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Basic Education
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NATIONAL SENIOR CERTIFICATE

GRADE12

CONSUMER STUDIES

NOVEMBER 2019

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 21 pages.

QUESTION 1: SHORT QUESTIONS

- | | | | | |
|-----|--------|----|---|-----|
| 1.1 | 1.1.1 | C✓ | <i>Remembering, easy (Focus, p.182; Successful, p.201-203)</i> | (1) |
| | 1.1.2 | B✓ | <i>Remembering, easy (Focus, p.180; Successful, p.196)</i> | (1) |
| | 1.1.3 | A✓ | <i>Applying, moderate (Focus, p.166; Successful, p.184)</i> | (1) |
| | 1.1.4 | C✓ | <i>Remembering, easy (Focus, p.71; Successful, p.78)</i> | (1) |
| | 1.1.5 | A✓ | <i>Remembering, easy (Focus, p.95; Successful, p.112-113)</i> | (1) |
| | 1.1.6 | B✓ | <i>Analysing, moderate (Focus, p.73-74; Successful, p.83-84)</i> | (1) |
| | 1.1.7 | C✓ | <i>Understanding, moderate (Focus, p.71; Successful, p.77)</i> | (1) |
| | 1.1.8 | D✓ | <i>Understanding, moderate (Focus, p.140; Successful, p.159)</i> | (1) |
| | 1.1.9 | B✓ | <i>Understanding, easy (Grade 11)</i> | (1) |
| | 1.1.10 | A✓ | <i>Understanding, easy (Grade 11)</i> | (1) |
| | 1.1.11 | B✓ | <i>Understanding, easy (Focus, p. 49; Successful, p.51)</i> | (1) |
| | 1.1.12 | B✓ | <i>Understanding, easy (Focus, p. 53; Successful, p.57)</i> | (1) |
| | 1.1.13 | D✓ | <i>Remembering, easy (Focus, p.125; Successful, p.146)</i> | (1) |
| | 1.1.14 | A✓ | <i>Understanding, moderate (Focus, p.130; Successful, p.148,49)</i> | (1) |
| | 1.1.15 | D✓ | <i>Understanding, moderate (Focus, p.97; Successful, p.117)</i> | (1) |
| | 1.1.16 | C✓ | <i>Applying, moderate (Focus, p.36-37; Successful, p.38-39)</i> | (1) |
| | 1.1.17 | C✓ | <i>Applying, moderate (Focus, p.36-37; Successful, p.38-39)</i> | (1) |

- 1.2 1.2.1 D✓ (1)
- 1.2.2 C✓ (1)
- 1.2.3 F✓ (1)
- 1.2.4 G✓ (1)
- 1.2.5 A✓ (1)

Understanding, moderate (Focus p.163-165; Successful p.180-182)

- 1.3 A✓ NOTE: minus (1) mark if the words are written.
E✓ (Any order) (2)

Understanding, moderate (CAPS p.32)

- 1.4 1.4.1 F✓ (1)
- 1.4.2 B✓ (1)
- 1.4.3 G✓ (1)
- 1.4.4 E✓ (1)
- 1.4.5 C✓ (1)

Remembering, moderate (Focus p.95; Successful p.113-114)

- 1.5 C✓
D✓
F✓
G✓
H✓ (Any order)

Remembering, easy (Focus, p.120; Successful, p.139) (5)

- 1.6 1.6.1 (Product) specifications✓ (Focus p.16; Successful p.21)
- 1 6.2 Consumer/ Customer appeal / packaging ✓
(Focus p.13; Successful p.20)
- 1.6.3 Sustainable (production)/ sustainability ✓
(Focus p.26; Successful p.26)
- 1.6.4 Start-up/ pre-operational costs✓ (Focus p.35; Successful p.18)
- 1.6.5 Customer relations/ care/ service/ consumer rights✓
(Focus p.24; Successful p.25)
- 1.6.6 Overhead costs/ Operational/ running costs✓
(Focus p.37; Successful p.41)

Understanding, difficult

Note: Do not accept examples

(6)
[40]

QUESTION 2: THE CONSUMER

2.1 2.1.1 Name TWO forms of renewable sources of energy.

