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

NATIONAL SENIOR CERTIFICATE

GRADE12

CONSUMER STUDIES

NOVEMBER 2021

MARKING GUIDELINES

MARKS: 200

1

These marking guidelines consist of 19 pages.

Please turn over

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	B√	Remembering, easy (Focus, p.157, Successful, p.173)	(1)
	1.1.2	C√	Remembering, easy (Focus, p.158-159, Successful, p.175)	(1)
	1.1.3	B√	Remembering, easy (Focus, p.167, Successful, p.185)	(1)
	1.1.4	D√	Understanding, easy (Focus, p.170, Successful, p.193)	(1)
	1.1.5	A√	Remembering, easy (Focus, p.166, Successful, p.184)	(1)
	1.1.6	A√	Remembering, easy (Focus, p.72; Successful, p.79, 80)	(1)
	1.1.7	D√	Understanding, moderate (Focus, p. 89, Successful, p.103)	(1)
	1.1.8	B√	Remembering, easy (Focus, p.98; Successful, p.118)	(1)
	1.1.9	C√	Remembering, easy (Focus, p.71; Successful, p.77)	(1)
	1.1.10	B√	Understanding, easy (Focus, p.103; Successful, p.123)	(1)
	1.1.11	D√	Understanding, easy (Focus, p.49; Successful, p.53)	(1)
	1.1.12	A√	Remembering, easy (Focus, p.54; Successful, p.57)	(1)
	1.1.13	C√	Remembering, easy (Focus, p.148; Successful, p.162)	(1)
	1.1.14	D√	Remembering, easy (Focus, p.118; Successful, p.137)	(1)
	1.1.15	C√	Remembering, easy (Focus, p.120; Successful, p.139)	(1)
	1.1.16	A√	Remembering, easy (Focus, p.40; Successful, p. 42)	(1)
	1.1.17	C√	Remembering, easy (Focus, p. 35; Successful, p.35)	(1)
	1.1.18	A√	Understanding, moderate (Focus, p.13; Successful, p.19)	(1)
	1.1.19	B√	Understanding, moderate (Focus, p.37; Successful, p.39)	(1)
	1.1.20	D√	Understanding, easy (Focus, p.10; Successful, p.17)	(1)

1.2	B√				
	E√				
	G√				
	H√		(Any order)	(4)	
Remen	nbering, ea	nsy (Focus, p.121; Successful, p.1	138)		
1.3	1.3.1	F✓			
	1.3.2	C√			
	1.3.3	E√			
Unders	1.3.4 standing. m	A√ oderate (Focus, p.12-18; Succes	sful. p.21-22)	(4)	
	1.4.1	D√	oral, p.2 r 22)		
1.4					
	1.4.2	G√			
	1.4.3	A✓			
1.4.4 E√ Understanding, moderate (Focus, p.92-94; Successful, p.113-114)					
1.5	1.5.1	Exemption clause√	(Focus, p.156; Successful, p.173)		
	1.5.2	Phishing/ scam√	(Focus, p.159; Successful, p.177)		
	1.5.3	Grey goods/ Parallel imports√	(Focus, p.158 ; Successful, p.176)		
Undors	1.5.4 tanding, m	Unfair business practice√	(Focus, p.157; Successful, p.174)	(4)	
1.6	B√	oderale			
1.0	C√				
	E√				
	_ G√		(Any order)	(4)	
Analys	ing, difficul	t (Grade 11)		[40]	
				[40]	

TOTAL SECTION A: 40

(1)

(2)

(2)

(Any 2)

SECTION B: LONG QUESTIONS

QUESTION 2: THE CONSUMER

2.1 Name the document that is a legal agreement between two or more parties.

Contract√ *Remembering, easy (Focus, p.155; Successful, p.169)*

2.2 Give TWO examples of fossil fuels as a form of energy.

- Coal√¹
- Oil/ paraffin/ kerosene $\sqrt{2}$
- Natural Gas/ Gas $\sqrt{3}$

Remembering, easy (Focus, p.169-170; Successful, p.190)

2.3 Define the term *repo rate.*

The interest rate at which the commercial banks \checkmark^1 can borrow money from the Reserve bank. \checkmark^2

OR

The base \checkmark^3 of the interest rate calculations by the South African Reserve Bank \checkmark^4 Repurchase Rate (repo rate).

