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# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2012**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 15 pages.**

**SECTION A****1.1 MULTIPLE-CHOICE QUESTIONS**

|        |          |          |          |          |           |                         |
|--------|----------|----------|----------|----------|-----------|-------------------------|
| 1.1.1  | A        | B        | <b>X</b> | D        | (1)       | Understanding LO12: 1.1 |
| 1.1.2  | A        | B        | C        | <b>X</b> | (1)       | Understanding LO12: 3.1 |
| 1.1.3  | <b>X</b> | B        | C        | D        | (1)       | Remembering LO12: 2.1   |
| 1.1.4  | A        | B        | <b>X</b> | D        | (1)       | Understanding LO12: 2.1 |
| 1.1.5  | A        | B        | X        | <b>X</b> | (1)       | Understanding LO12: 2.1 |
| 1.1.6  | <b>X</b> | B        | C        | D        | (1)       | Understanding LO12: 2.1 |
| 1.1.7  | A        | <b>X</b> | C        | D        | (1)       | Remembering LO12: 2.1   |
| 1.1.8  | A        | B        | C        | <b>X</b> | (1)       | Remembering LO12: 2.1   |
| 1.1.9  | <b>X</b> | B        | C        | D        | (1)       | Applying LO12: 2.1      |
| 1.1.10 | <b>X</b> | B        | C        | D        | (1)       | Understanding LO12: 1.1 |
| 1.1.11 | A        | B        | C        | <b>X</b> | (1)       | Remembering LO12: 1.1   |
| 1.1.12 | A        | <b>X</b> | C        | D        | (1)       | Remembering LO12: 1.2   |
| 1.1.13 | A        | <b>X</b> | C        | D        | (1)       | Understanding LO12: 2.3 |
| 1.1.14 | A        | B        | C        | <b>X</b> | (1)       | Remembering LO12: 2.4   |
| 1.1.15 | A        | B        | C        | <b>X</b> | (1)       | Understanding LO12: 2.3 |
| 1.1.16 | <b>X</b> | B        | C        | D        | (1)       | Understanding LO12: 4.1 |
| 1.1.17 | A        | B        | <b>X</b> | D        | (1)       | Understanding LO12: 4.1 |
| 1.1.18 | A        | <b>X</b> | C        | D        | (1)       | Remembering LO12: 4.1   |
| 1.1.19 | A        | B        | C        | <b>X</b> | (1)       | Understanding LO12: 4.1 |
| 1.1.20 | A        | <b>X</b> | C        | D        | (1)       | Understanding LO12: 4.2 |
| 1.1.21 | A        | B        | <b>X</b> | D        | (1)       | Remembering LO12: 4.2   |
| 1.1.22 | <b>X</b> | B        | C        | D        | (1)       | Remembering LO12: 4.1   |
| 1.1.23 | A        | B        | <b>X</b> | D        | (1)       | Remembering LO12: 4.2   |
| 1.1.24 | A        | B        | <b>X</b> | D        | (1)       | Understanding LO12:2.7  |
|        |          |          |          |          | <b>24</b> |                         |

1.2 **ONE-WORD ITEMS**

|       |                                |          |                         |
|-------|--------------------------------|----------|-------------------------|
| 1.2.1 | Agent's <u>commission</u>      | (1)      | Remembering LO12: 2.5   |
| 1.2.2 | <u>Mortgage</u> bond/Home loan | (1)      | Understanding LO12: 2.5 |
| 1.2.3 | Transfer duty                  | (1)      | Remembering LO12: 2.5   |
| 1.2.4 | Title deed/deed                | (1)      | Remembering LO12: 2.5   |
| 1.2.5 | <u>Occupational</u> rent       | (1)      | Remembering LO12: 2.5   |
| 1.2.6 | <u>Fixed</u> interest          | (1)      | Remembering LO12: 1.2   |
| 1.2.7 | Conveyance fees                | (1)      | Remembering LO12: 2.5   |
|       |                                | <b>7</b> |                         |

