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**GRADE 12**

**SEPTEMBER 2022**

**CONSUMER STUDIES  
MARKING GUIDELINE**

**MARKS: 200**

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This marking guideline consists of 17 pages.

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**QUESTION 1: SHORT QUESTIONS**

1.1	1.1.1	D ✓		(1)
	1.1.2	A ✓		(1)
	1.1.3	C ✓		(1)
	1.1.4	B ✓		(1)
	1.1.5	B ✓		(1)
	1.1.6	C ✓		(1)
	1.1.7	D ✓		(1)
	1.1.8	A ✓		(1)
	1.1.9	A ✓		(1)
	1.1.10	C ✓		(1)
	1.1.11	D ✓		(1)
	1.1.12	D ✓		(1)
	1.1.13	C ✓		(1)
	1.1.14	B ✓		(1)
	1.1.15	A ✓		(1)
	1.1.16	B ✓		(1)
	1.1.17	C ✓		(1)
	1.1.18	A ✓		(1)
	1.1.19	D ✓		(1)
	1.1.20	B ✓		(1)
				<b>[20]</b>

1.2	1.2.1	F ✓		
	1.2.2	D ✓		
	1.2.3	H ✓		
	1.2.4	E ✓		
	1.2.5	A ✓	(5 x 1)	(5)

1.3	1.3.1	Cholesterol ✓		
	1.3.2	Simple interest ✓		
	1.3.3	Instalment sales agreement/purchases/transaction ✓		
	1.3.4	Grey goods/parallel imports ✓		
	1.3.5	Stokvel ✓		
	1.3.6	Body corporate ✓	(6 x 1)	(6)

1.4	B ✓			
	D ✓			
	F ✓			
	G ✓		(Any order)	(4)

1.5	1.5.1	Place ✓		
	1.5.2	Promotion ✓		
	1.5.3	People ✓		
	1.5.4	Price ✓		
	1.5.5	Product ✓	(5 x 1)	(5)
				<b>[40]</b>

**QUESTION 2: THE CONSUMER****2.1 State the name of the tax levied for the descriptions below:**

2.1.1 **Payable on the sales of goods and services.**  
Value-added tax (VAT) ✓ (1)

2.1.2 **Owners of real estate (land and buildings)**  
Property tax ✓ (1)

**2.2 Give the full names for the following abbreviations**

2.2.1 **CPA**  
Consumer Protection Act ✓✓ (2)

2.2.2 **NCA**  
National Credit Act ✓✓ (2)

**NOTE:** All correct for 2 marks or no marks.

**2.3 Describe the term *direct marketing*.**

To approach someone in person or by mail or electronic communication ✓ for the purposes of promoting or supplying goods/services ✓ or requesting a donation ✓

Also accept the following but for 1 mark

Transactions that the consumer did not start ✓ (3)

**2.4 Differentiate between *warranty* and *guarantee* by using the following headings.**

2.4.1 The seller/company's promise about the product purchased

2.4.2 The outcome for the consumer

	ASPECT	WARRANTY	GUARANTEE
2.4.1	<b>The seller/company's promise about the product purchased</b>	Promises to repair or replace the item ✓ within the specified period/satisfy the terms of the warranty ✓  <u>Also accept for but for 1 mark only.</u> The product is reliable and free from known defects ✓ (2)	The item will remain in working order ✓ for a particular length of time ✓ <b>OR</b> The quality or durability of a product/service ✓ will meet certain standards / satisfy the terms of the guarantee ✓ (2)
2.4.2	<b>The outcome for the consumer</b>	If it breaks/does not work properly/the defective parts will be repaired or replaced/will not be charged ✓ (1)	The manufacturer will sort out the problem/the money will be returned ✓ (1)

**NOTE:** Deduct ONE mark if not in table format.

(6)

- 2.5 2.5.1 **Identify the type of scam.**  
Lottery/ Prize notification scheme ✓ (1)
- 2.5.2 **Identify and explain THREE clues that Noxolo should have noted that this email is a scam.**
- It starts as Dear Winner ✓ so she has not been addressed personally/ sender does not know her name as an entrant ✓
  - Her e-mail was randomly selected. ✓ Legitimate competitions would receive the e-mail from the entrant themselves. ✓
  - National Lottery Company ✓ This does not exist/is fictitious. Should be South African National Lottery/Ituba National lottery/Lotto/Powerball ✓
  - They request personal information ✓ so that it can be used for identity theft ✓
  - They request financial details ✓ and then clean out your bank account/steal your money ✓
  - They demand confidentiality. This is to deter the recipient from seeking the advice of friends or family who may be more familiar with this type of scam. ✓
  - She must pay a processing fee to claim the prize ✓ so that they can take your money but never give you the prize. ✓
  - The time limit of one week to respond. ✓ This is intended to put the potential victim under pressure and deter them from seeking advice or investigating the matter further. ✓
  - She did not enter the competition ✓ so she should not be eligible to win ✓
- NOTE:** Any THREE quotes from the e-mail and a logical explanation to match each one. (3 x 2) (6)

