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GRADE 12

CONSUMER STUDIES

NOVEMBER 2009

MEMORANDUM

MARKS: 200

This memorandum consists of 19 pages.

SECTION A**ANSWER SHEET**

QUESTION 1.1						
1.1.1	A	B	C	D	(1)	LO12.1.2 K
1.1.2	A	B	C	D	(2)	LO12.1.2 A
1.1.3	A	B	C	D	(1)	LO12.1.2 K
1.1.4	A	B	C	D	(1)	LO12.1.2 K
1.1.5	A	B	C	D	(1)	LO12.1.2 K
1.1.6	A	B	C	D	(1)	LO12.1.2 K
1.1.7	A	B	C	D	(1)	LO12.2.1 K
1.1.8	A	B	C	D	(2)	LO12.2.1 K
1.1.9	A	B	C	D	(1)	LO12.1.1 C
1.1.10	A	B	C	D	(1)	LO12.2.1 C
1.1.11	A	B	C	D	(1)	LO12.2.1 A
1.1.12	A	B	C	D	(3)	LO12.2.1 C
1.1.13	A	B	C	D	(3)	LO12.2.3 K
1.1.14	A	B	C	D	(3)	LO12.2.4 C
1.1.15	A	B	C	D	(3)	LO12.2.3 A
MARKS					(25)	

QUESTION 1.2

1.2.1

A	B	C	D	E	F
	✓	✓	✓		

LO12.3.4 Comprehension

(3)

1.2.2

A	B	C	D
✓		✓	

LO12.2.1 Comprehension

(2)

QUESTION 1.3

1.3.1	A ✓	(iii) ✓
1.3.2	B ✓	(i) ✓
1.3.3	F ✓	(vi) ✓
1.3.4	C ✓	(ii) ✓
1.3.5	E ✓	(v) ✓

(10)

LO12.2.1 Knowledge (5), Application (5)

TOTAL SECTION A:

40

SECTION B: FOOD AND NUTRITION**QUESTION 2****2.1 Glycaemic Index****2.1.1 Definition of Glycaemic Index**

1. A **measure/value** ✓ of how quick the sugar in the food ✓ is released into the bloodstream ✓.
2. A **ranking** of carbohydrates on a scale ✓ from 0 to 100 according to how they **raise** ✓ **blood sugar/glucose** levels **after eating** ✓.
3. A **system of ranking** carbohydrate foods ✓ according to **how quickly** they **release energy** ✓ as they are **converted** ✓ to glucose. (Any ONE definition that covers highlighted words) (3)

LO12.2.1 Knowledge**2.1.2 FOUR benefits of eating low GI foods**

1. Low GI foods slowly trickle glucose into the blood stream and therefore keeps energy levels balanced. ✓
2. One feels fuller for longer between meals. ✓ / Low GI food reduce hunger and keep one fuller for longer ✓
3. Low GI diets help people lose and control weight ✓
4. Low GI diets helps to improve the body's control of insulin sensitivity. ✓
5. Low GI carbohydrates improve diabetes control ✓
6. Low GI food reduce the risk of heart disease/ cardiovascular / healthy lifestyle ✓
7. Low GI food reduce blood cholesterol levels ✓
8. Low GI food can help one manage the symptoms of polycystic ovarian syndrome (PCOS) ✓
9. Low GI food restores carbohydrate levels after exercise. ✓ / Performance in sports improves. ✓ (4)
10. Concentrate better and do not get tired easily. ✓
11. Low GI foods generally high in fibre – prevents constipation. ✓
(Any 4)

LO12.2.1 Knowledge

2.1.3 THREE effects of eating high GI foods only

1. Blood glucose/ insulin levels rise rapidly/ quick energy✓
2. Blood glucose/ insulin levels fall rapidly / energy disappears/ less energy✓
3. A risk factor for diabetes✓ and coronary heart disease. ✓
4. A feeling of hunger is experienced more frequently✓ and a craving for sweet foods occurs.✓
5. Possible increased body weight /gain weight easily✓
6. Pancreas produces larger amount of insulin/produces insulin more rapidly/ strain on pancreas✓
7. Constipation due to low fibre intake✓ (Any 3)