1.3 **CHOOSE FROM THE LIST**

|   |   |          |          |   |          |          |          |          |                       |
|---|---|----------|----------|---|----------|----------|----------|----------|-----------------------|
| A | B | <b>X</b> | <b>X</b> | E | <b>X</b> | <b>X</b> | <b>X</b> | (4)      | Remembering LO12: 2.4 |
|   |   |          |          |   |          |          |          | <b>4</b> |                       |

1.4 **MATCHING ITEMS**

|       |          |          |   |          |          |   |          |   |          |                       |
|-------|----------|----------|---|----------|----------|---|----------|---|----------|-----------------------|
| 1.4.1 | A        | B        | C | D        | E        | F | <b>X</b> | H | (1)      | Remembering LO12: 1.2 |
| 1.4.2 | A        | B        | C | <b>X</b> | E        | F | G        | H | (1)      | Remembering LO12: 1.2 |
| 1.4.3 | A        | B        | C | D        | <b>X</b> | F | G        | H | (1)      | Remembering LO12: 1.2 |
| 1.4.4 | A        | <b>X</b> | C | D        | E        | F | G        | H | (1)      | Remembering LO12: 1.2 |
| 1.4.5 | <b>X</b> | B        | C | D        | E        | F | G        | H | (1)      | Remembering LO12: 1.2 |
|       |          |          |   |          |          |   |          |   | <b>5</b> |                       |

**TOTAL SECTION A: 40**

**SECTION B****QUESTION 2**

- 2.1
- It is a disease in which the pancreas ✓ produces no insulin/little insulin ✓
  - As a result there is excess glucose / the body cannot control glucose / there are high glucose levels / hyper glycaemia ✓ in the blood as the glucose cannot be carried / transported into the cells ✓ to be converted into energy ✓
  - Insulin injections are needed to control blood glucose levels / Insulin-dependent diabetes ✓. (Any 3) (3)

*Remembering* LO 12.2.1

- 2.2
- Milk allergy
- The body's immune system reacts / there is an immunological response ✓ to (usually a harmless) protein ✓ in milk
  - The digestive system and other systems in the body can be affected, e.g. respiratory tract / skin/asthma ✓
  - Can be life threatening /one can outgrow it ✓ (Any 2 )

Lactose intolerance

- The immune system is not involved ✓
- The body is deficient of/ lacks the enzyme lactase ✓ which is needed to digest lactose / body cannot digest the milk sugar lactose ✓
- Usually only the digestive system is affected, e.g. diarrhoea, cramps, bloatedness, nausea, halitosis/bad breath, weight loss, malnutrition ✓ (4)
- Is usually not life threatening/takes a while to develop ✓ (Any 2)

*Remembering* LO 12.2.1

Learners could answer this question in table format

- 2.3      2.3.1      • Lunch pack B would be the most suitable choice ✓  
 • Low fat milk contains no added sugar ✓ while the sweetened yoghurt contains added sugar /it won't spike the blood sugar✓  
 • Low fat milk ✓ / Low fat cottage cheese✓which is important as people with diabetes have a higher risk for the development of coronary heart disease✓  
 • Grapes have a low GI to intermediate / Glyceamic Index ✓ while watermelon has a high GI / Glyceamic index ✓  
 • Cucumbers and carrots have a low GI to intermediate / Glyceamic Index/carrots have Vit A people with diabetes are prone to blindness✓  
 • Provitas (whole wheat biscuits) have a low GI/Glyceamic Index ✓ while rye bread has an intermediate GI/Glyceamic Index ✓.  
 Provitas (whole wheat biscuits)/grapes/carrots/cucumber are higher in fibre ✓ than rye bread, high fibre foods help with the control of blood glucose levels ✓.  
 Foods with a low GI/Glyceamic Index release glucose slowly and steadily ✓ into the bloodstream which helps with the control of blood glucose levels ✓ (8)  
*Applying* LO 12.2.1 (Any 8) Any relevant reason.