- Solar power/ solar energy/ sun✓¹
- Wind power/ turbines energy✓²
- Hydro power/ hydro energy/ water✓³
- Bio/ wood/ dung/ vegetable matter energy✓⁴ (Any 2) (2)

Remembering, easy (Focus, p.170-171; Successful, p.191-192)

2.1.2 State THREE advantages of using renewable sources of energy for the natural environment.

- Less air pollution/ cleaner air/ no acid rain/ no sulphur dioxide/ no carbon dioxide gases/ less smoke/ fog.✓¹
- Less water pollution/ underground water pollution.✓²
- Reduced/ no noise pollution.✓³
- Reduced need for fossil fuels/ coal/ energy.✓⁴
- Reduced soil pollution/ no land disruption/ digging for coal.✓⁵
- No habitat loss/ no animals will be displaced/ no plants harmed / fauna and flora not affected.✓⁶
- Will not harm the environment /environmentally friendly/ clean environment. ✓⁷

If only 'less pollution' is given, a mark can be allocated for tick
1/2/3 (Any 3) (3)

Understanding, moderate (Focus, p.170-171; Successful, p.191-192)

2.2**Define the terms below:****(a) Guarantee**

- The assurance^{✓1} that the product will remain in working order^{✓2} for a particular length of time.^{✓3} (Any 2)

OR

- It is a promise from the manufacturer^{✓4} that they will sort out any problems with the product^{✓5} within the specific fixed period of time.^{✓6} (Any 2)

OR

- A promise in writing^{✓7} that the quality/ durability of a product/ service will meet certain standards^{✓8} and that if the product/ service does not satisfy the terms of the guarantee, the money paid will be returned/ reimbursed.^{✓9} (Any 2)

(2)

*Understanding, moderate (Focus, p.158; Successful, p.175)***(b) Exemption clause**

An exemption clause exonerates/ clears a party for any liability^{✓1} should he/ she fails to honour the agreement/ when the agreed product does not serve the purpose for which it was acquired/ purchased.^{✓2}

(2)

*Understanding, moderate (Focus, p.156; Successful, p.173)***2.3 Read the scenario below and identify the exemption clause that was stipulated in the contract.**No return policy.[✓]

(1)

*Understanding, moderate (Focus, p.156; Successful, p.173)***2.4 2.4.1 Explain the effects that the minimum wage will have on inflation.**

- As the cost of labour increases,^{✓1} the wage bill/ employer's wage cost will increase.^{✓2}
- It will cause an increase in inflation^{✓3} as the price of goods and services will increase/ consumers will pay more.^{✓4}

(4)

Applying, moderate (Focus, p.167-168; Successful, p.184-185)

2.4.2 Predict the effects that the minimum wage will have on the finances of South African households.

- As the cost of labour increases✓¹ many employers may not be able to employ the same number of employees✓² and many people could end up being unemployed.✓³
- More unemployment will put more strain on the economy/ household finances/ families will become poorer✓⁴ and will in turn slow down economic growth.✓⁵
- Unemployed people in households will rely more on unemployment facilities/ UIF/ social assistance social grants.✓⁶
- Unemployed people in households will not be able to buy goods and services.✓⁷
- People who are unemployed cannot save money/ households cannot save money.✓⁸
- The lower level wage earner does not pay income tax.✓⁹
- Employer may reduce the working hours to pay the same wages for fewer hours which will not affect or change the finances of the household.✓¹⁰
- People who earned less than minimum wage will now earn more/ households will now have more money.✓¹¹ Poverty will be reduced.✓¹²
- People/ households will have more buying power and can now buy food for survival/ meet basic needs✓¹³ and will have better living conditions✓¹⁴ once they earn the minimum wage.

