



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2023

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 18 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D✓	<i>Remembering, easy (Focus, p.163 ; Successful, p.181)</i>	(1)
	1.1.2	C✓	<i>Remembering, easy (Consumer Issue)</i>	(1)
	1.1.3	B✓	<i>Remembering, easy (Focus, p.157; Successful, p.173)</i>	(1)
	1.1.4	C✓	<i>Remembering, easy (Focus, p.166 ; Successful, p.184)</i>	(1)
	1.1.5	B✓	<i>Remembering, easy (Focus, p.161-162; Successful, p.178)</i>	(1)
	1.1.6	D✓	<i>Remembering, easy (Focus, p.94; Successful, p.111)</i>	(1)
	1.1.7	B✓	<i>Remembering, easy (Focus, p.94; Successful, p.114)</i>	(1)
	1.1.8	B✓	<i>Remembering, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.9	D✓	<i>Remembering, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.10	C✓	<i>Remembering, easy (Focus, p.103; Successful, p.123)</i>	(1)
	1.1.11	D✓	<i>Understanding, easy (Grade 11; Focus, p.49; Successful, p.51)</i>	(1)
	1.1.12	A ✓	<i>Understanding, easy (Grade 11)</i>	(1)
	1.1.13	C✓	<i>Remembering, easy (Focus, p.148; Successful, p.162)</i>	(1)
	1.1.14	D✓	<i>Applying, moderate (Focus, p.148-149; Successful, p.162)</i>	(1)
	1.1.15	A✓	<i>Remembering, easy (Focus, p.117-118; Successful, p.137)</i>	(1)
	1.1.16	C✓	<i>Remembering, easy (Focus, p.16; Successful, p.22)</i>	(1)
	1.1.17	D✓	<i>Understanding, easy (Focus, p.32; Successful, p.31)</i>	(1)
	1.1.18	C✓	<i>Remembering, easy (Focus, p.25; Successful, p.26)</i>	(1)
	1.1.19	B✓	<i>Remembering, easy (Focus, p.35; Successful, p.35)</i>	(1)
	1.1.20	C✓	<i>Understanding, easy (Focus, p.13; Successful, p.19-20)</i>	(1)

1.2	1.2.1	Mark-up✓		(1)
	1.2.2	Best sales scenario✓		(1)
	1.2.3	Cash flow projection✓		(1)
	1.2.4	Start-up costs/ capital✓		(1)
<i>Remembering, easy (Focus, p.35-40; Successful, p.35-42)</i>				
1.3	1.3.1	C✓		
	1.3.2	D✓		
	1.3.3	A✓		(3)
<i>Understanding, easy (Focus, p.48-49; Successful, p.49-51)</i>				
1.4	1.4.1	E✓		
	1.4.2	A✓		
	1.4.3	H✓		
	1.4.4	C✓		
	1.4.5	G✓		(5)
<i>Understanding, moderate (Focus, p.117, 122, 126-128; Successful, p.137, 140, 144-146)</i>				
1.5	A✓			
	D✓			
	E✓			
	H✓		(Any order)	(4)
<i>Understanding, moderate (Focus, p.97-98; Successful, p.118-119)</i>				
1.6	B✓			
	D✓			
	E✓			
	G✓		(Any order)	(4)
<i>Applying, moderate (Focus, 163-164; Successful, p.180)</i>				

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER****2.1 State FOUR disadvantages of using gas in a house.**

- It can explode quickly if near heat or fire. ✓¹
- Gas leaks could cause an extremely dangerous explosion/ highly flammable. ✓²
- Exposure to a build-up of gas can lead to illness due to deprivation of oxygen. ✓³
- It is a non-renewable fuel. ✓⁴
- It might not be affordable for everyone/ it might be expensive. ✓⁵
- High initial investment. ✓⁶
- A gas cylinder is heavy to carry. ✓⁷
- There is no warning when the gas is running low. ✓⁸

(Any 4) (4)

*Remembering, moderate (Focus, p.176; Successful, p.195)***2.2 Give FOUR examples of unfair business practices.**

An unfair business practice includes:

- Fraud/ illegal ✓¹
- Misrepresentation ✓²
- Oppressive, ✓³unreasonable acts against consumers. ✓⁴
- False promises or misleading statements requiring a consumer to wave any rights. ✓⁵
- One sided business practice that is detrimental to consumers. ✓⁶
- Terms that are unequal and disadvantages the consumer. ✓⁷
- Unreasonable/ unfair terms and conditions in a contract that were not made clear to a consumer, before the contract/ agreement is concluded. ✓⁸
- Offering goods and services at prices that are unfair, unreasonable or unjust. ✓⁹
- Offering goods and services on terms that are unfair, unreasonable or unjust. ✓¹⁰
- Marketing goods with false promises/ misleading statements that are unfair to the consumer. ✓¹¹
- Requiring a consumer to waive any rights/ assume obligations/ waive any liability of the supplier. ✓¹²
- All business practices that do not adhere to the provision of the National Credit Act ✓¹³ may be deemed unfair.

(Any 4) (4)

*Remembering, moderate (Focus, p.157; Successful, p.174)***NOTE:** Unfair labour practices should not be awarded marks.

2.3 State THREE ways in which consumers can save on electricity when using a washing machine.

- Wash full loads^{✓1} of laundry/ washing.
- Use cold water^{✓2} instead of hot water to wash laundry/ washing.
- Select the shortest washing programme.^{✓3} Avoid unnecessary programs/ cycles/ pre-washing/ spinning^{✓4} when using a washing machine.

(Any 3) (3)

*Remembering, moderate (Focus, p.144; Successful, p.158,193-194)***2.4 Explain how a prize notification/ lottery scam works.****Prize notification scam**

A consumer receives an e-mail/ SMS saying that he/ she won the lottery/ prize.^{✓1} The scammer uses the bank details that the consumer is asked to supply^{✓2} to hack into the victim's bank account^{✓3} and steal money.^{✓4}

OR**Lottery scam**

A consumer receives an e-mail/ SMS stating that you have won a lottery jackpot/ prize,^{✓5} but before claiming the apparent prize, the consumer is required to deposit a sum of money^{✓6} into the lottery's fictitious bank account.^{✓7}

(Any 3) (3)

*Remembering, easy (Focus, p.159; Successful, p.177)***2.5 Discuss how water can be used efficiently when having a bath or shower.**

- Take a quick shower^{✓1} because it uses less water than a bath.
- Place a bucket in the shower that catches excess water.^{✓2}
- Close the tap when soaping yourself^{✓3} to save water.
- Install a low-flow volume/ aerated showerhead^{✓4} because it reduces the flow/ volume of water.
- Use the minimum amount of water required when taking a bath/ do not overfill the bath.^{✓5}
- Use the bath/ shower/ grey water for other purposes/ recycle the water.^{✓6}
- Make sure that there are no dripping taps.^{✓7}

(Any 4) (4)

Understanding, moderate (Focus, p.180-181; Successful, p.199)

2.6 2.6.1 Explain how municipalities provide electricity to their communities.

- Municipalities buy electricity from Eskom and sell it to the communities. ✓¹
- By installing a pre-paid meter system/ selling pre-paid electricity. ✓²
- By providing electricity and billing/ invoice/ account after electricity has been used. ✓³
- By providing free basic electricity every month. ✓⁴ (Any 3) (3)

Understanding, easy (Focus, p.183; Successful, p.203)

2.6.2 State how consumers can protect the electricity that is provided to them.

- Report cable theft immediately to the authorities. ✓¹
- Do not allow/ report illegal connections. ✓²
- Pay the electricity account. ✓³
- Do not vandalise electricity structures. ✓⁴
- Use electricity wisely/ sparingly. ✓⁵ (Any 3) (3)

Applying, moderate (Focus, p.185; Successful, p.205)

2.7 Explain the characteristics of an illegal pyramid scheme.

- Only the people who joined first make money. ✓¹
- There is no product sold/ service rendered. ✓²
- The return is very high/ more than 20% above the repo rate. ✓³
- Members receive compensation for recruiting other/ new/ more members ✓⁴ but later there are no more new people to recruit. ✓⁵
- New members are required to pay money ✓⁶ that is distributed to all or some of the existing members.
- The initiator makes more money because fees are paid to him/ her by everyone in the scheme. ✓⁷
- People that join late can lose all their money. ✓⁸ (Any 4) (4)

Understanding, moderate (Focus, p.162; Successful, p.178-179)

2.8 2.8.1 Name and explain the instrument that is used to measure inflation.