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

2.4 State THREE ways in which consumers can save electricity when using household lights.

- Switch lights off when not in use. \checkmark^1
- Use bulbs with lower wattage where possible/ use less bulbs with higher wattage.√²
- Replace conventional light bulbs with energy saving/ compact-florescent lamps (CFL)/ LED lights.√³
- Use low energy/ energy saving lamps/ sensors/ A energy rating bulbs. \checkmark^4
- Solar lights in the home/ garden. \checkmark^5

Remembering, easy (Focus, p.173; Successful, p.192)

2.5 2.5.1 Name who should pay provisional tax.

Taxpayers whose income is not fixed/ taxpayers with an irregular income/ people with income other than a regular salary/ farmers/ business owners. \checkmark

(1)

(3)

Applying, moderate (Focus, p. 163; Successful, p.181)

(Any 3)

2.5.2 Explain how provisional tax is paid to SARS.

- Provisional tax is paid in the form of two payments/ twice a • year \checkmark^1 from income received during the first year (instead of in the form of a single large sum after the end of the year).
- Tax is paid twice a year based on the estimated $\sqrt{2}$ taxable income.

Understanding, moderate (Focus, p.163; Successful, p.181)

2.6 2.6.1 Identify the type of club described above.

Stokvel/ community based savings club√

Understanding, easy (Focus, p.161-165; Successful, p.177)

2.6.2 State THREE requirements that Siyabuthana must meet in order for them to be a legal club.

- All the members must know how much \checkmark^1 money everyone will • invest how \checkmark^2 the money will be invested and who will manage \checkmark^3 the money.
- All members must agree on the risks they are prepared to • take.√⁴
- All contributions must be made to a common fund. \checkmark^5
- All members must benefit from the club. \checkmark^6
- Due date for payment of monthly contributions should be agreed upon. \checkmark^7
- All members must know how often meetings will be held. \checkmark^8
- All members must know how often pay outs will be made \checkmark^9 and when it will be a specific member's turn to benefit from the monev. ✓¹⁰ (Any 3)

Understanding, moderate (Focus, p.161-162; Successful, p.178)

2.7 Advise the community on how to use the following effectively to save water:

2.7.1 Taps

- Make sure that there are no dripping taps/ fix dripping taps/ • leaks. ✓¹
- Fit tap aerators as these reduce the water flow by 50 70%. \checkmark^2
- Turn off the water while brushing your teeth/ rinsing clothes/ washing dishes/ washing hands. \checkmark^3
- Put a bucket under a leaking tap and use the water for other purposes. \checkmark^4
- Use a cup or a glass when drinking water, do not drink from a running tap.√⁵
- Use sensor taps. \checkmark^6

(3) (Any 3)

Understanding, easy (Focus, p.180; Successful, p.199)

(2)

(1)

(3)

(Any 3)

2.7.2 Toilets

- Place a plastic bottle filled with water/ a brick into the cistern to reduce the amount of water per flush. ✓¹
- Make sure that the toilet/ cistern/ pipes does/ do not leak. ✓²
- Lift the handle after flushing the liquids to reduce the amount of water flushed. ✓³
- Use water from the bath/ shower/ washing machines/ swimming pools to flush the toilet.√⁴
- Install a dual flush system. \checkmark^5
- Flush only when necessary. \checkmark^6

Understanding, easy (Focus, p. 180; Successful, p. 199)

2.8 2.8.1 Define the term *scam*.