The learners may indicate the choice at the bottom of the answer

- 2.3.2      • Lunch pack A ✓ would be the most suitable choice for a person with a lactose intolerance  
 • Lunch pack A contains yoghurt that can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓  
 • Lunch pack A contains Cheddar cheese which can be eaten by a person with a lactose intolerance ✓ because the lactose has been converted to lactic acid ✓ (Any 4) (4)  
*Applying* LO 12.2.1

If learners combine yoghurt and cheese in one sentence and give one reason – allocate 4 marks

- 2.4      2.4.1      • Cholesterol is a white/soft / waxy / fatlike substance ✓ that occurs in human bodies / liver / body cells / hormones / blood/arteries✓ (2)  
 • Low density lipoprotein (LDL) is the bad cholesterol which clogs the arteries✓ and high density lipoprotein (HDL) is the good cholesterol. ✓ (Any 2)  
*Remembering* LO 12.2.1

- 2.4.2
- High levels of cholesterol cause the clogging / narrowing of arteries ✓ due to the accumulation of cholesterol over the years, this limits blood flow ✓
  - When excess cholesterol circulates in the blood, ✓ the cholesterol forms a substance called plaque in the artery walls ✓ that can limit the flow of blood ✓ and contributes to the stiffening of the arteries – a condition called arteriosclerosis ✓

This may lead to

- heart attack/high blood pressure ✓ as the blood supply to the heart is decreased or cut off ✓.
- Stroke ✓ as the blood supply to the brain is cut off ✓
- Gangrene ✓ as the blood supply to the limbs are cut off ✓

(Any 5) (5)

Remembering LO 12.2.1

The qualifiers for heart attack, stroke and gangrene must be correct.

2.5 2.5.1

|                      | <b>Recipe A</b>                                                          | <b>Recipe B</b>                                                                                                  |
|----------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| <b>Fat content</b>   | High saturated fat content ✓ because of the cheese/butter/milk/egg ✓ (2) | Lower saturated/poly unsaturated fat content ✓ because it contains medium fat margarine/milk/egg/no cheese ✓ (2) |
| <b>Sugar content</b> | Contains less sugar (30 ml) ✓ (1)                                        | Contains more sugar (60 ml brown sugar, raisins) ✓ (1)                                                           |

(6)

Understanding (3) and Evaluating (3) LO 12.2.1

Do not accept: *much fat or low fat*

- 2.5.2 Conclusion: recipe B ✓ is the most suitable to manage high blood cholesterol and obesity.

- The saturated fat/ cheese/butter/milk ✓ in recipe A contributes to high blood cholesterol levels ✓ and obesity ✓ / lower saturated fat/poly unsaturated fat content/medium fat margarine/no cheese ✓ will lower blood cholesterol levels ✓ and obesity ✓
- The high fibre content in raisins ✓ in recipe B helps to lower blood cholesterol levels ✓
- The high fibre content in whole wheat flour will fill a person up for longer, ✓ thus helps to manage obesity as well. ✓ (Any 7)

Remembering (4) and Evaluating (4) LO 12.2.1

(8)

**TOTAL SECTION B: 40**

**SECTION C****QUESTION 3**

- 3.1
- A person who is dressed appropriately and smartly for work will give the impression that he/she is confident/attracts clients✓projects the image of the company✓ ready to learn✓ and shows competency and professionalism at the company✓ and will show loyalty/respect to the company✓recognition and identification by clients✓
  - If you are dressed appropriately ✓you will gain trust of the boss and colleagues/clients✓ (5)
  - If you are not dressed appropriately✓ it will take a long time before your colleagues and boss realize that you are capable of doing the work that you have been employed to do✓ (Any 5)
- Remembering* LO 12.2.3