(Any 6) (6)

*Analysing, difficult (Focus, p.167-168; Successful, p.184-185)***[20]**

QUESTION 3: FOOD AND NUTRITION**3.1 Define the term *food security*.**

Food security is the ability of individuals to obtain sufficient/ enough food✓¹ on a daily basis.✓²

OR

Food security means getting enough/ adequate✓³ food that is safe.✓⁴

OR

Access to safe✓⁵ nutritious food to maintain a healthy active life✓⁶ (2)

Remembering, easy (Focus, p.106; Successful, p.128)

3.2 Name the eating disorder characterised by eating large amounts of food or binge eating followed by self-induced vomiting.

Bulimia (nervosa)✓ (1)

Remembering, easy (Focus, p.82; Successful, p.95)

3.3 3.3.1 Identify the enzyme that is added to the milk.

Lactase✓ (1)

Remembering, easy (Focus, p.79; Successful, p.93)

3.3.2 Explain the advantage of adding the enzyme to the milk for a person suffering from lactose intolerance.

The person will not suffer from the side effects✓¹ of lactose intolerance anymore because the (enzyme) lactase will help to breakdown/ digest✓² the lactose to glucose/ galactose✓³ which are then absorbed into the bloodstream.✓⁴ (Any 2) (2)

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

3.3.3 Explain the reason why Nolac milk is suitable for a person with osteoporosis.

- (Nolac milk contains calcium which) strengthens the bones/ increase bone density.✓¹
- (It contains vitamin D which) helps with the absorption of calcium.✓²

(2)

Remembering, easy (Focus, p.76; Successful, p.90)

NOTE: No marks for naming the nutrients as they are stated in the question.

3.3.4 State if Nolac milk is suitable for a person with milk allergies. Motivate your answer.

- Nolac milk is not suitable.✓¹ (1)
- Nolac milk contains protein/ an allergen in milk.✓²
If consumed, the body will wrongfully think that the protein is harmful✓³ and the immune system will react✓⁴ against the protein by building up antibodies.✓⁵ (Any 2) (2)

Understanding, moderate (Focus, p.76; Successful, p.91-92)

3.4 Recommend, with reasons, FOUR dietary guidelines for the management of obesity.

- Eat more foods high in fibre.✓¹ This will fill you up/ delay the feeling of hunger✓² so that you will eat less.✓³
- Eat at least three meals a day/ do not skip breakfast.✓⁴ Skipping meals can lead to over eating later in the day.✓⁵ Skipping breakfast slows down metabolism.✓⁶
- Reduce the intake of fat/ eat lean meat/ fish/ chicken✓⁷ as this will reduce the total energy intake✓⁸ and contribute to weight loss.
- Grill/ bake/ steam food✓⁹ as frying adds more energy/ kilojoules✓¹⁰ that could be stored as adipose fat.✓¹¹
- Eat low GI food✓¹² as this will help with blood glucose control✓¹³ and delay the feeling of hunger.✓¹⁴
- Increase the intake of pulses✓¹⁵ as they are filling✓¹⁶ and low in fat.✓¹⁷ This will reduce overeating.✓¹⁸
- Snack on healthy foods/ choosing less junk/ fewer sweets in between meals✓¹⁹ this will reduce the total kJ intake.✓²⁰
- Drink lots of (clean) water✓²¹ will make them feel fuller✓²² so that they will eat less.✓²³
- Eating at least 5 serving/ plenty of fruit and vegetables per day✓²⁴ as they are rich in fibre✓²⁵ and will reduce hunger.✓²⁶ Therefore they will eat less.✓²⁷
- Reduce alcohol intake✓²⁸ as it is high in energy/ kilojoule value.✓²⁹
- Eat small amounts/ portions of food✓³⁰ as this will reduce the total energy intake ✓³¹ and contributes to weight loss. (Any 4 x 2) (8)

Understanding, moderate (Focus, p.83; Successful, p.97-98)

NOTE: Not exercise or active lifestyle as it is about dietary guidelines.

3.5 3.5.1 Name TWO symptoms that the flood victims may have shown.