A scam is a false and fraudulent business deal \checkmark^1 that is often linked to organised crime. \checkmark^2

OR

A scam is a dishonest scheme \checkmark^3 that usually involves an unsuspecting consumer who is cheated into paying an excessive price/ amount for goods or services. \checkmark^4

Remembering, easy (Focus, p.159; Successful, p.176-177)

2.8.2 Identify and explain THREE warning signs that indicate this is a scam.

- It is an online designer clothing store/ has no name/ address/ website ✓¹ that may not exist/ cannot be researched. ✓²
- A certified ID copy $\sqrt{3}$ which could be used for identity theft. $\sqrt{4}$
- WhatsApp is used as a communication method ✓⁵ it is an unofficial communication platform for job applications. ✓⁶
- Deposit of R250 through instant money/ cash send/ e-wallet√⁷ there will not be a trace of the money trail if this given contact number is discarded.√⁸
- The first 30 potential models to respond receive a full cash back ✓⁹ there may not be a cash back given to anyone/ fraudster(s) may disappear with the money. ✓¹⁰
- Banking details \checkmark^{11} may be used to steal money \checkmark^{12} from applicants. (Any 3 x 2)

Applying, moderate (Focus, p.159; Successful, p.176-177; Newspaper article)

(2)

(6)

(3)

2.9 Discuss how the lack of refuse removal will have a negative impact on a community.

- If refuse is not removed/collected regularly, it will contribute to the creation of an unhealthy environment/ causing diseases ✓¹ more pests/ flies/ rodents/ micro-organisms/ unsightly/ bad smell. ✓²
- It creates an unsafe ✓³ living environment because people/ animals can scratch through the rubbish. ✓⁴
- It can be a physical danger to children. \checkmark^5
- Poor refuse removal services will make it difficult to attract business/ industry/ tourists to an area ✓⁶ and will limit job opportunities ✓⁷ for residents and impact negatively on the economy. ✓⁸
- It may have a negative effect on the morale of the community. \checkmark^9
- It can cause water/ soil pollution. \checkmark^{10}
- Plastic lying around may be dangerous to animals. ✓¹¹
- The property in the area will lose value ✓¹² due to the lack of service delivery.
- Lack of service delivery may lead to protest action. \checkmark^{13}
- Uncollected refuse might end up in storm water drains causing flooding. ✓¹⁴

(Any 3) (3)

Applying, moderate (Focus, p.182-183; Successful, p.203)

2.10 Write a paragraph to justify the increase in food prices from 2019 to 2020.

Inflation \checkmark^1 caused the prices of goods and services to increase. As wages go up the cost of labour increases/ and the salary bill will increase. \checkmark^2 Production costs and the price of raw material increase \checkmark^3 and these increases are passed on to the consumer. The cost of petrol/ diesel has increased \checkmark^4 thus increasing the transport cost of the items. \checkmark^5 Electricity prices increased over the years, \checkmark^6 which resulted in increases in production costs \checkmark^7 of food which led to an increase in basic retail prices. \checkmark^8 Certain retail outlets inflated their food prices during the hard-national lockdown. \checkmark^9 Limited stock of certain food items led to price increases. \checkmark^{10} Reduced production of food items led to price increase. \checkmark^{11} Drought \checkmark^{12} in certain parts of the country lead to an increase in food prices. (Any 8)

Analysing, difficult (Focus, p.166-168; Successful, p.184-185) **NOTE:** Deduct ONE mark if the answer is not written in paragraph format.

[40]

(8)

QUESTION 3: FOOD AND NUTRITION

3.1 Define the term *food additives*.

Food additives are natural/ chemical substances/ ingredients \checkmark^1 intentionally added to food products during processing/ production process to perform specific functions. \checkmark^2

OR Food additives are substances/ ingredients \checkmark^3 added to food to preserve/ improve their flavour/ texture/ appearance. \checkmark^4 (2) *Remembering. easy (Focus. p.92; Successful. p.110)*

3.2 State the cause of Type 1 diabetes.

- The pancreas cells are damaged/ unable \checkmark^1 to produce insulin. \checkmark^2
- There is genetic/ hereditary $\sqrt{3}$ component. (Any 2) (2)

Remembering, easy (Focus, p.72; Successful, p.80)

