases✓₄ should be minimal to sustain the environment✓₅

(Any 2) (2)

*Remembering, easy (Focus, page 26; Successful, page 26)***6.3 Write a paragraph and explain the importance of a cash-flow projection to ensure the sustainability of a business.**

Poor cash management is the cause of failure for many businesses.✓₁ A cash flow projection will help to ensure that there is cash/money✓₂ to pay employees/suppliers/buy raw materials/ingredients/fabric/yarn/packaging/fuel/electricity/telephone bills.✓₃ A cash flow projection can be used to monitor whether the business is achieving its financial goals.✓₄ A cash flow projection will identify cash flow problems that could arise in the future.✓₅ (Any 3) (3)

NOTE: minus one mark if not written in paragraph style.*Understanding, moderate (Focus, page 40; Successful, page 42)*

6.4 6.4.1 **Name ONE human skill in the scenario and explain how this skill contributes to the success of the business.**

- Creativity ✓₁ contributed to the production of a variety/range of products ✓₂ and constantly updating their range and fabrics to keep up with the trends. ✓₃
- Knowledge ✓₄ Seamstresses were skilled ✓₅ which ensured that there was quality in every stitch/reading patterns. ✓₆
- Communication ✓₇ They keep in touch their customers via personal contact ✓₈ and social media/Web page/Twitter/Facebook. ✓₉ (Any one skill must count 3 marks)

Applying, easy (Focus, page 10; Successful, page 17)

(3)

6.4.2 **Discuss TWO ways in which the business meets the requirements for the production of quality products.**

- Good quality raw materials are used ✓₁ The business actively sources the best quality fabrics/ leather. ✓₂
- Cutting the patterns by hand ✓₃ ensures good quality bags that meet prescribed product specifications. ✓₄/Individually cut bags ✓₅ are unique ✓₆
- The skilled seamstresses ✓₇ ensure that there is quality in every stitch ✓₈ and this contributes to good quality bags.
- Product range is appropriate for needs ✓₉ of a wide target market/variety/many people. ✓₁₀

(2 x 2)

Applying, moderate (Focus, page 20, 21, 25; Successful, page 24 – 25)

(4)

6.4.3 **Calculate the profit that this business will make if all the back packs that were produced in September are sold.**

Option A

$$R900,00 + 150\% = R2\ 250,00 ✓$$

$$R2\ 250,00 \div 10 ✓ = R225,00 ✓$$

$$10 \times R225,00 \times 21 ✓ = R47\ 250,00 ✓$$

$$R900,00 \times 21 ✓ = R18\ 900,00 ✓$$

$$R47\ 250,00 - R18\ 900,00 ✓ = R28\ 350,00 ✓$$

(9)

OR

Option B

$$R900 + 150\% ✓ = R1\ 350,00 ✓ ✓$$

$$R900 + R1\ 350,00 ✓ = R2\ 250,00 ✓ ✓$$

$$R1\ 350,00 \times 21 ✓ = R28\ 350,00 ✓ ✓$$

(9)

OR

Option C

$$R900,00 \times 21 ✓ = R18\ 900,00 ✓ ✓$$

$$R18\ 900,00 + 150\% ✓ = R47\ 250,00 ✓ ✓$$

$$R47\ 250,00 - R18\ 900,00 ✓ = R28\ 350,00 ✓ ✓$$

(9)

OR

Option D

$$21 \checkmark \times 10 \checkmark = 210 \checkmark$$

$$210 \checkmark \times R900.00 \checkmark = R18\,900.00 \checkmark$$

$$150 \div 100 \checkmark \times R18\,900.00 \checkmark = R28\,350.00 \checkmark \quad (9)$$

OR

Option E

$$R900.00 + 150\% = R2\,250.00 \checkmark$$

$$R2\,250 \div 10 \checkmark = R225.00 \checkmark$$

$$10 \times R225.00 \times 21 \checkmark = R47\,250.00 \checkmark$$

$$R900.00 \times 21 \checkmark = R18\,900.00 \checkmark$$

$$R47\,250.00 - R18\,900.00 \checkmark = R28\,350.00 \checkmark \quad (9)$$

OR

Option F

$$150 \checkmark \div 100 \checkmark \times R900.00 \checkmark = R1\,350.00 \checkmark \checkmark$$

$$21 \checkmark \times R1\,350.00 \checkmark = R28\,350.00 \checkmark \checkmark \quad (9)$$