- Jaundice/ (yellow skin/ eyes) ✓¹
- Fever/ sweats ✓²
- Fatigue/ tiredness ✓³
- Loss of appetite ✓⁴
- Diarrhoea/ running stomach ✓⁵
- Nausea ✓⁶
- Dark urine ✓⁷
- Clay-coloured stools/ faeces ✓⁸
- Vomiting ✓⁹
- Joint pains ✓¹⁰
- Abdominal pains ✓¹¹
- Discomfort around the liver area. ✓¹²

(Any 2) (2)

*Remembering, easy (Focus, p.89; Successful, p.103)***3.5.2 Give a reason why the symptoms only appeared after they returned home.**

The incubation period of Hepatitis A is 15 to 50 days/ with an average of 28 days/ 3-5 weeks after infection. ✓¹

OR

It takes a while for the symptoms to show/ be evident. ✓²

(1)

*Understanding, moderate (Focus, p.89; Successful, p.103)***3.5.3 Write a paragraph explaining how the disease could spread so easily amongst the flood victims.**

They shared toilets/ ablution/ washing facilities/ eating utensils/ poor sanitation/ lack of personal hygiene. ✓¹ If people have not been vaccinated/ unvaccinated people ✓² are susceptible/ vulnerable so they contract hepatitis A easily. ✓³ People housed in close contact easily infect each other/ spread from person to person/ people in confined spaces. ✓⁴ There was no/ not enough running/ clean water for personal hygiene/ washing themselves. ✓⁵ There was no/ not enough running/ clean water for washing eating utensils. ✓⁶ Prepared food could have been prepared by infected people who did not wash their hands after visiting the toilet. ✓⁷ Available food/ water could have been contaminated. ✓⁸

(Any 4) (4)

*Applying, moderate (Focus, p.89; Successful, p.103)***NOTE: Deduct ONE mark if not written in paragraph format.**

3.6 3.6.1 Discuss why it is not likely that Colin will suffer from anaemia.

- The chicken/ lean meat/ fish/ leafy vegetables/ prunes/ whole wheat products provides enough iron✓¹ to build red blood cells/ haemoglobin in the red blood cells✓² to carry oxygen to the body cells.✓³
- The chicken/ lean meat/ fish are rich in vitamin B₁₂✓⁴ which is necessary for the formation of red blood cells.✓⁵
- The dark green leafy vegetables/ whole grain products provide folic acid✓⁶ that assist in the formation of red blood cells.✓⁷
- The orange/ berry juice contains vitamin C✓⁸ which helps with the absorption of iron.✓⁹
- The iron will be absorbed well✓¹⁰ in the body as he does not drink coffee.✓¹¹ (Any 3 x 2)

Applying, moderate (Focus, p.76; Successful p.90-91)

NOTE: If only the correct nutrients are mentioned, and there is no discussion NO mark should be awarded.

3.6.2 Propose, with reasons, why Colin is not at risk of developing diabetes.

- Colin eats a low-fat diet✓¹ (skinless chicken/ lean meat/ fish/ dairy products) that helps to control body weight✓² and this helps with the management of the blood-glucose levels✓³
- The fresh green leafy vegetables/ whole grain products/ prunes are rich in fibre✓⁴ digests slowly/ gradually✓⁵ and will prevent large fluctuations in the blood-glucose levels.✓⁶
- The unsweetened dairy products/ unsweetened pure orange juice/ berry juice/ salad is low in sugar✓⁷ and may be low in GI✓⁸ that will prevent a rapid increase of blood-glucose level✓⁹ and will prevent the pancreas from producing too much insulin.✓¹⁰
- He runs 10 km daily/ exercises✓¹¹ which helps to burn the kilojoules he consumes✓¹² and reduces the blood-glucose levels/ helps with the functioning of insulin✓¹³

(Any 8) (8)

Analysing, moderate (4); Analysing, difficult (4) (Focus, p.72-73; Successful p.80-83)

[40]

QUESTION 4: CLOTHING**4.1 Give TWO examples of eco-friendly fabrics.**

- Hemp✓¹
- Bamboo✓²
- Soya fabric✓³
- Organic✓⁴ cotton
- Flax/ linen✓⁵
- lyocell ✓⁶
- Silk✓⁷
- (Angora) mohair✓⁸
- Alpaca wool✓⁹
- Wool✓¹⁰