3.3 Name THREE ways in which *E. coli* is transmitted in the food environment.

- Eating/ drinking contaminated food. ✓¹
- Eating undercooked meat. $\sqrt{2}$
- Using unpasteurised (raw) milk. $\sqrt{3}$
- Eating vegetables contaminated through animal faeces. \checkmark^4
- Drinking contaminated water. ✓⁵
- Rinsing food with contaminated water. ✓⁶
- Not washing hands properly after going to the toilet/ before handling food. \checkmark^7
- Cross-contamination/ apparatus not washed properly. \checkmark^8 (Any 3) (3) Remembering, easy (Focus, p.90; Successful, p.106)

3.4 Discuss the benefits on the natural environment when producing organically grown foods.

- Soil quality is improved. \checkmark^1
- Water supply is improved as it remains cleaner because there is no runoff of poisonous chemicals/ ground water is kept free of chemicals. \checkmark^2
- There is no/ less environmental pollution/ reduced carbon footprint. \checkmark^3
- Environmentally friendly practices such as crop rotation/ not using chemical fertilizers/ only using natural fertilizers/ manure are used in order to sustain the environment. ✓⁴
- Less fuel \checkmark^{5} is used as little/ no fuel is used to manufacture organic fertilizers. \checkmark^{6} (Any 4) (4)

Understanding, difficult (Focus, p.104; Successful, p.125)

(Any 3x2)

(6)

3.5 Explain how the THREE nutrients in the foods listed below will assist in preventing osteoporosis.

- Calcium \checkmark^1 in milk/ bones of the fish will strengthen the bones/ increase bone density. \checkmark^2
- Phosphorus $\sqrt{3}$ in the milk will strengthen the bones/ assist with the absorption of calcium. $\sqrt{4}$
- The vitamin $D\sqrt{5}$ in the milk/ canned fish will assist with the absorption of calcium. $\sqrt{6}$
- Protein $\sqrt{7}$ in fish/ milk assist with connective tissue/ collagen synthesis. $\sqrt{8}$

Understanding, moderate (Focus, p.76; Successful, p.90) **NOTE**: Strengthen the bones can only be awarded a mark once.

3.6 Use the table to compare the dietary related conditions hypoglycaemia and hyperglycaemia with reference to the following aspects.

	ASPECT	HYPOGLYCAEMIA	HYPERGLYCAEMIA
3.6.1	Blood glucose levels	Low√ (1)	High√ (1)
3.6.2	Causes	 Skipping meals/ irregular eating√1 Over exercising√2 Eating high GI foods on their own√3 Pancreas produces too much insulin√4 	 Diabetes/ sugar builds up in the blood instead of being converted into energy√1 Eating a large amount of high GI food in one meal√²
		(Any 2) (2)	(2)

Remembering, moderate (Focus, p.71; Successful, p.78-79)

NOTE: A mark must be deducted if the answer is not written in a table format.

3.7 State FOUR ways in which food irradiation increases the shelf life of food.

- It delays the ripening of fruit. \checkmark^1
- Controls the sprouting of onions/ garlic/ potatoes. \checkmark^2
- Delays the greening of potatoes. \checkmark^3
- It destroys insects infecting cereals. ✓⁴
- Processed meat needs fewer preservatives when processed. \checkmark^5
- It destroys/ deactivate Salmonella/ pathogenic bacteria/ harmful organisms. ✓⁶
- Destroys insects in or on tropical fruit that is imported or exported. $\sqrt{7}$

(Any 4) (4)

Understanding, moderate (Focus, p.105; Successful, p.127)

3.8 Explain how food security was ensured by the government and communities during the 2020 national lockdown.

- The shops remained opened \checkmark^1 so that people could have access to buy food every day. \checkmark^2
- People who were unemployed were given social grant relief/ R350.00 $\sqrt{3}$ to purchase food $\sqrt{4}$ and other social grants were increased and expanded $\sqrt{5}$ so that people could purchase basic foods.
- People who were retrenched or not earning a salary received UIF/TERS \checkmark^6 so that they could continue to purchase food.
- Food parcels/ donations $\sqrt{7}$ were issued by the government/ schools/ NGOs/ churches/ communities.
- School feeding schemes/ nutritional programmes continued during the closure of schools. \checkmark^8
- Neighbours/ communities started supporting one another with food. \checkmark^9
- Community members started their own vegetable gardens. \checkmark^{10}
- Farmers continued farming even during the national lockdown.√¹¹