**Water quality in South Africa is declining as a result of an increase in pollution.**

- 2.6 2.6.1 **List any THREE causes of water pollution.**
- Untreated sewerage ✓
  - Marine dumping ✓
  - Industrial waste ✓
  - Oil pollution ✓
  - Underground storage leaks ✓
  - Mining ✓
  - Agriculture/industries/chemicals ✓
  - Urbanisation ✓
  - Deforestation ✓
  - Damming of rivers ✓
  - Destruction of wetlands ✓
  - Energy use ✓
  - Accidental water pollution (fires, burst pipes and tanks, major leaks) ✓
- (Any 3 x 1) (3)

2.6.2 **Discuss the responsibility that municipalities have regarding the water supply to households**

- They are responsible for their area. ✓
- Residents must have access/availability to water. ✓
- Residents should have access to clean water/unpolluted. ✓
- Must be provided in communal standpipes, yard taps, tanks or piped directly to houses. ✓
- Water supply should be 25 litre per day per person /this amounts to
- 60 kℓ for a household of 8 people ✓
- Water should be affordable. ✓ Water must be used in a sustainable way ✓ Read the water meter monthly. ✓
- Provide a basic supply of water to poor households free of charge/ Each household should receive ± 6 kilolitre of free water per month ✓

(Any 3 x 1) (3)

2.7 2.7.1 **Explain what the *Consumer Price Index* is and how it is measured.**

- The CPI shows/measures the changes in the price of a group of products and services ✓ over a specific time/year. ✓
- It is a measure of the average price level of consumer goods and services purchased by households. ✓
- It measures the change in the economy as well as the standard of living ✓
- It is calculated/measured by looking at the change in the price of a sample of goods and services / the basket. ✓ Used by a typical household, ✓ including different categories of products/services/fuel and bread. ✓ The average price change is used to calculate the CPI ✓ which is expressed as a % to determine inflation/inflation rate ✓

(Any 2 x 1)

(Any 2 x 1) (4)

2.7.2 **Analyse how Russia's invasion of Ukraine affects inflation and the impact it will have on South African consumers**

- It will have a negative impact ✓
- Inflation rises/prices goes up ✓
- It will cause prices to increase/rise ✓ therefore consumers will pay more ✓
- This has a ripple effect when petrol/fuel increases and it affects the increase in the prices of other goods/services ✓
- Therefore, the consumer can purchase less with their money/income covers fewer expenses/buying power is less, ✓ resulting in less disposable income ✓ and a drop in the standard of living ✓
- The invasion of Russia led to higher oil and grain prices ✓ which affected/increased the price of fuel and bread ✓
- These are household goods that are included in the CPI basket ✓
- The rise in prices will reflect in the CPI when measured and therefore inflation increases ✓ therefore the inflation rate is higher ✓
- Consumers buying less goods means the South Africa economy suffers ✓
- Manufacturers may cut back on production ✓ could result in job losses ✓
- Investments are worth less ✓ and savings are worth less/unable to put money aside for savings ✓

- South Africa imports oil and grain from Russia ✓ and sanctions against Russia means that these items are scarce and have to be sourced elsewhere. ✓ possibly at a higher price as many countries will be needing oil ✓ when supply is low and demand is high ✓ prices go up
- With higher inflation, lenders/depositors who are paid a fixed rate of interest on loans will lose purchasing power from the interest they earn/lose money ✓ as the inflation rate is higher than the interest they earn ✓
- A home loan on a fixed interest rate will benefit ✓ as their repayments are worth less than the money they borrowed ✓

(Any 8 x 1)

(8)

**[40]****QUESTION 3: FOOD AND NUTRITION**

**3.1 Give the name of the following food-borne disease from the description given below as well as the incubation period.**

- Hepatitis A ✓
- 3–5 weeks / 15–50 days ✓

(2)

**3.2 Differentiate between the terms: *import* and *export***

- Import – goods/foods bought into the country ✓
- Export – goods/foods for sale to other countries ✓

(2)

**3.3 3.3.1 State why high blood pressure is known as the ‘silent killer’**

People do not know that their blood pressure is high ✓

There are no warning signs or symptoms ✓

(Any 1 x 1)

(1)