Consumer Price Index/ CPI ✓¹ (1)

- It is measured by using the same basket of goods and services used by a household. ✓²
- It keeps track of the change in the cost of the basket ✓³ over a period (year on year). ✓⁴
- The average change is expressed as a percentage. ✓⁵
- This percentage is used (year on year) to determine the inflation rate. ✓⁶ (Any 3) (3)

Applying, moderate (Focus, p.167; Successful, p.185)

2.8.2 Predict the impact that an increase in interest rates hikes will have on the quality of life of South Africans.**Positive**

- Consumers with savings/ investments will earn more interest^{✓1} and will have more disposable income.^{✓2}
- Consumers with fixed interest repayments will not be affected as their repayments will not increase.^{✓3}

Negative:

- Homeowners may pay more on their bond repayments^{✓4} due to the increase in interest rates.
- Loan repayments will increase^{✓5} reducing consumers' disposable income^{✓6} because of an increase in their repayments.
- Repossession of assets due to non-payment^{✓7} because of high interest rates.
- Consumers with variable interest rate repayments will pay more^{✓8} as interest rates increase.
- Households with low income are going to suffer because they will have less disposable income^{✓9} as they will pay more interest.
- People might get into debt^{✓10} because their salaries are no longer enough to afford their needs/ repayments,^{✓11} due to an increase in interest rates. (Any 8)

Analysing, difficult (Focus, p.167; Successful, p.184 -185)

(8)

[40]

QUESTION 3: FOOD AND NUTRITION

3.1 Name FOUR ways in which a person suffering from high blood pressure can reduce his/ her salt intake.

- Do not consume more than one teaspoon (5 g) of salt per day.✓¹
- Limit/ prevent the consumption of processed food/ smoked meat/ bacon/ biltong/ potato crisps/ salted nuts/ salted popcorn/ powdered soup/ gravy/ stock cubes containing hidden salt/ fast food.✓²
- Herbs/ spices can be used to flavour food instead of salt.✓³
- Check for salt/ sodium chloride/ monosodium glutamate on the ingredients list and avoid/ limit the intake thereof.✓⁴
- Use small amounts of salt when cooking.✓⁵

(Any 4) (4)

Remembering, easy (Focus, p.77-78; Successful, p.87-88)

3.2 Give the nutritional guidelines to help with the management of anaemia.

- Include foods rich in (haem) iron,✓¹ such as liver/ red meat/ fish/ poultry/ wholegrain cereals/ legumes/ pulses/ green leafy vegetables.✓²
- Eat foods with enough vitamin B12✓³ such as dairy products/ red meat✓⁴
- Eat foods with enough folic acid✓⁵ such as whole grain products/ liver/ green leafy vegetables. ✓⁶
- Eat foods containing vitamin C✓⁷/ citrus fruits/ lemons/ oranges/ strawberries✓⁸ to assist with absorption of iron.✓⁹
- Avoid coffee and tea✓¹⁰ with meals as the tannins hamper/ interfere with iron absorption.✓¹¹
- (Iron) supplements may be needed in certain circumstances/ may be used.✓¹²

(Any 4) (4)

Remembering, moderate (Focus, p.77; Successful, p.91)

3.3 State THREE advantages of using chemical preservatives in food.

- Prolongs the shelf life of food.✓¹
- It prevents/ slows down spoilage/ food poisoning.✓²
- Prevents browning of dried fruit/ vegetables.✓³
- Preserves the desirable colour.✓⁴
- Adds/ improves flavour.✓⁵

(Any 3) (3)

Remembering, moderate (Focus, p.94; Successful, p.113-114)

3.4 Explain why herbs and spices are irradiated.

- They will contaminate food✓¹ if not irradiated because they have a high bacterial load.✓²
- Irradiation makes the food safer to eat/ destroys micro-organisms/ insects✓³ and they will last longer.✓⁴

(Any 2) (2)

Understanding, moderate (Focus, p.105; Successful, p.128)

3.5 Explain how E.coli may be transmitted to the people.

- The beaches and rivers could have been contaminated by sewage^{✓1} due to damaged sewage pipes/ ageing/ lack of maintaining infrastructure.^{✓2}
- Contaminated water from rivers flow into the sea^{✓3} thus if people swim in/ drink the contaminated water^{✓4} they could have been infected with E.coli.
- An infected person, not washing their hands^{✓5} touching an uninfected person, could transmit the E.coli to the uninfected person.^{✓6}
- The fish in the contaminated water may be contaminated,^{✓7} thus consuming the fish/ sardines and fresh water fish will transmit the E.coli to uninfected people.^{✓8}

(Any 6) (6)

Applying, moderate (Focus, p. 90; Successful, p. 106)

3.6 3.6.1 Name the food-related health condition represented in the picture above.