(Any 5) (5)

Applying, moderate (Focus, p. 106-107; Successful, p. 128-129)

3.9 Analyse the suitability of the food items in the meal plan for a diabetic.

- Plain low fat yoghurt contains very little sugar/ carbohydrates/ fat $\sqrt{1}$ which will not increase blood glucose levels. $\sqrt{2}$
- Green leafy vegetables are very low in carbohydrates \checkmark^3 which help to assist with the regulation of blood glucose levels. \checkmark^4
- Brown rice has a low GI√⁵ and is rich in fibre√⁶ which improves carbohydrate metabolism√⁷ because glucose is released slowly into the blood.√⁸ This provides a steady supply of glucose instead of a sudden energy rush.√⁹
- Diabetes is a risk factor for coronary heart disease. ✓¹⁰ Red meat is high in saturated fat/ LDL (low density lipoproteins) ✓¹¹ which increases the risk of heart disease/ stroke. ✓¹²
- Ice cream is high in sugar/ high GI, √¹³ which will rapidly increase/ spike the blood glucose levels. √¹⁴ (Any 7)

Conclusion: The meal plan is suitable $\sqrt{15}$ as most food items are low GI/ rich in fibre and helps to regulate blood glucose levels. (1) (8) *Analysing, difficult (Focus, p.72-73; Successful, p.82-83)*

[40]

(2)

QUESTION 4: CLOTHING

4.1 Explain the term *fashion fad*.

 A style that catches on amongst a (large) group of people ✓¹ with great enthusiasm and then disappears very quickly. ✓²

OR

Something that has high demand√³ but lasts for a very short time/ has a very short lifespan/ one season.√⁴

Remembering, easy (Focus, p.49; Successful, p.51)

4.2 Give THREE guidelines to consider when buying shoes for the world of work.

- Buy good quality (leather/ suede)/ long lasting shoes. ✓¹
- Choose classic style shoes/ shoes with clean, simple lines. \checkmark^2
- Choose comfortable shoes/ well fitting. \checkmark^3
- Buy shoes that can match with garments in your wardrobe/ neutral colours are more versatile. \checkmark^4
- Shoes should be the same colour/ darker than trousers/ hemline of skirts/ dresses and should blend with the colour of the belt.√⁵
- Suitable for the working environment/ type of work. \checkmark^{6} (Any 3) (3) *Remembering, easy (Focus, p.55; Successful, p.62)*

4.3 4.3.1 Name TWO stages in the fashion cycle that cloth/fabric masks have been through since March 2020.

- The beginning/ launch/ introduction </ 1
 - The rise $\sqrt{2}$
- The peak $\sqrt[4]{3}$ (Any 2) (2) Understanding, easy (Focus, p.49-50; Successful, p.50)

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(Any 2)

4.3.2 Explain each of the stages mentioned in QUESTION 4.3.1 The beginning/ launch/ introduction

- Face masks were introduced. \checkmark^1
- Few people/ celebrities/ leaders (Ministers/ President) started wearing face masks. ✓²
- Expensive. \checkmark^3
- Limited stock is available. ✓⁴

The rise

- Face masks gained popularity/ necessity. ✓⁵
- More and more people accepted wearing face masks. \checkmark^6
- Masks became more available to consumers. \checkmark^7 (Any 2)

The peak

- Face masks were produced in growing numbers/ mass produced.√⁸
- Face masks reached the height in popularity/ all people wore them as it is compulsory/ mandatory. ✓⁹
- Face masks became available in shops/ from street vendors. ✓¹⁰
- Price decreased/ cheaper/ more affordable. ✓¹¹
- Huge variety is available. \checkmark^{12}