(Any 2) (2)

*Remembering, easy (Focus, p.62; Successful, p.67)***4.2 4.2.1 Define the term *fashion trend*.**Fashion trend is the direction fashion/ style/ silhouette moves in.✓¹ (1)*Remembering, easy (Focus, p.49; Successful, p.51)***4.2.2 Give THREE reasons why denim jeans can be regarded as a classic fashion.**

- The denim jeans remain popular for a long time/ period/ over many seasons/ years/ timeless.✓¹
- They are accepted by a large group of people/ different age groups/ they are tasteful/ suitable for most people.✓²
- Almost everyone looks good in jeans.✓³
- They are characterized by simplicity/ simple lines.✓⁴
- Now and then denim jeans have a subtle change in the style/ silhouette/ outline.✓⁵

(Any 3) (3)

*Understanding, moderate (Focus, p.49; Successful, p.51)***4.2.3 Identify TWO years (eras) when denim jeans were a retrospective fashion of the 1960s.**

- 1970/ flared✓¹
- 1995/ boot cut/leg✓²
- 2005/ embellished✓³

(Any 2) (2)

*Understanding, easy (Focus, p.51; Successful, p.53)***4.2.4 The denim jeans of 2019 is an example of a fashion revival from a previous year. Name the year.**1950✓¹ (1)*Understanding, easy (Focus, p.51; Successful, p.53)*

4.2.5 Discuss how technological factors have brought about changes in the textile and trends of denim jeans.

- It led to better textiles/ fabrics✓¹ and creation of stretch fabrics for denim/ skinny jean.✓²
- Better computerised patterns✓³ led to the creation of more/ new/ different styles and features.✓⁴
- Improved machines✓⁵ make mass production ✓⁶ possible to cope with new trends
- Improved dyeing and colourfast processes✓⁷/ acid wash✓⁸ increased variety/ range of colours available.✓⁹
- Better sewing/ embroidery machines✓¹⁰ allowed for embroidery on the denim.✓¹¹
- Denim jeans can be decorated with studs/ beads✓¹² using embellishment machines.✓¹³
- Ripped jeans became fashionable✓¹⁴ as a result of technological developments as machines are ripping the jeans✓¹⁵ after the jeans have been manufactured.

(Any 3 x 2) (6)

*Applying, difficult (Focus, p.51; Successful, p.54)***4.3 4.3.1 Identify the practice that the retail giant was found guilty of.**

- Counterfeiting✓¹ (1)

*Understanding, moderate (Focus, p.64-65; Successful, p.72)***4.3.2 Predict the impact that the retail giant could have had on the original business.**

- The original owner/ business will lose income/ loss of sales/ customers/ profit ✓¹ as the market will be flooded with a similar product that is cheaper than the original product.✓²
- The image and reputation of the owner/ business could be tarnished,✓³ as it is not exclusive anymore✓⁴ as there is a cheaper version available.✓⁵
- Consumers may lose faith in the original product.✓⁶
- The owner/ business will miss opportunities to expand✓⁷ will be lost due to the retail giant flooding the market with cheap copies.✓⁸

(Any 4) (4)

*Evaluating, difficult (Focus, p.64; Successful, p.72)***[20]**

QUESTION 5: HOUSING AND INTRIOR

5.1 5.1.1 Name the type of housing ownership where a levy is paid each month.

Sectional –title ownership✓¹

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

(1)

5.1.2 State to whom the levy is paid.

The body corporate.✓¹

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

(1)

5.2 Name THREE documents that will be required by a bank to grant a prospective homeowner a home loan.

- (Certified) copy of a buyer's South African identity document or passport✓¹
- Proof of income (recent salary slips or banking statements) for the last three months/ letter from employer✓²
- Copy of offer to purchase/ Deed of sale✓³
- Proof of current residential address/ utility bill✓⁴
- Income tax reference number✓⁵
- Fully completed and (signed) application forms✓⁶

(Any 3)

(3)

