



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

MAY/JUNE 2024

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 19 pages.

DBE IM: *DEB uy*

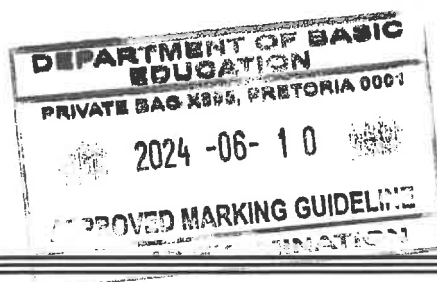
02/06/2024

External Moderators:

S.S. deVilliers

Brown

02/06/2024

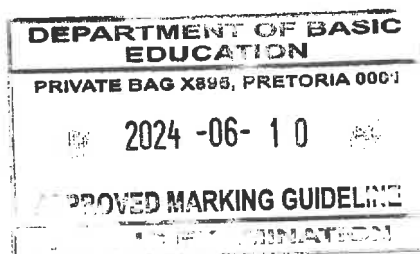


Copyright reserved

Please turn over

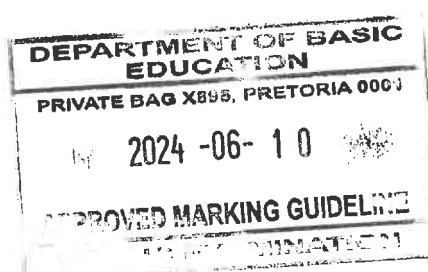
SECTION A: SHORT QUESTIONS**QUESTION 1**

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



SC/NSC – Marking Guidelines

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

[40]

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

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

Repo rate✓

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

(1)

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

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

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

(Any 2)

(2)

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

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

Property/ home owners✓

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

(1)

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

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

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

(1)

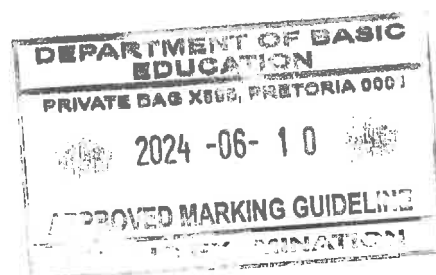
2.3.3 **What is the money used for?**

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

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

(1)

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



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

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

(Any 5) (5)

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

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

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

OR

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

(Any 3) (3)

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

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

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

(Any 2) (2)

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

2.7 Explain the term *inflation*.

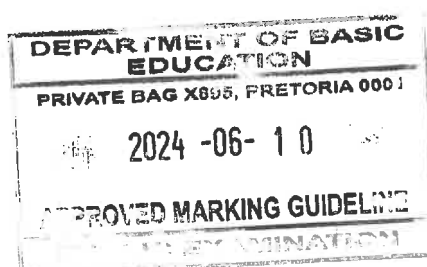
- It is the rise in prices of goods and services✓¹ measured over a specific period.✓²

OR

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

(Any 2) (2)

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



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

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

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

(6)

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

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

(Any 3)

(3)

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

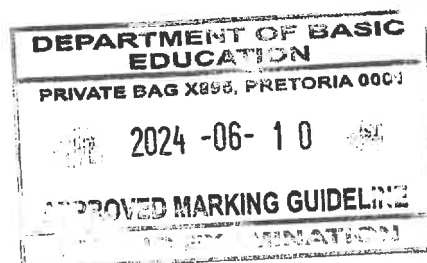
2.10 **Discuss the negative impact that a municipality neglecting these responsibilities has on the local community.**

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

(Any 5)

(5)

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

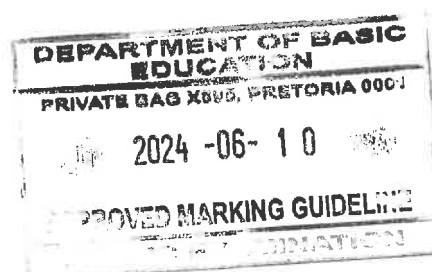


2.11 Analyse the response of the shop manager with specific reference to the cooling-off period and an unfair business practice.