OR

Option G

$$R900.00 \times 150\% \checkmark = R1\,350.00 \checkmark \checkmark$$

$$R1\,350.00 \div 10 \checkmark = R135.00 \checkmark \checkmark$$

$$R135.00 \times 210 \checkmark = R28\,350.00 \checkmark \checkmark \quad (9)$$

OR

Option H

$$R900.00 \div 10 = R90.00 \checkmark$$

$$R90.00 \times 150\% = R135.00 \checkmark$$

$$R135.00 + R90.00 = R225.00 \checkmark$$

$$R225.00 \times 21 \times 10 \checkmark = R47\,250.00 \checkmark$$

$$R90.00 \times 21 \times 10 \checkmark = R18\,900.00 \checkmark$$

$$R47\,250.00 - R18\,900.00 \checkmark = R28\,350.00 \checkmark \quad (9)$$

OR

Option I

$$10 \times 21 \checkmark = 210 \checkmark$$

$$R900.00 \div 10 \checkmark = R90.00 \checkmark$$

$$R90.00 \times 210 \checkmark = R18\,900.00 \checkmark$$

$$R18\,900.00 \times 150\% \checkmark = R28\,350.00 \checkmark \checkmark \quad (9)$$

NOTE: The Rand (R) value must be indicated. Penalise (- 1) only once.

Applying, moderate (Focus, page 39 - 40; Oxford, page 38 – 40)

6.4.4 Explain the possible reasons why this business sells the most products from October to January.

- People get their bonuses/stokvel returns/savings during this time of the year✓₁ therefore there is more disposable income to buy bags.✓₂
- People buy bags as gifts for Christmas.✓₃
- People buy toiletry bags/cosmetic bags/travel bags to go on holiday.✓₄
- Pencil cases/back packs may sell well from December into the beginning of a new school year✓₅ as schools reopen in January.✓₆
- During holidays people have more time to visit markets✓₇

(Any 4) (4)

Analysing, moderate (from scenario) (Focus, page 40; Successful, page 41)

6.4.5 Predict whether this business is likely to have a sustainable profitability in the long term. Give clear explanations for your reasoning.

- The business is sustainable/✓₁ as it has a plan/goals/mission in place to ensure that it can grow✓₂ and still produce a profit in the long term/the mark-up is more than 100%. ✓₃
- The business is constantly updating their range and fabrics✓₄ which ensures that they keep up with trends.✓₅
- The business uses the best quality fabrics and leather.✓₆ The patterns for the bags are cut by hand.✓₇ Skilled seamstresses do the sewing and they ensure good quality stitching.✓₈ All of this will ensure customer satisfaction/loyalty.✓₉
- The business keeps in touch with its customers via personal contact/web page/Facebook/Twitter (social media).✓₁₀
- The business creates bags for everyone/men, women, children and babies.✓₁₁ This ensures that they fulfil a wide range/variety of needs.✓₁₂
- Everyone needs bag(s) because consumers always have to carry goods/it is a useful item that must be replaced from time to time.✓₁₃
- The business has a variety of points of sale/ These products are sold on markets/stores/online.✓₁₄ This ensures a wide exposure of products to the consumers/ many consumers come in contact with the products.✓₁₅ This ensures that there is a regular/ steady income.✓₁₆
- These are locally produced products supplied to stores country wide which would appeal to many consumers especially tourists.✓₁₇
- The business makes sure that there is enough stock✓₁₈ for the busy months/October–January.

OR

- This business is not sustainable✓₁ as these items are luxury items and in the current economic climate many consumers do not have money for luxury items. ✓₂
- These items don't seem to be available on credit✓₃
- The same items can be bought at the local Department stores✓₄ at a cheaper price✓₅ and on account. ✓₆
- There is no guarantee of reorders from stores. ✓₇
- Delivery costs to nationwide stores could decrease the profit. ✓₈
- The possible increase in the price of raw materials could affect the business negatively. ✓₉
- There is no guarantee that the workforce remains intact and skilful✓₁₀
- Workers might demand more money because it is labour intensive✓₁₁
- Unfavourable weather conditions could lead to losses which would decrease the profit✓₁₂ (Any 10) (10)

Evaluating, difficult (Focus, page 35; Successful, page 34)

[40]

TOTAL: 200