(Any 2) (4)

(5)

NOTE: Learners can write on any two stages *Applying, moderate (Focus, p.49-50; Successful, p.50)*

4.4 Discuss the versatility of the blazer as an item of clothing to wear to work.

- It can be mixed and matched ✓¹ with different colour shirts/ pants/ skirts/ dresses/ tie. ✓²
- It can be worn in all seasons. \checkmark^3
- It can be worn with casual/ formal pants/ skirts/ dresses/ shirts/ blouses. \checkmark^4
- It can be worn with black/ brown/ navy blue shoes.✓⁵
- The simplicity of the blazer makes it suitable to be worn professionally or casually. \checkmark^6
- It is a classic √⁷ item that could be worn for many years/ with different fashions. √⁸
 (Any 5)

Applying, moderate (Focus, p.57-59; Successful, p.64-65)

4.5 Discuss how reusing clothing items contributes to a sustainable environment.

- Reusing clothes means new clothing/ fabrics/ textiles do not have to be produced ✓¹as fewer new garments will be made. ✓² This ensures that less natural resources need to be used ✓³ as fabrics/ garments are reused.
- There is less harm to the environment/ it is environmentally friendly ✓⁴ as fewer discarded textiles end up in landfills ✓⁵ and this reduces the carbon footprint.
- Less chemicals/ dyes/ bleaches are used as less new clothes will be manufactured. ✓⁶ This will decrease soil pollution ✓⁷ and water pollution. ✓⁸
- Less water ✓⁹ and electricity ✓¹⁰ are used as the manufacturing of new clothing is reduced.
- Less transport \checkmark^{11} needed to transport new clothes which will reduce air pollution. \checkmark^{12} (Any 4)

Analysing, difficult (Focus, p.62; Successful, p.71)

[20]

(4)

QUESTION 5: HOUSING AND INTERIOR

5.1 Name THREE expenses that are paid using the levy.

- Pay wages and salaries of staff that work for the complex. \checkmark^1
- Maintain the buildings/ common areas. $\sqrt{2}$
- Paying water for the common areas. \checkmark^3
- Paying electricity for the common areas. \checkmark^4
- Pay rates and taxes (for the complex). $\sqrt{5}$
- Pay insurance (for the complex). $\sqrt{6}$
- Accidents or damages to the property/ complex. $\sqrt{7}$
- Safety and security $\sqrt{8}$ (of the complex).

(Any 3) (3)

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

5.2 Redraw the table below and explain the advantages of buying and renting a property under the following headings:

	5.2.1 OWNERSHIP	5.2.2 INVESTMENTS
Buying	Become the owner of the	Sound investment/ accumulate
	property. ✓ ¹	wealth/ value of property increases/
	(1)	can be left to the children. \checkmark^3 (1)
Renting	Not the owner of the	It is cheaper to rent as there are
	property therefore there	fewer monthly expenses and the
	is less responsibility/	money saved can be invested. \checkmark^4
	maintenance/ fewer	
	monthly expenses/ easier	
	to move. $\sqrt{2}$ (1)	(1)

Remembering, easy (Focus, p.118, 122; Successful, p.137, 140) **NOTE:** A mark must be deducted if the answer is not written in a table format.

5.3 5.3.1 Identify the stove that uses the most non-human energy.

Stove A \checkmark Understanding, easy (Focus, p.139; Successful, p.160)

5.3.2 Give a reason for the answer in 5.3.1

Stove A uses both gas and electricity, ✓ while stove B only uses

(1)

(4)

(1)

gas. Understanding, easy (Focus, p.139; Successful, p.160)

(3)

(3)

5.3.3 Explain why stove B will be most suitable choice.

- Gas cooks fast/ provides instant heat and will save time. ✓¹
- It can be used during load shedding. ✓²
- The whole stove use gas and this will save electricity √³ and cost as gas is cheaper √⁴ than electricity. (Any 3)

Understanding, moderate (Focus, p.134,136; Successful, p.160)