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

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

[40]



QUESTION 3: FOOD AND NUTRITION

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

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

(Any 3) (3)

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

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

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

(Any 3) (3)

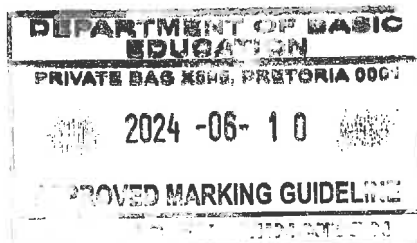
Remembering, easy (Focus, p.79; Successful, p.92)

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

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

(Any 4) (4)

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



3.4 State TWO advantages of adding antioxidants to food.

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

(Any 2) (2)

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

3.5 Explain how gastroenteritis can be transmitted.

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

(Any 3) (3)

Remembering, easy (Focus, p.91, Successful, p.108)

3.6 Explain why almond milk is suitable for people who are lactose intolerant.

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

(Any 3) (3)

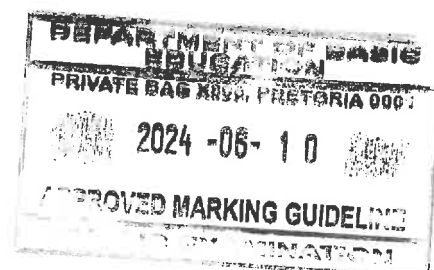
Understanding, moderate (Focus, p.79; Successful, p.93)

3.7 Explain why doctors, psychologists and dieticians need to be consulted in the management of bulimia.

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

(Any 4) (4)

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



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

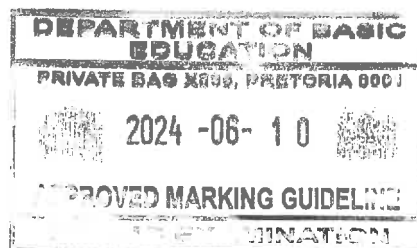
- It is expensive^{✓1} to produce organic foods and not many people can afford it.^{✓2}
- More land is needed to grow sufficient organic foods^{✓3}, which might not be possible for most people because land is scarce^{✓4} and it does not contribute to food security.
- The crop yield is low^{✓5} therefore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

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

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

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

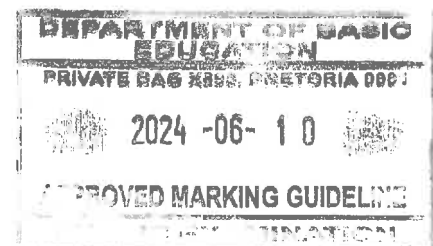
Analysing, moderate (Focus, p.106-107; Successful, p.129-130)



3.10 **Justify the statement above.**

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

(Any 6) (6)

*Applying, difficult (Focus, p.83; Successful, p.97)***NOTE: A mark can only be awarded once for unhealthy
A mark can only be awarded once for rich in fats****[40]**

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

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

OR

Fashion is the style^{✓4} of clothing that the majority of people^{✓5} in a country/ age group/ area wear now.^{✓6}

(Any 2) (2)

*Remembering, easy (Focus, p.48; Successful, p.49)***4.1.2 Dress code**

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

(Any 2) (2)

*Remembering, easy (Focus, p.54; Successful, p.57)***4.2 Explain the meaning of organic textiles.**

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

OR

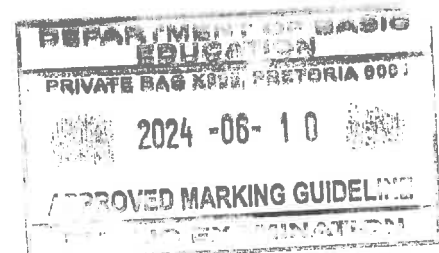
Fibres are grown organically^{✓3} without the use of herbicides/ pesticides.^{✓4}

(Any 2) (2)

*Remembering, easy (Focus, p.61; Successful, p.67)***4.3 Describe why a navy-blue suit is a good choice for a wardrobe for the world of work.**

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

(Any 4) (4)

*Understanding, moderate (Focus, p.56-58; Successful, p.59)***NOTE: The word versatile can only be awarded a mark once.**

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

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

(Any 4) (4)

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

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

- Brand piracy/ imitation/ replication^{✓1}
- Counterfeit^{✓2}

(2)