- 3.2      3.2.1
- A✓
  - The fashion is marked by outrageous/ extravagant/ too flashy/excessive / extreme design✓
  - The leopard print is not popular with all men✓
  - Slim fit, stretch shirt is not popular with all men✓
  - The black lace tie is not popular with all men✓
  - The mixture of textures is not common for men. (2)
- (One mark for choice and one mark for reason)  
*Remembering and Understanding* LO 12.2.4

The key word is *outfit*. Not clothing item

- 3.2.2
- The Madiba shirt / black linen waist coat / black lace tie / floral tie / leopard print shirt ✓
- Possible reasons:
- The fashion is made popular/ endorsed/ used by celebrities like Nelson Mandela wearing certain items / trends can be passed on by celebrities or icons/African or ethnic ✓
  - Black linen waist coats become fashionable for a while✓
  - Black lace tie because lace becomes fashionable for a while / lace has become fashionable for men✓
  - Floral tie because floral prints become fashionable for a while / the contrast between floral and white becomes a fashion trend✓
  - Leopard print shirt is worn by many people at a given time✓
- (Any 1 choice plus relevant reason ) (2)  
*Remembering and Understanding* LO 12.2.4



3.2.3

| <b>Fashion cycle for outfit A</b>                    | <b>Fashion cycle for outfit C</b>                                    |
|------------------------------------------------------|----------------------------------------------------------------------|
| A fashion fad declines quickly✓                      | Classic style is popular for a longer time, usually for many years ✓ |
| It becomes popular quickly ✓                         | It climbs slowly/ takes time to become popular✓                      |
| Usually one season or a few weeks/out dated quickly✓ | Stays at peak for a long time✓                                       |
| Fewer people will wear it✓                           | More people will wear it/timeless✓                                   |

(6)

(3x2)

*Applying* LO 12.2.4

3.3

- Your facts should be correct/identify the specific problem/concern✓
- You should complain immediately/ promptly/as soon as possible ✓
- Complain to the right person – manager or owner, not the salesperson✓
- Keep a record of whom you complained to✓
- Be polite/friendly/courteous/not sarcastic/not angry✓
- Be fair/reasonable/calm✓
- Be persistent/stand firm✓
- Complain in writing and add as much relevant information as possible✓
- Be willing to compromise if you contributed to the situation✓
- If you fail to resolve the problem you can complain to the head office or contact the National Consumer Forum✓

(5)

(Any 5)

*Understanding* LO 12.1.1 The learners need not give the above in the correct sequence.

3.4

- It should fit your personality/ individuality/ figure type/ work activities/responsibilities ✓
- Ideal would be to have one outfit for each day of the week ✓
- It should reflect the image of the company /appropriate corporate/company outfits✓
- Clothing/accessories should be comfortable and flattering/easy to care for ✓
- Use the best quality/not quantity you can afford ✓
- The core of the wardrobe is basic, classic styles ✓
- Use more neutral colours and add lighter and darker colours ✓
- Clothes should co-ordinate/ mix-and-match in terms of style, colour and texture ✓
- Buy more tops than bottoms ✓
- The wardrobe should include clothes and accessories ✓
- Use 70-80%/more plain and 20-30%/less print designs ✓
- Consider usability of existing clothing items✓

(6)

(Any 6)