Atherosclerosis/ coronary heart disease[✓]

(1)

Applying, moderate (Focus, p.74; Successful, p.83)

3.6.2 Identify the substance A indicated in the picture above.

Plaque/ cholesterol/ white waxy substance/ fatty deposits/ [✓]

(1)

Applying, moderate (Focus, p.74; Successful, p.83)

3.6.3 Describe how the substance A may contribute to coronary heart disease.

Plaque/ cholesterol/ white waxy substance/ fatty deposits build up in the arteries ^{✓1} causing the arteries to narrow^{✓2} clog/ close^{✓3} thicken/ harden.^{✓4} This may cause high blood pressure/ stroke^{✓5} or a heart attack.^{✓6}

(Any 4) (4)

Understanding, easy (Focus, p.74; Successful, p.83)

3.7 Write a paragraph to discuss how the pizza above will not assist with the management of coronary heart disease.

The pizza (cake flour) does not contain any fibre^{✓1} which lowers cholesterol.^{✓2} Egg yolk is high in fat/ (LDL) cholesterol/ oil^{✓3} and full cream milk/ butter/ cheese/ beef/ Russian sausage/ bacon/ macon are rich in saturated fats/ oil^{✓4} which increases blood cholesterol levels.^{✓5} Full cream milk/ butter/ cheese/ beef/ Russian sausage/ bacon/ macon forms plaque^{✓6} which will narrow/ clog the arteries/ blood vessels^{✓7} and may result in a heart attack. Most ingredients have a high kJ/energy value,^{✓8} this may lead to overweight/ obesity^{✓9} which contributes to coronary heart disease. The Russian sausage and bacon/ macon are high in salt^{✓10} and can increase blood pressure/ stroke.^{✓11}

(Any 8) (8)

*Applying, moderate (Focus, p.74; Successful, p.84-85)***NOTE: Narrow the blood vessels/ arteries can only be awarded a mark once.**

3.8 Food security in South Africa has been affected by recent fuel price increases.**Justify the statement above.**

- Fuel increases result in an increase in food production costs^{✓1} and food transport costs.^{✓2} This will make food more expensive.^{✓3}
- Because consumers pay more for transport,^{✓4} they will have less disposable income^{✓5} to buy/ access food.^{✓6}
- Many consumers may not be able to afford^{✓7} buy enough^{✓8} food for a healthy active life.^{✓9}

(Any 7) (7)

*Analysing, difficult (Real life; Focus, p.106-107; Successful, p.128-129)***[40]**

QUESTION 4: CLOTHING**4.1 Name the fashion that imitates/resembles a style from a previous era.**

Retrospective fashion✓

Remembering, easy (Focus, p.51; Successful, p.51)

(1)

4.2 Give THREE stages in the fashion cycle.

- Beginning/ launch/ introduction✓¹
- Rise✓²
- Peak✓³
- Decline✓⁴
- Obsolescence/ end✓⁵

(Any 3) (3)

*Remembering, easy (Focus, p.49-50; Successful, p.50)***4.3 Explain the term counterfeit products:**Replicas/ imitation/ fake✓¹ of the original products.**OR**Illegal copies✓² of a product.*Remembering, easy (Focus, p.64 Successful, p.72)*

(Any 1) (1)

4.4 The environment is considered in the production of eco-friendly fabrics.**Validate the statement**

- Grown and produced in an environmentally friendly/ sustainable way/low carbon footprint.✓¹
- They require/ use less water✓² in the production process.
- They require/ use less energy✓³ during production and processing.
- They are made from renewable resources✓⁴ e.g. plants with a good crop yield/ bamboo.✓⁵
- They create less waste/ biodegradable/ less on landfill sites.✓⁶
- They are produced from crops that do not require pesticides/ herbicides/ chemicals/ are grown organically.✓⁷
- Natural/ plant based/ no harmful dyes are used.✓⁸
- Recycled/ re-used textiles reduce the need for producing new textiles✓⁹ and do not land up on landfills.✓¹⁰