LO12.2.1 Knowledge

(3)

2.1.4 FOUR suggestions to manage a healthy, low GI diet

1. By eating low GI foods such as vegetables, fruits, sweet potato, baked beans, lentils, seed loaf, rye bread, whole-wheat Pronutro, rice, oats, natural yoghurt, barley and bran ✓
2. Combining high GI foods (if they are your favourite) with low GI foods✓ as the response of the combined meal will be lower than when eating high GI foods only✓
3. By using breakfast cereals based on oats, barley and bran✓
4. Reduce the amount of potatoes in a meal✓
5. Allow potatoes/meal pap to cool✓
6. Eat plenty of fresh salads /vegetables✓
7. Use brown, Basmati or Doongara rice✓, brown pasta, noodles, quinoa ✓
8. Reading food labels before purchasing any food items helps to avoid foods with misleading claims/ low GI symbol/logo. ✓
9. Control the glycaemic load of food by eating smaller portions to maintain blood glucose levels✓
10. Eat regular meals / 5-6 meals per day/ do not skip breakfast✓
11. Do not add extra fat or sugar.✓ (Any 4)

(4)

LO12.2.1 Comprehension**2.2 2.2.1 TWO snack items that can help manage diabetes**

1. Unsweetened bran muffins / A✓
2. Popcorn / E✓

(2)

LO12.2.1 Application**2.2.2 Motivate the choice of the two snack items**

1. Both snack items are medium / 62/55 rating GI food items✓
2. Both are high in fibre content✓
3. Provides a more sustained energy level✓

4. Takes longer to digest✓
 5. Unsweetened✓
- (Any 2) (2)

LO12. 2.1 Application

2.3 THREE reasons to include dairy products in a diet for osteoporosis

1. The **calcium** content will prevent withdrawal of calcium✓ which leads to fractures. ✓
 2. Dairy products have a **high calcium content**✓ which is needed to build strong teeth and ensure a good bone density. ✓
 3. Milk and yoghurt are rich in **vitamin D** ✓ which helps the body with calcium absorption. ✓
 4. Rich in **phosphorous** which supplements calcium and vitamin D✓ to build strong bones and teeth. ✓
 5. Dairy products contain **protein** which strengthens muscles and forms collagen to support the bones✓ (3 x 2)
(if the reason is correct without mentioning the nutrient award one mark not three)
- (6)

LO12.2.1 Knowledge (3) Comprehension (3)

2.4 Food Security

2.4.1 Explain food security with reference to the extract.

Poor families / poor people/ everybody/ all people ✓ will have access to food / will have food at all times✓ (2)

LO12.2.7 Comprehension

2.4.2 FOUR responsibilities of government to sustain food security

1. Social grants✓/ disability grants
 2. Food price control measures✓/subsidies/ affordable prices for basic food items✓
 3. Minimum wages✓/ job opportunities
 4. Certain foods exempted from VAT✓
 5. Food coupons✓
- The following additional facts may also be considered
6. Food parcels
 7. Food garden initiatives
 8. Sustainable farming initiatives
 9. School feeding schemes
 10. Feeding schemes in poorer communities
 11. Train people to make good food choices
- (Any 4) (4)