*Remembering* LO 12.2.3

- 3.5      3.5.1      • The company wants a specific dress code to reflect the company's image/brand labels do not reflect the image of the company when people are working in the public eye ✓  
 • The Company doesn't want their employees to advertise or reflect the image of other companies/wouldn't want to promote one brand name ✓  
 • Brand labels reflect the image of the manufacturer ✓ of the specific brand. (2)  
 (Any 2)  
*Applying* LO 12.2.3 and 12.2.4
- 3.5.2      • She will feel part of the company/have a sense of belonging when wearing the company's uniform ✓  
 • She will portray a professional, competent and efficient appearance when wearing the company uniform which has a businesslike, conservative/professional look ✓  
 • Wearing the company uniform makes her feel secure/confident/no discrimination amongst employees ✓  
 • She feels she represents the values of the company ✓  
 • The clients will respond in a positive manner because she is appropriately dressed and this will boost her self-esteem ✓ (5)  
*Analysing* LO 12.2.3
- 3.5.3      • Monday: complying because she is wearing the uniform as she will be working with the clients ✓  
 • Tuesday: not complying because the dress is too informal ✓/ not professional enough ✓/ strappy dress can be too revealing, ✓ she doesn't work with the public on Tuesday to Thursday. ✓  
 • Wednesday: not complying because the outfit is informal not professional ✓ wearing jeans ✓/ revealing top ✓  
 • Thursday: complying because the outfit is professional ✓  
 • Friday: not complying because she is not wearing the company uniform, ✓ she will be working with the clients.  
 • Conclusion: She only complies ✓ 2 out of the 5 days ✓/ does not comply ✓ for 3 out of 5 days ✓ (Any 7) (7)  
*Analysing* LO 12.2.3

To standardize marking: 1 mark for each day, 2 marks for conclusion

**TOTAL SECTION C: 40**

**SECTION D: HOUSING AND HOUSEHOLD EQUIPMENT****QUESTION 4**

- 4.1      4.1.1      Sectional Title/Full Title✓  
*Remembering* LO12.2.5 (1)
- 4.1.2      • It is a body that controls/administers/and manages the complex ✓  
• It is a group of people/trustees elected by the owners of the units in the complex ✓  
OR  
A professional managing agent✓ appointed by the owners ✓ (2)  
*Remembering* LO12.2.5
- 4.1.3      a) The body corporate of sectional title maintains the exterior/outside of the units (walls, windows, roofs, lighting, pathways, road ways, gardens, security, electrical faults, geyser)✓ and common areas (passages, lifts, stairways)✓/ to receive and manage levies paid✓  
  
OR  
The owner of the full title maintains the exterior/outside walls of complex (lighting, pathways, road ways, gardens, security)✓ and common areas✓/ to receive and manage levies paid✓ (2)  
  
b) The owner of sectional title maintains the inside/interior of his/her unit✓ and own private garden✓/pays levies for maintenance✓  
  
OR  
The owner of full title maintains the entire house✓ and own private garden✓/pays levies for maintenance✓ (2)  
*Remembering* LO12.2.5
- 4.2      4.2.1      • Get a written lease agreement ✓ signed by both the landlord ✓ and the tenant ✓  
• Ensure that the lease agreement includes all the details of the rental agreement ✓  
• Ensure that both the landlord and tenant's rights and responsibilities are in the lease agreement ✓  
• Inspect the property before you move in ✓ in the presence of the landlord / landlord representative/third party ✓ and ensure that a record / photographs/receipts✓ are kept  
  
(Any 6) (6)  
*Applying (3) and Creating (3)* LO 12.2.5

- 4.2.2
- Do not have to maintain the structure of the rented accommodation as the landlord is responsible for that✓
  - You do not have to pay insurance or property tax✓
  - You can give notice when you want to move out and if the landlord agrees/you do not have to find someone to take over your rental payments✓
  - The conditions of rental agreements are known from the beginning of the landlord-lessee relationship/a fixed amount for a limited period✓
  - Your freedom of movement is much less restricted than if you were responsible for a property for a long time✓
  - Renting eases possible complications for your estate, such as estate duty or capital gains tax✓
  - If you go bankrupt you do not have a property to lose✓
  - You may run a business from your rented accommodation if you have the permission of the landlord to do so✓
  - It could be a more affordable option/costs less/cheaper than building or buying/✓ (Any 5)

/(5)