(Any 5) (5)

Understanding, moderate (Focus, p.61 Successful, p.67- 68)

4.5 State FIVE guidelines to consider when selecting shirts/ blouses for a job at an accounting firm.

- Choose basic/ neutral colours.✓¹
- Choose shirts/ blouses that are easy to mix and match with pants/ skirts.✓²
- Choose styles that complement the body type/ fit well.✓³
- Buy the best quality that you can afford as it will last longer.✓⁴
- Avoid buying items that do not go with many items in the wardrobe.✓⁵
- Buy items in the peak/ decline stage of the fashion cycle/ on sale as they are more affordable.✓⁶
- Buy shirts/ blouses that can be dressed up for formal/ professional and dressed down for informal occasions.✓⁷
- Buy shirts/ blouses that are versatile and can be worn in different seasons thus reducing the amount of money spent on clothing.✓⁸
- Buy classic/ basic items as they last for many seasons/ timeless.✓⁹
- Buy 4 shirts/ blouses, one cream/ white, one in plain colour, one floral/ striped and one smart for a special occasion.✓¹⁰
- Select shirts or blouses that are not revealing.✓¹¹ (Any 5)

(5)

Understanding, easy (Focus, p.54-59; Successful, p.61-65)

4.6 Discuss how changes in technology since the 1990s have contributed to creating the affordable and comfortable artificial leather skinny pants of 2023.

- New textiles/ fabrics are developed✓¹ with more elasticity/ stretch qualities.✓² This contributes to the comfort/ free movement✓³ and body hugging✓⁴ qualities of the artificial leather of 2023.
- Nano/ biotechnology provides the quality of controlling the wearer's body temperature,✓⁵ as artificial leather may produce uncomfortable warmth,✓⁶ it does not allow air to pass through/ fabric does not breathe.✓⁷
- Computerised pattern design methods/ improved sewing machines✓⁸ speeded up the manufacturing process/ saves time✓⁹ and money.✓¹⁰
- Artificial leather is cheaper✓¹¹ than genuine leather. (Any 5)

(5)

Analysing, moderate (Focus, p.51; Successful, p.54)

[20]

QUESTION 5: HOUSING AND INTERIOR**5.1 List the information that must be included in a lease agreement.**

- Personal details of both parties. ✓¹
- The deposit that is required. ✓²
- When the rent is payable/ amount of rent/ rental instalment. ✓³
- Period of the rental start and end date/ length of the lease. ✓⁴
- Rules about what is allowed in the house/ flat. ✓⁵
- Number of people that may stay in the rental property. ✓⁶
- Address of the property. ✓⁷
- Details of the renewal. ✓⁸
- Indicate the rights and responsibilities of the tenant ✓⁹ and the landlord. ✓¹⁰

(Any 3) (3)

*Remembering, easy (Focus, p.117-118; Successful, p.138)***5.2 5.2.1 Describe THREE ways in which the upright freezer saves human energy.**

- The upright freezer has an auto defrost function therefore does not have to be defrosted manually. ✓¹ This will save time. ✓²
- Stainless steel finish/ white interior will make it easy to clean. ✓³
- Wheels will make it easy to move/ clean underneath. ✓⁴
- The light makes it easy to see items at once, no need to search for items. ✓⁵
- Shelves make it easy to find items. ✓⁶
- It is easy to access the items because the doors open to the side. ✓⁷

(Any 3) (3)

*Applying, moderate (Focus, p.136; Successful, p.154 – 155, 159)***5.2.2 Explain why a lay-by will be a suitable purchasing transaction for someone who only has enough cash to pay a deposit.**

- It can be paid off over a period of time. ✓¹
- No interest is charged ✓² so in the end it costs the same as paying cash. ✓³

(Any 2) (2)

Understanding, moderate (Focus, p.148; Successful, p.162; Grade 11)

5.3. 5.3.1 Name and explain the type of home ownership in the advertisement above.