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

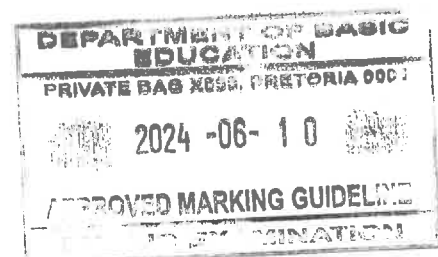
4.5.2 **Discuss the impact that the buying of replica items may have on local upcoming clothing designers.**

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

(Any 4) (4)

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

[20]



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

The owner who buys the property becomes the legal owner^{✓1} of the entire property,^{✓2} meaning the land and all the structures on it.^{✓3} (Any 2) (2)

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

5.2 Explain what is an *offer to purchase*.

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

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

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

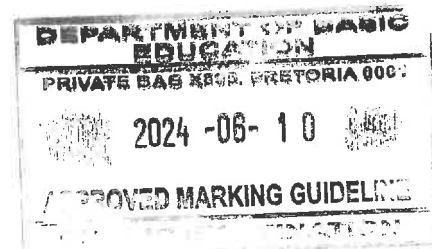
- When using cash, no interest is paid.^{✓1}
- It is possible to get a cash discount.^{✓2}
- There are no instalments to pay every month.^{✓3}
- There are extra charges/ administrative costs/ short term insurance charged^{✓4} when using an instalment sale transaction. (Any 3) (3)

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

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

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

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



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

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

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

(3)

Applying, moderate: Examination guidelines.

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

(a) Saves human energy.

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

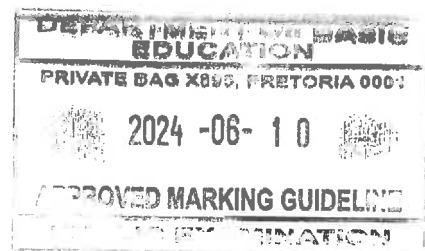
(Any 3) (3)

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

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

(Any 3) (3)

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

[20]

QUESTION 6: ENTREPRENEURSHIP**6.1 List the information that should appear on a product label.**

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

(Any 4) (4)

*Remembering, easy (Focus, p.24; Successful, p.24 and 29)***6.2 State which TWO of the 5 Ps marketing strategies are indicated by the affordability and accessibility of a product.**

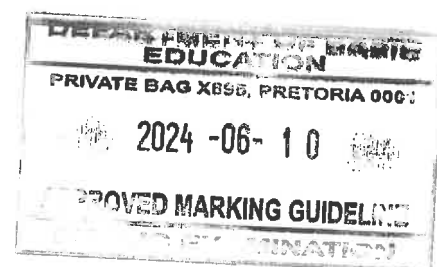
- Price✓¹
- Place✓²

(2)

*Remembering, moderate (Focus, p.32-33; Successful, p.30-31)***NOTE: If more than two answers are given, only mark the first two.****6.3 Explain why it is advantageous for a business to use locally available raw materials.**

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

(Any 3) (3)

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

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

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

(Any 3 x 2) (6)

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

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

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

(Any 4) (4)

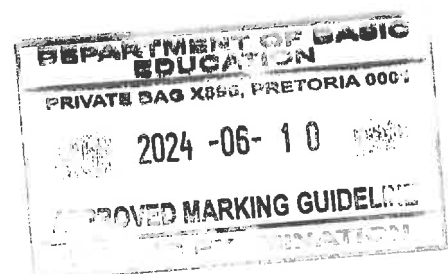
Understanding, easy (Focus, p 19; Successful, p. 23)

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

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

(Any 2) (2)

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



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

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

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

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

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

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

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

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

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

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

OR

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

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

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

OR

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

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

Cost of ONE giant muffin is R20.00.

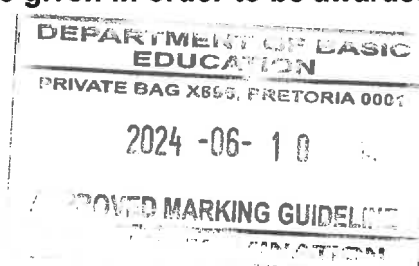
(Any 3)

(3)

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

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

Copyright reserved



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

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

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

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200