LO12.2.7 Comprehension

2.5 Discuss the health-related risks illustrated in cartoon

1. The excessive intake of energy-dense, nutrient-poor food e.g. chips, fried chicken, hamburger ✓ causes **obesity** ✓
2. Poor variety of food with no fresh vegetables and fruit ✓ causes **malnutrition**. ✓
3. Excessive portions that exceed the person's energy intake for a day, ✓ cause **obesity**. ✓ OR They eat too much fried food and carbohydrates ✓ and become obese. ✓
4. High intake of fats and oily foods (e.g. chips and fried chicken and patties) ✓ causes **heart diseases / cardio-vascular / causes strain on lungs / chest infections and poor blood circulation / cholesterol / stroke** ✓
5. High salt in chips can cause **high blood pressure/hypertension**. ✓
6. High fat and high GI ✓ cause **diabetes** ✓
7. Lack of high fibre food ✓ may cause **constipation / certain cancers** ✓
8. Lack of dairy products ✓ may cause **osteoporosis / bone fractures / tooth decay** ✓
9. Because of a lack of vitamins and minerals from fresh fruit and vegetables ✓, the **immune system** is not maintained ✓
10. NOTE: Candidates may focus on the conversation captured in the cartoon. This may refer to the imbalanced intake of food groups within the context of the SA Food Pyramid (6 groups) in relation to the consequences of "health-related food risks", e.g. excessive intake of fried food could lead to cancer/ lack of fresh fruit and vegetables makes one more susceptible to disease (breaks down the immune system). (Any 5) (5 x 2) (10)

LO12.2.1 Evaluation**TOTAL SECTION B:****40****SECTION C: CLOTHING****QUESTION 3****3.1 3.1.1 Differentiate between classic styles and fashion fads.**

1. Classic style: Timeless / are worn for a long time / meets the needs of most people/ considered good taste / remains popular / simplicity/ good quality/ expensive ✓
2. Fashion fad: short lived/ lasts one season/ quickly accepted by a small group of consumers/ disappears quickly/ often presented in the form of accessories. ✓ (2)

LO12.2.4 Knowledge

3.1.2 **"It is essential to dress professionally for the world of work."
Discuss the suitability of the outfit selected by Boysee in terms of the above statement.**

1. It is a **basic/ classic** style / **stylish/ formal** ✓
2. Should **co-ordinate easily/ easy to mix and match** with his existing clothing ✓
3. **Versatile** as it is a neutral colour. ✓
4. It will reflect his personal style, within the work environment and the **nature of job** he does. ✓
5. It will fit in with his **company's dress code** as sales representatives are expected to dress neatly. ✓
6. It will create a positive image to customers/colleagues/ management and create a **good first impression** ✓
7. The clothing will **not offend others** as it is not revealing and does not have offensive pictures or slogans. ✓
8. **Well-fitted suit** ✓
9. **Good quality / pure wool** ✓
10. **Discreet use of accessories** ✓

(Any 6) (6)

LO12.2.3 Application

3.1.3 **SIX reasons why Boysee chose to shop at "His and Hers Boutique"**

1. The boutique specialises in **locally produced**. ✓
2. The styles are **exclusive/ good quality**. ✓
3. Boutiques are **brand-exclusive/ brand loyalty** ✓ and Boysee prefers well-known brand labels. ✓
4. Boysee works for a well-known company, thus he would want to **maintain a good/ professional image**. ✓
5. **Natural fibres** ✓
6. An **environmentally-friendly**, concerned consumer buys clothes that won't cause damage to the environment. ✓
7. **Winter sale/ half price** encouraged him to buy the clothes. ✓
8. **Nearby / supporting** local business. ✓

The following additional answers may also be considered.

9. **Personal service** provided to assist Boysee to make an informed choice ✓
10. **Alterations to ensure a perfect fit** are part of the service. ✓
11. **Limited quantity** of same product sold at boutiques give a **sense of individuality / status**. ✓

(Any 6) (6)

LO12.3.3 Comprehension**3.2 Explain how the manufacturing of synthetic textile fibres may have a negative impact on the natural environment**