5.3.4 Calculate the total price of the stove B if it is bought on an instalment sale transaction. Show ALL calculations

R 400,00 x $24\sqrt{1}$ = R9600 + R395 $\sqrt{2}$ (deposit) = R9 995,00 $\sqrt{3}$

 $R395\sqrt{4} + (R400,00 \times 24)\sqrt{5}$

R395 + R9 600,00

 $= R9.995,00\sqrt{6}$

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

5.4 Explain the possible financial impact of the 2020 national lockdown on property landlords.

Landlords:

- Tenants could not have been evicted if they could not pay the rental \checkmark^1
- Lost income from the rental properties ✓² if tenants could not pay the rent.
- It could have been difficult to get new tenants \checkmark^3 if tenants moved out.
- Some tenants could have left to live with family members and properties could have been left without supervision. \checkmark^4 This could have resulted in vandalism, \checkmark^5 leading to unforeseen expenditure to fix damages. \checkmark^6
- Landlords could have been forced to reduce the rental amount √⁷ to attract new tenants. √⁸
- Landlords might not have been able to pay rates and taxes/ maintenance. \checkmark^9
- Landlords may not have been able to afford property bonds/home loans ✓¹⁰ and asked for payment deferral/ holidays resulting in more debt /interest on bond payments. ✓¹¹
- They may have to sell the property at reduced/ below market value prices \checkmark^{12} and suffer a loss on the original property purchase/ market value price. \checkmark^{13}
- Interest rates were lowered which resulted in lower bond repayments √¹⁴
 which could lead to paying off the bond quicker. √¹⁵ (Any 5)

Analysing, difficult (Statement)

[20]

(5)

QUESTION 6: ENTREPRENEURSHIP

6.1 Define the term *mark-up*.

The amount/ percentage \checkmark^1 added to the cost price of goods to cover overhead expenses/ running costs \checkmark^2 and still leave money for profit. \checkmark^3

(Any 2) (2)

Remembering, moderate (Focus, p.37; Successful, p.39)

6.2 Explain why the hygiene of workers is very important in a work environment.

- Regular washing of hands prevents the spread of possible diseases. \checkmark^1
- Hygiene is very important so that workers are safe and healthy whilst working.√²
- Healthy workers reduce absenteeism/ ensures continuous productivity. $\sqrt{3}$
- Hygiene ensures cleanliness in the workplace which prevents contamination by micro-organisms in a food environment/ keeps thread and fabric clean.
- To ensure that the products being manufactured are safe and healthy for consumers. \checkmark^5
- Hygiene of an individual is also important so that other colleagues are not affected by poor hygiene. $\sqrt{6}$ (Any 3)

(3)

(3)

Understanding, moderate (Focus, p.18; Successful, p.22)

6.3 Explain how regular/ routine maintenance of equipment would benefit any business.

- Prevent unexpected breakdowns during production. \checkmark^1
- Ensure the continuous production flow. \checkmark^2
- Reduces repairs and unscheduled maintenance. \checkmark^3
- Regular maintenance is cheaper than corrective maintenance. \checkmark^4
- Will prevent a loss of income. \checkmark^5
- The lifespan of the equipment will be much longer. \checkmark^6
- Can prevent accidents in the work place. $\sqrt{7}$

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

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

(Any 3)

6.4 Explain the purpose of stock control in a business.

- To ensure that the business does not overstock ✓¹ as more storage space might be needed ✓² and stock might get damaged/ spoiled. ✓³
- To prevent cash flow problems due to money tied up in stock. \checkmark^4
- To prevent theft or stealing of stock. \checkmark^5
- Production will not stop because of a shortage of raw materials/ no shortage of raw materials. $\sqrt{6}$
- To ensure that the right quantity/ quality of raw materials are purchased. $\sqrt{7}$
- To reduce waste/ loss of income. \checkmark^8
- To minimizes the cost of storing final/ end products. $\sqrt{9}$ (Any 3) (3)

6.5 6.5.1 Explain how his business came into existence.