Remembering, easy (Focus, p.129; Successful, p.147)

5.3 Define the term *lease*.

A lease is a contract/ agreement ✓¹ between a property owner/ landlord/ lessee and the tenant/ lessor.✓²

Remembering, easy (Focus, p.118; Successful, p.137)

(2)

5.4 Refer to the information above and discuss THREE benefits of renting property and THREE benefits of buying property.

Benefits of renting:

- With so many units being empty, rent can be negotiated.✓¹
- Will not be difficult✓² to find property to rent as many places are available. ✓³
- Renting is a more affordable option than before✓⁴ while you are saving/ waiting to buy/ build.✓⁵
- A ready furnished property/ unit/ apartment/ flat can be rented✓⁶ and it will be more affordable than buying furniture as well as paying a bond.✓⁷

(Any 3)

Benefits of buying:

- It is cheaper✓⁸ to buy now than a year ago.
- Selling prices can be negotiated✓⁹ as sellers are not selling property easily.
- Transfer cost/ bond registration costs will be lower✓¹⁰ if property prices are lower.
- Buying property at a lower price✓¹¹ is a sound investment✓¹² as the value will increase over time✓¹³
- Larger variety of houses to choose from✓¹⁴

(Any 3) (6)

Understanding, moderate (Focus p.117-122: Successful p.137-140)

NOTE: General advantages and disadvantages of renting/buying must not be included.

5.5 5.5.1 Name FOUR universal design features that can be found on freezers.

- Reversible doors✓¹
- Automatic door closing function✓²
- Height- adjustable racks/ different size compartments✓³
- Easy to clean interior✓⁴
- Glass shelves with anti-spill trim✓⁵
- Drawers with rollers that are easy to remove/ pull out drawers/ baskets that are easy to remove✓⁶
- Temperature control✓⁷
- Warning/ alarm to close the door when it is open✓⁸
- No frost system/ auto defrosts✓⁹
- A light goes on when the door is opened✓¹⁰

(Any 4) (4)

Remembering, easy (Focus, p.137; Successful, p.159)

5.5.2 State the advantages of a freezer that has a no-frost option.

No-frost option saves electricity✓¹ time✓² and human energy✓³ as you do not have to defrost the freezer/ easy to clean. ✓⁴

(2)

Understanding, moderate (Focus, p.145; Successful, p.159)

5.5.3 Give THREE reasons why buying a freezer for cash will be the cheapest option.

- Deposit is not required.✓¹
- No administration fees payable.✓²
- No insurance fees payable.✓³
- A cash discount can be asked for/ negotiated✓⁴ therefore the freezer can become cheaper than the original price.✓⁵
- No interest is paid.✓⁶

(Any 3) (3)

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

5.5.4 Explain the advantages of buying a freezer on an instalment sales transaction.

- The freezer can be paid off in instalments over a period of time.✓¹
- It is more affordable to pay smaller instalments over a period of time.✓²
- A broken/ faulty freezer can be replaced immediately with a new one.✓³
- The freezer can be taken home while paying it off / while using it.✓⁴

(Any 2) (2)

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

5.5.5 Compare the upright freezer and the chest freezer below with regard to the following criteria and give a reason for EACH answer.

CRITERIA	UPRIGHT FREEZER	CHEST FREEZER
(a) Non-human energy consumption	Upright freezers use more electricity.✓ ¹ (1) Reason: More cold air escapes when the door is opened✓ ² (1)	Chest freezers uses (10-25%) less electricity✓ ³ (1) Reason: They are more insulated/ air does not escape when the door is opened✓ ⁴ (1)
(b) Human energy consumption	Easy to organise/ require less energy to remove items/ easier to clean/ saves time✓ ⁵ (1) Reason: Items are organized/ packed on shelves that can be removed/ accessed easily✓ ⁶ (1)	Not always easy to organise/ require more human energy to remove items / require more energy to clean/ takes more time✓ ⁷ (1) Reason: Baskets/ other items must be removed to get to frozen food at the bottom.✓ ⁸ (1)

(8)

Understanding, moderate (Focus, p.145; Successful, p.159)

NOTE: Deduct one mark if not written in table format.