*Understanding LO 12.2.5*

- 4.3
- An unsightly/ugly environment/ loss of tourism potential✓
  - Pollutes the air/atmosphere, water/rivers, ground/soil✓
  - Creates health hazards when left to build up/not cleaned up/can cause accidents to children✓
  - Creates toxic/poisonous fumes/global warming ✓
  - Creates landfills of non biodegradable waste✓
  - Landfills are expensive and difficult to maintain✓
  - Landfills use up valuable land/ less land for other purposes✓
  - Potentially harmful to humans/animals ✓
  - Depletes natural resources✓
  - Loss of potential revenue/materials if not recycled✓

(6)

(Any 6)

*Remembering (3) and Applying (3) LO12: 2.7*

- 4.4
- 4.4.1
- Not to overload it or under-load the refrigerator✓
  - Not to unnecessarily/needlessly open the doors / keep the insulation belt/rubber/door seal in good condition ✓
  - Defrost regularly/not to let frost accumulate ✓
  - To correctly set/keep the temperature between 3-5 °C✓
  - Adjust the temperature/ according to seasons✓
  - Let hot food cool down before placing it in the refrigerator ✓
  - Read the instruction booklet as it indicates how to efficiently use the refrigerator✓
  - Repair faulty appliances as soon as possible, as it wastes more electricity✓

(Any 6)

(6)

*Remembering LO12.3.4*

4.4.2

| Criteria                | Model B✓                                                                                                                                              |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Space available in home | Fits into the kitchen space/<br>(1881mmH x 595mmW x 646mmD) ✓                                                                                         |
| Environmental impact    | A rating ✓<br>energy efficient ✓<br>low environmental impact✓                                                                                         |
| Features/functions      | Some extra useful features ✓, e.g.<br>electronic control ✓                                                                                            |
| Affordable price        | Although it is more expensive than A<br>(R4 989,00) it is larger and would be<br>ideal as she wants to entertain guests ✓<br>R4 989,00 is affordable✓ |
| Quality                 | SABS approved therefore good<br>quality ✓<br>Reputable / well-trusted<br>manufacturer/long established<br>dealerships ✓                               |

(10)

NOTE: ONE mark for choice of Model B and any other 9 marks  
Evaluating LO12. 2.6

OR

4.4.2

| Criteria                | Model A✓                                                                                                                |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Space available in home | Fits into the kitchen space/<br>(1740mmH x 600mmW x 618mmD) ✓                                                           |
| Environmental impact    | A rating ✓<br>energy efficient ✓<br>low environmental impact✓                                                           |
| Features/functions      | Some extra useful features ✓, e.g. auto<br>–defrost, adjustable thermostat✓                                             |
| Affordable price        | It is cheaper than B✓<br>R3 989,00 is affordable as they have<br>recently started life together✓                        |
| Quality                 | SABS approved therefore good<br>quality ✓<br>Reputable / well-trusted<br>manufacturer/long established<br>dealerships ✓ |

(10)

NOTE: ONE mark for choice of Model A and any other 9 marks  
Evaluating LO12. 2.6 At least ONE mark for each criterion

**TOTAL SECTION D: 40**

**SECTION E: THEORY OF PRODUCTION AND ENTREPRENEURSHIP****QUESTION 5**

- 5.1
- Premises ✓ building / place to produce the products
  - Equipment ✓ to produce the products / knitting machines / knitting needles / kitchen equipment/electricity or gas
  - Money ✓ to pay staff / buying equipment / wool / ingredients for soup
  - (Raw) materials ✓ for production / wool / ingredients for soups
- Remembering* LO 12.4.1 (4)
- 5.2
- 5.2.1
- Produce good quality products ✓
  - Give customers all the information they need on the product(s) ✓
  - Meeting the needs of the consumer e.g. packaging ✓
  - Competitive pricing ✓
  - Quality of raw materials used ✓
  - If a customer is not happy with the product, apologise and ask him/her how it can be corrected ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.2.2
- Train employees to provide good customer service / customer service must be part of the employee training program ✓
  - Give customers personal attention ✓
  - Treat /respect /each customer as if he /she is the most important person in the world ✓
  - Staff should be friendly at all times ✓
  - Listen to suggestions / criticism from customers ✓
  - Be courteous and listen to complaints without interrupting ✓
  - Record inquiries or complaints for future reference ✓
  - Always return calls ✓
  - Fulfill promises (from advert)/flyers, promotions and advertisements should not be misleading ✓
  - Acknowledge and reward most loyal customers ✓ (Any 3) (3)
- Remembering (2) and Understanding (1)* LO 12.4.2
- 5.3
- No family or first names were used ✓
  - The name gives an indication of the nature of the products ✓ / products are suitable for winter ✓ / products will make you warm ✓ / name relates to the products ✓
  - The name is not connected to a specific cultural group / not culturally biased / name is neutral ✓
  - The name is not age-group specific/reach a wide target market ✓
  - The name is short/easy to pronounce/easy to remember (Any 3) ✓ (3)
- Understanding* LO 12.4.2