1. The **chemicals and lubricants** used during production ✓ have a negative impact on the environment as **carbon emissions** contribute to **climatic changes**. ✓
2. **Acid rain** ✓: **Nylon** manufacture **releases a gas** (nitrous oxide + carbon dioxide) that contributes to the **greenhouse effect**. ✓
3. **Air pollution** ✓: **Noxious gases** are released during manufacture causing **smog** that is harmful to the natural environment ✓
4. **Water pollution** ✓: Enormous quantities of **chemicals** (PVC, chlorine bleach, dyes) **contaminate rivers** if not disposed correctly. ✓
5. **Nylon and polyester** are made from **petrochemicals** that are **non-biodegradable/ difficult to recycle**. ✓
6. Large amounts of **water** are used in production of polyester for cooling – **strain on water resources**. ✓
7. **Energy hungry**: usage of petrochemicals - huge **strain on fossil fuel**. ✓
8. **Partly synthetic/viscose rayon** uses wood, **forests are denuded** ✓ (6)
(3 x 2)

LO12.3.3 Knowledge**3.3 3.3.1 Explain the following terms:****(a) Inflation rate:** *(any of the following)*

1. An indication of how prices ✓ of items / goods change ✓
2. The annual percentage change ✓ in the CPI ✓
3. Sustained increase ✓ in the average price of goods ✓
4. The increase of prices ✓ over a period of time ✓
5. The way in which economists measure how prices of items ✓ are changing over a certain period of time ✓

(2 x 1) (2)

(b) CPI: *(any of the following)*

1. The CPI measures/calculates ✓ the average change in prices of consumer goods and services over a fixed period of time ✓.
2. The CPI is used to calculate/measure ✓ the rate of inflation over a period of time ✓
3. A "basket" of household goods and services ✓ is used to

measure the change in prices over a period of time✓.

(2 x 1)

(2)

LO12.1.2 Knowledge

3.3.2 **Select FIVE guidelines and motivate how each can assist to remain within the limits of a personal budget**

(a) **Purchasing quality items**

1. Paying more for a quality item ✓ will ensure good use for a couple of years / durable. ✓
2. Cheaper items can be more expensive ✓ as they have to be replaced more regularly. ✓

(Any relevant answer) (2 x 1) (2)

(b) **Paying cash for items**

1. Paying cash ensures that the item can be afforded within the limits of the budget. ✓
2. The extra expense charged for credit is eliminated. ✓
3. When paying with cash a discount can be requested. ✓
4. Some store cards serve as cash if paid within 6 months (with no interest) ✓

(Any relevant answer) (2 x 1) (2)

(c) **Shopping at factory shops and supermarkets**

1. Less expensive items can be bought at some supermarkets. ✓
2. Less expensive purchases can be made at factory shops. ✓ (Though these items need to be checked very well as they often have a small fault/ flaw). ✓
3. It is cheaper because *middle man* is cut out ✓

(Any relevant answer) (2 x 1) (2)

(d) **Shopping alone**

1. Know exactly what your needs are beforehand. ✓
2. Concentration is better when alone/will not be influenced ✓
3. Being alone gives more time to check and analyse whether the fashion item will mix and match well with the existing wardrobe and be suitable for the intended activity. ✓
4. Prices can be compared more effectively within a specific price range. ✓
5. Suitability of the style can be better considered. More attention can be paid to the quality assurance of the fashion item. ✓

(Any relevant answer) (2 x 1) (2)

(e) Buying at seasonal sales

1. Make sure that the sale item will mix and match with the existing wardrobe. ✓
2. Make sure that the item is one of the listed needs to avoid unnecessary expenses. ✓
3. Check the quality of workmanship of the item to ensure it is good value for money ✓
4. Prices are lower/cheaper ✓

(Any relevant answer) (2 x 1) (2)

(f) Bargain-hunting

1. Study advertisements/ compare prices ✓ to determine the best bargain/buy for special offers. ✓ (e.g. such as two for the price of one / buy two and get a third item for free)
2. More money will be available for other needs if true bargains are bought. ✓

(Any relevant answer) (2 x 1) (2)