This is a sectional title ownership.^{✓1} (1)
 The owner becomes the legal/ individual owner of a section of a housing complex/ estate^{✓2} and have shares in the undivided lot on which it stands.^{✓3}

OR

This is a sectional title ownership.
 The owner becomes the legal/ individual owner of a unit/ section of the building^{✓4} and owns a share of all the common property/ lifts/ passages/ stairways/ garden areas and the pool.^{✓5} (Any 2) (2)

Remembering, moderate (Focus, p.122; Successful, p.140)

5.3.2 Identify from the advertisement above THREE services that will be paid for by levies.

- Swimming pool^{✓1}
- Outstanding security^{✓2}
- Gym^{✓3}
- Squash court^{✓4}
- Games room^{✓5}
- Children's play area^{✓6}
- Maintenance of common areas^{✓7}
- Waste removal^{✓8}
- Rates and taxes for common areas^{✓9}
- Cinema room^{✓10}
- Function room^{✓11}
- Board room^{✓12}
- Fibre and DSTV ready^{✓13}
- Wellness spa^{✓14}
- Lifestyle centre^{✓15} (Any 3) (3)

Understanding, easy (Focus, p.122; Successful, p.140)

5.3.3 Describe why it will be financially beneficial to buy property in the development above.

- It will be financially beneficial because of the free bond costs,^{✓1} the levy is free for one year^{✓2} and there is a 10% discount.^{✓3}
- The buyer does not have to maintain the common properties^{✓4} as it is done by the body corporate.^{✓5}
- It is safe/ has outstanding security/ as it is in a secure complex/ development^{✓6} and will not have to pay for extra security.[✓]
- Amenities are on-site/ restaurant/ gym/ games room/ swimming pool/ children's play area/ cinema room^{✓8} thus saving on entertainment expenses.^{✓9}
- Close to a shopping mall/ Mall of Africa/ schools/ top education facilities/ entertainment/ top restaurants/ fast food outlets/ Kyalami Racetrack,^{✓10} which will save transport costs.^{✓11} (Any 6) (6)

Analysing, moderate (Focus, p.123; Successful, p.141; Scenario)

[20]

QUESTION 6: ENTREPRENEURSHIP**6.1 Define the term *target market*.**

A group of people^{✓1} who want to purchase your product or service^{✓2} and are willing to pay the price that you are charging for it.^{✓3}

OR

A group of people^{✓4} with common needs^{✓5} and interests.^{✓6} (Any 2) (2)
Remembering, easy (Focus, p.20; Successful, p.33) (Grade 11)

6.2 Name TWO distribution methods that an entrepreneur can use to sell his/ her products.

- Direct selling/ distributing/ selling themselves.^{✓1}
- Using a middleman/ indirect selling.^{✓2} (2)

Remembering, easy (Focus, p.33; Successful, p.32)

6.3 Suggest FOUR ways in which a new entrepreneur can build good customer relations to ensure the success of a business.

- By ensuring that the business meets the wants and needs of the customers.^{✓1}
- By making customers feel important/ treat customers with respect.^{✓2}
- Ensure that they enjoy doing business with you.^{✓3}
- By giving clear information about the product.^{✓4}
- By fulfilling the promises as customers will expect everything promised on the label or in the advertisement.^{✓5}
- By immediately attending to customer complaints^{✓6} by always returning calls^{✓7} if promised to do so.
- By being courteous and listening to complaints attentively without interruptions.^{✓8}
- By writing down enquiries/ complaints for future reference/ by getting regular feedback from customers^{✓9} in order to improve the quality of the product or service.
- By training employees and family members who come into contact with customers, in customer service.^{✓10} (Any 4) (4)

Remembering, easy (Focus, p.22-25; Successful, p.25)

6.4 Explain the importance of adhering to product specifications.

- To ensure that the product is always the same/ consistent in terms of size/ appearance/ colour and texture/ quality.✓¹
- Customers will always get what they expected/ meet customers' expectations.✓²
- Customers will be satisfied/ pleased, tell others about the product.✓³
- Product/ business can be more successful/ more profitable/ not lose profit as there will be less failures/ returns.✓⁴
- Less wastage of raw materials.✓⁵

(Any 3) (3)

*Understanding, moderate (Focus, p. 16; Successful, p. 21)***6.5 6.5.1 (a) Availability of financial resources**

- R2 000 borrowed from a friend.✓¹
- R50 000 grant from the National Youth Development Agency.✓²
- Rent-free land.✓³

(Any 2) (2)

*Understanding, moderate (Focus, p. 11; Successful, p. 18)***(b) Availability of work space**

- She uses a piece of land for free/ rent free land owned by her family.✓¹
- She has a big chicken house.✓²