**3.3.2 List THREE risk factors that are associated with the causes of high blood pressure**

- Excessive salt intake
- Smoking
- Too much alcohol
- Being overweight/obese
- Lack of exercise
- Stress
- Aging
- Family history/genetics
- Chronic kidney failure
- Adrenal / thyroid problems
- Certain medication
- Not enough fruit and vegetables in the diet

(Any 3 x 1)

(3)

**3.4 Write a paragraph to explain the role that haemoglobin plays in the condition, anaemia.**

Haemoglobin transports oxygen to body cells ✓ to give them energy/ for cells to work properly/maintain cell function ✓ therefore without oxygen/too little oxygen carried to cells an anaemic person will be tired /weak ✓

Too little oxygen will be carried to the cells when there is not enough haemoglobin ✓/ which is when one has too few red blood cells ✓ resulting from not enough iron / iron is necessary to make haemoglobin or / red blood cells ✓ which is a component of haemoglobin /red blood cells contain haemoglobin ✓

**NOTE:** Deduct ONE mark if not written in paragraph format (Any 4 x 1) (4)

**3.5 Describe how low-density lipoprotein a major cause of heart disease is.**

LDL, known as the bad cholesterol, ✓ causes the build-up of fatty deposits/ main source of plaque ✓ in the arteries/inner walls /lining of the arteries, ✓ causing narrowing /clogging of arteries ✓ blocking blood flow and therefore the oxygen ✓ to the heart. May cause a heart attack ✓ and weaken the heart ✓ Raised levels of LDL are associated with atherosclerosis ✓ also which damages the arteries as they thicken and harden. ✓ This raises the risk of heart disease (and stroke). ✓

(Any 5 x 1) (5)

**3.6 3.6.1 Identify ONE reason, given in the first paragraph, why regulations for labelling are necessary.**

- To assist consumers to make informed dietary choices. ✓ (1)

**3.6.2 Explain how the present nutritional information labelling regulations on food products ensures that the consumer can make informed choices which is inaccurate due to absence of nutritional labels on fast foods.**

- Nutrient values are given per single serving ✓ and per 100 g/ml for comparison ✓
- Energy values are listed in KJ ✓
- Nutrient values are given in grams for the macro nutrients namely protein, carbohydrate and fats ✓
- Also amounts are given for fibre and sodium ✓ (Any 2 x 1) (2)

**3.7 3.7.1 (a) Give the function of MSG**

- Enhances the flavour of food ✓ (1)

**(b) Discuss the importance of this claim that MSG is not used in McDonald's products.**

- MSG is a controversial additive ✓
- Some people show adverse/allergic reactions when consuming MSG ✓ (2)

**3.7.2 (a) Identify another claim made by McDonalds.**

- All McDonald burgers are made with "no artificial preservatives, no artificial flavours and no added colours from artificial sources." ✓ (1)



**(b) Justify whether this claim is misleading or not**

This claim is not misleading.

- It clearly states that the preservatives, flavours or colours are not from artificial sources ✓
- It does not exclude preservatives, flavours and colours in the products as natural sources could have been used ✓
- It does not say there are no additives ✓

**OR**

The claim is misleading

- To the layman they may not realise that preservatives, flavours and colours can still be used from natural sources. ✓
- It does not rule out that other additives can be used
- The consumer is unaware of a thickener in the sauce ✓
- Any logical explanation

(2)

**NOTE:** Only mark the reasoning as they are to justify their choice.

**3.7.3 The consumption of fast foods often results in higher daily nutrient intakes for energy, fat, salt and sugar.**

**Explain why the above statement is valid when analysing the nutritional facts given in the nutritional table. Select any TWO nutrient intakes from the above statement as the focus for your answer.**

Energy 950 KJ per 100 g is considered high ✓ as regulations state that 170 kJ is low ✓

Fat The total fat is high at 8,59 g per 100 g ✓ as low fat is 3 g ✓

Saturated fat 1,9 g is only slightly higher ✓ than 1,5 g for low values ✓

Salt 473 mg per 100 g ✓ does not meet the ideal of 120 mg ✓

(Any 2 x 2) (4)

**3.8 Evaluate the supper menu below for a person suffering from heart disease and high blood pressure**

Conclusion

- The main meal is suitable ✓
- Starter and dessert are not suitable ✓

**Advantages**

Salmon is good fats/polyunsaturated/unsaturated fats ✓ and omega 3 fatty acids ✓ which protect heart and blood vessels and avoids red meat ✓ in the meal  
Canola oil has more mono unsaturated fats ✓

Green salad has vegetables/apple – brings up the portions of fruit and vegetable ✓ (banana in ice cream) and also the vitamin/mineral content, ✓ fibre and anti-oxidants ✓