(g) Buying mix-and-match items

1. Style, colour and texture need to co-ordinate well to ensure that many items can be grouped together in different ways. ✓
2. When buying such items, you actually have less, but it seems as if you have many outfits.
3. More expensive, basic items can be made more interesting with less expensive, colourful accessories and small fashion items. ✓
4. You would not get bored with your clothes and have the desire to buy more ✓

(Any relevant answer) (2 x 1) (2)

(h) Reading care labels

1. Read the care label to make sure the item can be laundered. ✓
2. Dry-cleaning / Special cleaning agents will be more expensive. ✓
3. Special cleaning methods can be expensive. ✓
4. Clothes will last longer if correct cleaning procedures are followed ✓

(Any relevant answer) (2 x 1)

LO12.2.3 Application

(2)

- 3.4 3.4.1 **Self-esteem (Statement and motivation)**
1. Someone with a high self-esteem ✓ is bold enough to make a fashion statement and be different from work colleagues. / If you have a positive self esteem, you will wear clothes regardless of what other people say or think. ✓
 2. A complementing physical appearance ✓ boosts self-esteem and confidence. ✓
 3. Personal qualities / Self-esteem can be complemented or disguised ✓ through careful choice and emphasis of colour. ✓
 4. Bold / Dramatic personalities ✓ with a high self-esteem will prefer bright colours. ✓
 5. Shy, reserved personalities ✓ will prefer soft pastel colours ✓

(6)

LO12.2.3 Synthesis

(Any 3) (3 x 2)

OR

- 3.4.2 **Lifestyle (Statement and motivation)**
1. Clothes tell who we are in society. ✓ People could that a person is rich if he/she wears expensive clothing. (A person's lifestyle is reflected in his clothes, e.g. a nurse wears a uniform) ✓
 2. One's philosophy of life is always carried out, in part, by the clothing in which one presents oneself to the world. ✓ Immodest clothing is an indication of a person with loose morals. ✓
 3. Traditional / Cultural values can be reflected by the clothing people wear. ✓ Marital status is reflected by accessories and specific cultural styles that are worn. ✓
 4. Socio-economic status can be reflected through designer labels. ✓ This often determines the choice of style and quality of fashion items. ✓

(6)

(3 x 2)

LO12.2.3 Synthesis**TOTAL SECTION C:****40****SECTION D: HOUSING AND SOFT FURNISHINGS****QUESTION 4**4.1 **A mortgage bond**

1. A type of **security** registered in favour of the **bank** ✓ for repayment of your **home loan** ✓
2. A **legally binding** agreement with the **bank** ✓ that allows you to purchase a home using a **loan** from the bank ✓
3. A **loan** from the **bank** ✓ **secured** on a property ✓, and paid back in monthly instalments with interest over an agreed period of time. ✓

(Any one)

LO12.2.5 Knowledge

(2)

4.2 Compare full title and sectional title ownership**4.2.1 Privacy**

Full title: there is a great deal of privacy/not in direct contact with neighbours, you have your own house on your own plot. ✓

Sectional title: less privacy, garden areas are shared/ houses are connected/ closer to one another/ less space/ nearer to neighbours/ noisy because of common areas. ✓

(2)

4.2.2 Security

Full title: less secure/ stands alone on a plot / easy access for housebreaking/ neighbours cannot see what is happening/ have to provide own security/more costly/ use as security for bank loan. ✓

Sectional title: greater security/body corporate is responsible for security/ unit is in a complex/ gates with access control/ security guards/ nearness of neighbours/ needs permission from body corporate to sell ✓

(2)

LO12.2.5 Comprehension**4.3 TWO Types of insurance for house and content protection**

1. Home insurance policy ✓
 - Life insurance covers the mortgage bond ✓: the insurance pays off the bond in case of death ✓
2. Household insurance: short term ✓
 - Covers the contents ✓ of your home such as TV, computer and furniture against theft (housebreaking) ✓
3. Home owner's insurance ✓
 - Protects the infrastructure ✓ against fire, floods and other natural disasters and political unrest ✓