5.6 Evaluate the suitability of purchasing the portable/mobile freezer above to comply with the needs of the family.

- It can be used when they go on camping trips✓¹ and double up as a second freezer✓² at home (multipurpose).
- It is smaller than a standard freezer and will fit in into the townhouse.✓³
- The freezer can serve as a coffee table for TV at home (multipurpose).✓⁴
- Stainless-steel finishing is durable/will last longer/ will not rust.✓⁵
- Baskets are included which makes organization of food easier.✓⁶
- Polyurethane insulation will ensure the appliance keeps its low temperature while being transported.✓⁷
- LED light is environmentally friendly/ long lasting.✓⁸
- LED light will ensure that food can easily be seen inside in the dark.✓⁹
- The lid opening alarm will warn them if the appliance is open for too long and too much cold air is lost/ when the food is taken.✓¹⁰
- Can be easily transported on the trailer✓¹¹ when they go camping.
- It is more expensive than a conventional chest freezer.✓¹²
- The temperature can be adjusted (-22°C to 10°C) ✓¹³ so it can be used as a freezer or a refrigerator. ✓¹⁴
- It is easy to set the digital thermostat if the temperature is adjusted/ it is easy to read the digital thermostat.✓¹⁵
- The locks mean that the fridge can be locked while camping/ transporting.✓¹⁶
- The double handles mean that the fridge/ freezer can be handled easily.✓¹⁷
- The source of energy is not indicated and therefore it is unclear that the freezer will be able to keep food for days.✓¹⁸
- The mobile freezer is not portable,✓¹⁹ the size is too big✓²⁰ and it won't fit onto the trailer.✓²¹
- There may not be enough storage space for the freezer in the house.✓²²
- The size is too big to be used for camping✓²³ and also for the family of four.
- It will consume a lot of electricity/ gas and a lot of fuel for the car that is pulling the trailer.✓²⁴
- The price is suitable as compared it to the features and the size of the freezer.✓²⁵

(Any 7)

Conclusion:

This appliance would be suitable for this family even though it is expensive. It has many purposes.✓²⁶

OR

The freezer is not suitable for the family of 4 and camping as the size is too big✓²⁷

Evaluating, difficult (Focus, p 133-137, 145; Successful, p.152-155)

NOTE: Learners can combine positives and negatives aspects

(7)

(1)

[40]

QUESTION 6: ENTREPRENEURSHIP**6.1 State TWO requirements that must be considered to ensure quality products.**

- Appropriate for the target group✓¹
- Presentation of the product✓²
- Quality of raw materials✓³
- Quality and design of packaging✓⁴
- Quality of storing✓⁵
- Safety✓⁶
- Labelling✓⁷

(Any 2) (2)

*Remembering, easy (Focus, p.20-24; Successful, p.24)***6.2 Explain why a quality product should have a competitive edge.**

- A competitive edge will ensure that the product has something special/ different✓¹ that the competition/ competing business/ product does not have and therefore it is more attractive to buy.✓²

OR

- A product with a competitive edge will have an advantage over a similar product of the competition/ competing business/ product✓³ and therefore it is more attractive to buy.✓⁴

(Any 2) (2)

*Remembering, easy (Focus, p.13; Successful, p.11)***6.3 Give FOUR reasons why it is advisable for an entrepreneur to use locally produced products.**

- They are easy to obtain.✓¹
- It stimulates the local economy/ support local businesses.✓²
- Freshly produced products will be of good quality.✓³
- It is cheaper than to purchase products from other areas.✓⁴
- Does not need to be transported so there is less carbon emissions/ is less pollution.✓⁵
- Save on transport costs.✓⁶

(Any 4) (4)

*Remembering, easy (Focus, p.13; Successful, p.32)***6.4 Describe the stage at which an entrepreneur should do a financial feasibility study.**

A financial feasibility study should be done before a new business is started/ bought/ before a new product is introduced✓¹ or before spending any money on a business idea/ business plan/ or to continue with the business or product.✓²

(2)

Remembering, moderate (Focus, p.35; Successful, p.35)

6.5 6.5.1 Identify Nellie's target market.