- 5.4
- Product: ✓ The products that are for sale are listed, namely beanies, scarves, gloves and soups ✓
  - Place: ✓ The place where the products can be bought is indicated (can be bought at the market on the Village Square every Saturday) ✓
  - Price: ✓ Prices are indicated on the flyer for each product ✓
  - People ✓ Buy Now! /Don't let another week pass without being geared for the cold!/You deserve to be warm! ( Any 3)

*Remembering 3, Understanding 3* LO 12.4.2

- 5.5      5.5.1      Profit = Selling price ✓ – production cost ✓ = R25,00 ✓  
OR  
= R60,00 ✓ – R35,00 ✓  
= R25,00 ✓

*Applying* LO 12.4.3

- 5.5.2      Breaking even =  

$$\frac{\text{No of products} \times \text{production cost}}{\text{Selling price of one product}} = \frac{250 \checkmark \times R35,00 \checkmark}{R60,00 \checkmark} = \frac{R8750 \checkmark \checkmark}{R60 \checkmark}$$

$$= 145,83 \checkmark$$

$$= 146 \checkmark \text{ scarves must be sold before the business breaks even}$$
*Applying* LO 12.4.3

- 5.6      Attention:
- It attracts attention through the pictures ✓, bold print ✓, easy to read Text/Buy NOW! ✓
  - It attracts attention through the question "Tired of being cold in winter?" ✓

Interest:

- The flyer arouses interest by asking the questions "Tired of being cold in winter?" ✓ and "what and where?" ✓
- And by using the words "imagine..." ✓, "winter warmers" ✓ at times when people are cold/ in the cold season

Desire:

- The flyer creates desire by using the words: "imagine... warm ears, neck and hands, and enjoying steaming hot soup" ✓
- The flyer fills the consumer with the immediate desire to buy the product by using the word "NOW!" ✓

Action:

- The flyer inspires the customer to action as it describes where the products can be bought ✓ and states "you deserve to be warm" ✓
- "Buy NOW!" ✓ creates the desire to buy now so that you don't miss out
- "Don't let another week pass without being geared for the cold" ✓ also creates desire to buy the product

NOTE: At least one mark must be allocated for explaining each principle and one mark for reference to flyer.

*Applying (4) and Creating (4)* LO 12.4.2 and 10.1.2

- 5.7      5.7.1      • Most sales will be during the winter months✓ as all the products are only suitable for cold weather ✓ OR  
• These products will not sell well during summer ✓/ the enterprise will thus have very little income during the summer months ✓ (2)
- 5.7.2      • Sell/create a website for overseas markets where it is winter when South Africa has summer ✓  
• Sell at another venue/on other days as well/from home✓  
• Constantly sell good quality products✓  
• Produce bulk orders in summer time for schools/clubs ✓  
• Produce alternative products for summer e.g. chilled soup / sorbet/hair bands/cotton beanies/silk/light summer scarves✓ (3)
- Evaluating and Creating LO 12.4.3*

**TOTAL SECTION E:      40**  
**GRAND TOTAL:      200**