(2x3)
(any two)**LO12.2.5 Knowledge (3) Comprehension (3)**

(6)

4.4 4.4.1 An instalment sale transaction (hire-purchase) is:

- When the consumer can buy equipment/furniture and pay in **instalments** over a period of time. ✓ The equipment or furniture can be **taken home** after the **deposit** is paid and a contract signed. ✓ The **contract** includes finance charges and insurance coverage. A type of credit agreement,

LO 12.2.6 Knowledge

(2)

4.4.2 **FOUR advantages of instalment sale transaction**

1. Instalments / debts/ money still owed is/ are paid over a period of time. ✓
2. It is a safe✓ method of buying goods.
3. It is convenient; you do not have to carry cash around✓.
4. The item bought can be used immediately✓
5. The consumer can buy goods and services which he could otherwise not afford. ✓
6. Consumer can take faulty appliance back while it is still under guarantee✓
7. Fixed interest ✓
8. Able to budget for it – fixed payments✓

(Any 4) (4)

LO12.2.6 Knowledge4.5 4.5.1 **Select the best washing machine in terms of cost-effectiveness and energy-efficiency.**(a) **Cost-effectiveness**

Siemens Top-Loader✓ (1)

1. Adjustable water levels✓/ automatic water control/ prevents water wastage. ✓
2. Fewer programmes that may need repair/service which will save on repair costs.✓
3. Cheaper – R1 000 less than the Sharp product.✓
4. A larger load is more cost-effective.✓ (3x1) (4)

LO12.2.6 Application(b) **Energy-efficiency**

Siemens Top-Loader✓ (1)

1. Fully automatic✓ saves time and human energy✓
2. Hot-water wash saves on human energy and time as it ensures success in washing heavily soiled items. ✓
3. Indicates less energy usage (220 V) ✓
4. Big loads up to 8 kg saves on multiple loads/ less wash sessions✓
5. Shows minimum temperature ✓

(These points may change according to the motivation given) (3x1) (4)**LO12.2.6 Application**4.5.2 **What is VAT and how is it applied in South Africa?**

1. VAT stands for value-added tax. ✓
2. 14% is added to the selling price of the product/service. ✓
3. Every consumer pays VAT when paying for a product/service. ✓
4. VAT is an indirect tax. ✓
5. VAT is paid to the Receiver of Revenue/Government. ✓
6. VAT is inclusive; the price you see is the price you pay✓
7. Certain essential foods are exempted from VAT ✓

(Any 4) (4)

LO 12.1.2 Knowledge**4.6 Benefits to environment of purchasing energy-efficient washing machines**

1. Saves water✓ – uses one cup per cycle✓
2. Leaves clothes dry✓ – saves the electricity for tumble dryer✓
3. Uses less electricity✓ – saves on energy resources✓
4. Reduces carbon emissions✓ – reduces greenhouse gasses - helps to curb air pollution✓
5. Helps to curb global warming✓ – less burning of fossil fuels / electricity✓
6. Reduces environmental / water pollution✓ - No chemical washing powders✓

(5x2) 10

TOTAL SECTION D:**40****SECTION E****QUESTION 5****5.1 Contribution of the following criteria for efficient production of quality, marketable products.****5.1.1 Planning**

1. Identifies the processes needed to complete the products by a specific target delivery date✓
2. Helps in organising production processes✓
3. Helps to set quality control points during production/ buy quality ingredients / equipment✓
4. Ensures productive use of human labour✓ and non-human resources.✓

(3)
(Any 3)**5.1.2 Specifications**

1. Description of the product ✓
2. Materials used for the product ✓
3. Instructions/Processes for manufacture ✓
4. Alternatives in the manufacturing process ✓
5. The time scheduled for production ✓
6. The criteria for quality control /zero fault rate ✓
7. All products will be identical / uniform / consistent quality ✓
8. Prevent waste ✓
9. Ensures consumer satisfaction/ feedback ✓