- Learners✓¹
- Teachers✓²
- Co-workers✓³
- Parents✓⁴
- People having weddings✓⁵
- People having funerals✓⁶
- Community members/ neighbours✓⁷

(Any 3) (3)

*Understanding, easy (Focus, p.20; Successful, p.11)***6.5.2 Name the non-human resources that Nellie had to consider when she chose her product for small scale production.**

- (Availability) of start-up money/ costs✓¹/ she earns a salary as she is a general worker.
- (Availability) of equipment/ stove/ gas stoves/ biscuit mixer/ a freezer.✓²
- (Availability) of raw materials/ ingredients.✓³
- (Availability) of work/ storage space (outside rooms).✓⁴

(4)

*Understanding, moderate (Focus, p.20; Successful, p.11)***6.5.3 Give TWO reasons why Nellie bought her ingredients in bulk.**

- It is cheaper.✓¹
- Saves on transport costs.✓²
- Saves time as she does not have to shop often.✓³
- She has storage space.✓⁴
- Most ingredients have a long shelf life.✓⁵
- Prevents shortages/ break in production.✓⁶
- She has large orders.✓⁷

(Any 2) (2)

*Understanding, moderate (From the scenario)***6.5.4 Name the distribution method used by the shopping outlet where Nellie bought her ingredients.**Indirect selling/ through a middleman.✓¹

(1)

Understanding, easy (Focus, p.29; Successful, p.32)

6.5.5 Nellie's biscuit sales were consistent during the year but were best in November.**(a) Consistent sales:**

- Consumers purchase the biscuits in all seasons/ throughout the year/ not a seasonal product.✓¹
- Weddings and funerals take place throughout the year✓² and are attended by many people.✓³
- She offered a variety of biscuits.✓⁴

(Any 3) (3)

(b) Peaking in November:

- November is the start of the festive season✓⁵ and people entertain more/ families visit each other✓⁶/ some people may use biscuits as seasonal gifts✓⁷ therefore people stock up biscuits in November.✓⁸

(3)

*Understanding, moderate (Scenario) (Focus, p.39-41; Successful, p.41-42)***6.5.6 Identify FOUR stages in Nellie's biscuit production process during which she will need to do quality control.**

- When she selects the ingredients for production/ input✓¹
- During the production/ making of the biscuits/ process✓²
- The completed biscuits✓³
- The packaged product, ready for sale/ output✓⁴

(4)

Understanding, moderate (Focus, p.16; Successful, p.22)

6.5.7 Analyse the impact that load shedding could have had on the efficient production of Nellie's products if she did not buy a generator.

- If there is load shedding there is no electricity✓¹ but she could still ~~bake~~ still produce the biscuits.✓²
- Nellie would have been unable to mix the biscuit dough with the electric mixer✓³ resulting in more effort to physically mix the biscuit dough/ more human energy consumption/ physical labour/ time consuming.✓⁴
- If there was no electricity the freezer would not work✓⁵ which could lead to spoilage of raw materials/ perishable raw materials/ margarine/ milk.✓⁶ This leads to a loss of money.✓⁷
- There could be stoppage in production✓⁸ while the fulltime employees still had to be paid.✓⁹
- They probably had to work longer hours✓¹⁰ to meet the delivery times/ dates, thus had to be paid more/ overtime✓¹¹ leading to a loss of money for the business.✓¹²
- This could have reduced her production✓¹³ and delayed her timeous deliveries.✓¹⁴
- This could have resulted in a loss of orders✓¹⁵ thus loss of income and profit.✓¹⁶
- There could be a reduced profit margin✓¹⁷ with the business not breaking even.✓¹⁸
- Not meeting the best sale scenario✓¹⁹ which could mean that they could make a loss.✓²⁰

(Any 5 x 2) (10)

Analysing, difficult (Focus p.15; Successful p.21)

[40]

GRAND TOTAL: 200