(2)

*Understanding, moderate (Focus, p. 12; Successful, p. 19)***(c) Availability of raw materials.**

- Egg-laying chickens✓¹ were bought from a local farmer✓² thus easily available.✓³
- She uses biodegradable✓⁴ recyclable packaging.✓⁵
- Customers have the option of bringing their own packaging.✓⁶

(Any 2) (2)

Understanding, moderate (Focus, p. 13; Successful, p. 19)

6.5.2 Describe why Lebuhang is considered an environmentally and socially responsible entrepreneur.

- She uses biodegradable^{✓1} and recycled^{✓2} packaging/ she encourages customers to bring their own packaging,^{✓3} which reduces the need to produce new packaging.^{✓4} This reduces waste^{✓5} and pollution^{✓6} and a negative impact on the environment.^{✓7}
- She donates unsold eggs to Early Childhood Development Centres^{✓8} to assist with poverty alleviation.^{✓9}
- She gives chicken manure away for community vegetable gardens,^{✓10} chicken manure is environmentally friendly^{✓11} thus the community does not have to buy fertiliser^{✓12} to grow their own vegetables.
- She promotes her products online which is a responsible way of marketing because it is paperless.^{✓13}
- She bought her initial eggs and egg laying chickens from a local farmer which saves fuel and has less impact on the natural environment.^{✓14}

(Any 5) (5)

Applying, moderate (Focus, p.27; Successful, p.26)

6.5.3 Explain why it is likely that Eggselent will be a sustainable profitable business.

- There is a high demand^{✓1} for her product/ eggs.
- Eggselent supplies bakeries/ bed and breakfast establishments/ households.^{✓2}
- Eggselent has a broad customer base/ target market^{✓3} as Lebuhang uses online promotion and sells her products online.^{✓4}
- Lebuhang invests in her business,^{✓5} she used the grant worth R50 000 (from the National Youth Development Agency) to build a bigger chicken house to accommodate more egg laying chickens, thus producing more eggs^{✓6} her business is growing.^{✓7}
- She has business mentoring,^{✓8} that guides her, making her less likely to fail.^{✓9}
- The eggs are affordable^{✓10} therefore she will have more customers.
- Eggs are not seasonal/ always available/ needed throughout the year/ steady level of production.^{✓11}
- She also sells slaughtered chickens which increases the variety of products.^{✓12}
- Her business has low overhead costs because she uses rent-free land.^{✓13}
- She has very little debt to repay because she only borrowed R2000 from a friend.^{✓14}

(Any 6) (6)

Applying, moderate (Focus, p.35; Successful, p.34)

**6.5.4 Calculate the profit she makes on five dozen eggs.
Show ALL calculations.**

$$\begin{aligned} & R15 \times 5 \checkmark^1 \\ & = R75 \checkmark^2 \times 40\% \checkmark^3 \\ & = R30.00 \checkmark^4 \end{aligned}$$

OR

$$\begin{aligned} & R15.00 \times 40\% \checkmark^5 = R6.00 \\ & R6.00 \checkmark^6 \times 5 \checkmark^7 \\ & = R30.00 \checkmark^8 \end{aligned}$$

(4)

Applying, moderate (Focus, p.36-38; Successful, p.38-39)

6.6 Predict the negative financial impact that load shedding will have on small businesses and its employees.

- Businesses close during load shedding and as a result will lose customers^{✓1} therefore have less profit.^{✓2}
- Some businesses might go bankrupt and have to close down^{✓3} as there will be less income to sustain the business.^{✓4}
- They will not be able to produce their products^{✓5} and sales will not be made.^{✓6}
- They are still expected to pay the rent/ water/ electricity/ rates and taxes/ debts^{✓7} which they may not be able to afford.^{✓8} They may be blacklisted.^{✓9}
- Perishable raw materials might be spoiled^{✓10} due to long hours of load shedding resulting in the businesses losing money.^{✓11}
- Employees may be retrenched,^{✓12} asked to work for less hours^{✓13} as businesses are not operating due to load shedding, which may lead to poverty/ more people being unemployed.^{✓14}
- Some businesses may purchase a generator/ inverter to use during loadshedding which is costly.^{✓15}
- Running a generator/ inverter is expensive.^{✓16} (Any (8)

Analysing, difficult (Consumer issue)

[40]

GRAND TOTAL: 200