(Any 3) (3)

LO12.4.1 Comprehension

5.2 **FOUR reasons why the quality of raw materials is important**

1. The quality of raw materials are an important input to any production process as they **determine the quality of the end product** ✓
2. May result in **big losses** as **low quality products** may be rejected by the consumers ✓
3. **Good quality** raw materials **ensure profitability / consumer satisfaction** ✓
4. If good quality raw materials are used, it **assists with the standardisation** and **quality control** of the product. ✓
5. Lasts longer/ longer shelf life/ increase durability ✓
6. Less waste ✓

(Any 4) (4)

LO12.4.1 Knowledge

5.3 **Procedures employees could follow when resolving problems without going to court**

1. Refer to company code of conduct regarding behavior of employer and employee. ✓
2. Lodging a complaint to the employer. ✓
3. Consult the Labour Union to which they are affiliated. ✓
4. Seek arbitration if the matter is not resolved. ✓
5. Disciplinary hearing at the workplace could be held. ✓

(4)

LO12.4.2 Knowledge

5.4 **Sustainability of an enterprise**

5.4.1 **THREE reasons for young entrepreneur's failure**

1. Poor planning ✓ – used unskilled/lazy workers, taking over second-hand equipment ✓
2. Appointment of labour force ✓ – lack of experienced workers, lack of sufficient workers ✓
3. Shortage of capital ✓ – Insufficient loan to pay salaries of workers, and to cover start-up material ✓ or money for repairs.
4. Poor business knowledge ✓ – first-time entrepreneur, profit mark-up too high ✓
5. Lack of management skills/experience/technical skills ✓ – first-time entrepreneur with poor decision-making skills ✓

(3 x 2) (6)

NOTE: Each answer may only be used once.

LO12.4.2 Knowledge (3) Application (3)

5.4.2 **Justification for the workers to successfully take their employer to a labour court**

1. Employees knew and understood their rights and responsibilities in the workplace. ✓
2. The employees knew what to do when they were treated unfairly/ not paid ✓
3. The employees knew they were discriminated against. ✓
4. The employees knew they were protected by law. ✓
5. The employees could expect fair judgment. ✓ (Any 4) (4)

LO12.4.2 Application

5.4.3 **Strategies to ensure sustainability in future entrepreneurial ventures**

1. A confident entrepreneur with a **positive attitude** is essential. ✓
2. **Creativity** is one of the strengths for success. ✓
3. **Understanding of business management** and skills is very important ✓
4. Business should show a **profit** ✓
5. A **responsible and organised** manager is essential. ✓
6. A person with **good human relations** who can handle the employees and customers adds value to the business. ✓
7. **Hard work** is one of the strengths for success. ✓
8. Take **clients' needs** into account / **SWOT analysis** ✓ (Any 4) (4)

LO12.4.3 Application

5.5 **Calculate the selling price of ONE product.**

Raw materials	R56,00
Assistants' remuneration (R10 x 3 hr x 2) R30,00 x 2 ✓	R60,00 ✓
Packaging costs	R22,00
Advertising flyers (R1,50 x 30) ✓	R45,00 ✓
Transport (R15 x 2) ✓	<u>R30,00</u> ✓
TOTAL:	R213,00 ✓

Profit: $R213,00 \times 0,5 \checkmark = R106,50 \checkmark + R213,00 = R319,50 \checkmark$
 $\div 20 \text{ products} \checkmark = R15,98 \checkmark$ (12)

NOTE:

If learners only calculated assistant remuneration for one assistant, deduct one mark. Accept new total.
If learners only calculated transport for one journey, deduct one mark. Accept new total.

LO12.4.3 Application (6) Synthesis (6)

TOTAL SECTION E:	40
GRAND TOTAL:	200