- He saved a bit of money to buy fresh flowers. \checkmark^1
- Khanye admired beautiful flowers. \checkmark^2
- He started making flower arrangements for his place of worship. \checkmark^3 (Any 2) (2)

Remembering, easy (Focus, p.7-8; Successful, p.10-11; Scenario)

6.5.2 Identify Khanye's target market.

- Congregants ✓¹
 - People organising weddings/ parties/ event planners \checkmark^2
- Gift shops $\sqrt{3}$

Remembering, easy (Focus, p.34; Successful, p.11; Scenario)

6.5.3 Discuss the following factors that contributed to the success of Khanye's business:

(a) Financial resources

He used his savings (finance) \checkmark^1 to buy flowers when he started the business and he does not have to pay rent. \checkmark^2 (2)

(b) Available workspace

He used his mother's dining room \checkmark^3 for arranging the flowers and the garden to grow greenery. \checkmark^4 (2) Applying, easy (Focus, p.35-36; Successful, p.18, Scenario)

(Any 2)

(2)

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6.5.4 Give the benefits of training the unemployed neighbour.

- It created a job opportunity/ income for the neighbour. \checkmark^1
- It is cheaper to train the neighbour than to hire a professional • florist. \checkmark^2
- It improved the quality of work/ flower arrangements. \checkmark^3
- It created increased productivity. \checkmark^4 •
- The neighbour can work independently/ improved the skills. \checkmark^5 •
- It helped to reduce waste of flowers/ packaging materials. \checkmark^6
- It improved worker /neighbour's morale/ job satisfaction/ motivated the neighbour. \checkmark^7 (feel better about himself)

(3)(Any 3)

Remembering, easy (Focus, p.25; Successful, p.26)

6.5.5 Explain why his business is appealing to his customers.

- Khanye always keeps up to date with flower arrangement • trends \checkmark^1 thus remain relevant/ fashionable/ trendy. \checkmark^2
- He arranges the flowers exactly as his customers wants them $\sqrt{3}$ thus creating customer satisfaction/meet customers' needs. \checkmark^4
- The flowers were always fresh \checkmark^5 as he sourced them from a local farmer. \checkmark^6
- The flowers are delivered early on weekends \checkmark^7 thus customers do not have to spend money/ transport costs on collection/ convenient for customers. \checkmark^8
- He uses a variety of attractive packaging. \checkmark^9

Biodegradable packaging is eco-friendly \checkmark^{10} (Any 6) (6) Applying, moderate (Focus, p.13; Successful, p.20; Scenario)

6.5.6 Give reasons for each of the following:

(a) Consistent profitability throughout the year.

- Places of worship/ congregants buy flowers throughout the • vear. \checkmark^1
- Weddings/ parties happen throughout the year. \checkmark^2
- Gift shops operate throughout the year. \checkmark^3 (Any 2) (2)
- (b) Drastic increase in profitability at certain times of the year.
 - On Mother's Day/ Valentine's day people normally buys more flowers for their loved ones. \checkmark^1
 - He had a contract with gift shops to provide flowers. $\sqrt{2}$
 - There are more weddings/ parties at the end of the year. \checkmark^3

(2)

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

•

(Any 2)

6.5.7 Justify the following statement

Khanye is a responsible consumer.

- Khanye uses/ reuses leaves from the flowers as compost ✓¹ thus reducing waste. ✓²
- He buys flowers from an organic farm \checkmark^3 thus contributing to sustainable consumption/ protecting the environment. \checkmark^4
- He uses bamboo strings ✓⁵ that are eco-friendly/ do not require pesticides/ herbicides/ do not pollute the soil. ✓⁶
- He plants his own greenery √⁷ and buys flowers locally √⁸ reducing the need for transportation that causes pollution/ contribute to the carbon footprint. √⁹
- Khanye uses biodegradable packaging \checkmark^{10} that does not harm the environment \checkmark^{11} (Any 8) (8)

Analysing, difficult (Focus, p.28; Successful, p.26; Scenario)

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TOTAL SECTION B: 160

GRAND TOTAL: 200