Soluble fibre in apple has a cholesterol lowering effect ✓ as also does avocado's ✓  
Avocado has healthy fats/mono unsaturated fats ✓

Banana is a good source of potassium to lower blood pressure ✓ as is the calcium ✓

**Disadvantages**

Animal fat ✓ in sour cream, ✓ egg in custard cream and milk ✓ in dessert brings in too much saturated fat ✓ and cholesterol ✓/Low fat milk should be used

Limit total fats in general by not having fried mushrooms and fried fish ✓ rather grill the mushrooms and fish ✓ as well as the sugar in the ice cream ✓ as there is a strong link between heart disease/hypertension and overweight therefore this contributes to overweight ✓

Particularly salt for hypertension/Seasoning in the batter and sauce have most likely too much salt ✓

(10)

**NOTE:** 2 marks for conclusion (which can be at the beginning or end of the discussion): 4 advantages + 4 disadvantages

**[40]****QUESTION 4: CLOTHING**4.1 4.1.1 **Define the following terms used in the text****(a) Style**

Style is the specific characteristics that make one item different from another ✓

**OR**

The lines that distinguish one form from another ✓

(1)

**(b) Fashion**

The style of clothing that the majority of people ✓ in a country, age group or area wear now. ✓

**OR**

The style accepted by a specific group ✓ of people at a given time ✓ and place

(2)

4.1.2 **The text indicates that the puffed sleeve trend was inspired from the style worn in the 80's****(a) Give the name of this type of fashion**

Retrospective / retro / vintage style ✓

(1)

**(b) State TWO characteristics of this type of fashion.**

- Designers turn to history/ look to the past for inspiration ✓
- Garments resemble the clothing of an earlier period/ imitate the style ✓
- They are not exactly the same/ adapted/ not the original slightly/have a modern twist ✓

(Any 2 x 1)

(2)

4.1.3 **Identify the type of trend that the puffed sleeve represents and justify your answer.**

- Standard trend/fashion / contemporary ✓
- The trend lasts for 2–3 years ✓
- The text states that it began in 2018 and growing, was in fashion for 2021 and 2022 and could be gone by next year. This means it would be at the peak for 2 years. ✓
- Accept logical explanation from the text.

(3)

**4.2 Explain why hemp as an example of a non-organic fibre, can still be classified as a sustainable textile.**

- A sustainable fibre is one that can be produced from a crop that can be planted and regrown without damaging the soil/minimum impact ✓
- The fabric is made from a renewable source which is a plant (hemp) ✓
- That can be grown in an environmentally friendly way/eco-friendly ✓ even with limited chemicals/few chemicals ✓ are used during growth
- This means they yield good crops/ grows fast/high yields ✓ and require little water ✓
- Does not use pesticides/pest tolerant ✓ to be grown
- Hemp enriches the soil with its roots ✓ and is easy to cultivate ✓

(Any 5 x 1) (5)

**4.3 Create an outfit for a face-to-face formal business meeting and motivate your choice for each item. In addition, motivate the suitability of your outfit as a whole.**

**Select ONE item from each of the first three rows and a minimum of TWO items in the fourth row.**

**Row 1:** Any top may be chosen as it depends on the remaining 2 items chosen how the choice is motivated.

Example of motivation:

White / black are neutral colours therefore it can mix and match with the bottom and jacket/coat

Polo neck will be warmer if it is a cool / winter day / black is a formal colour

Polo neck not suitable if the person has a short neck or v-body shape.

Long sleeve shirt is more formal /classic style with collar and sleeves/ fabric is thinner than polo neck so on a warmer day it will be more comfortable.

Short sleeved top is non revealing.

**Row 2:** Either the black pants or skirt can be chosen. The dress cannot be chosen as they have to choose from row 1. The jeans are not suitable.

**Row 3:** The jacket or coat may be chosen. The grey jersey will not be formal. The jacket and coat is a classic style.

**Row 4:** Examples of motivation:

The scarf emphasises the outfit and the colour contrast the black jacket

The handbag / shoes is a classic style and black for formality.

Handbag is the same colour as the shoes.

The watch is not too chunky.

The boot has a medium heel.

**NOTE:** Mark allocation is as follows. MARK any logical answers

The motivation for the item in row 1 ✓

The motivation for the item in row 2 ✓

The motivation for the item in row 3 ✓

A shoe must be selected and one or more other items row 4 and the motivation for each one. ✓✓

A motivation referring to the whole outfit ✓ example, the outfit is suitable as it looks professional/smart.

(6)  
[20]

**QUESTION 5: HOUSING AND INTERIOR**

5.1 **Name the housing option where one signs an occupation certificate.**

Build/building ✓

(1)

5.2 **Give the abbreviation for the National Home Builders Registration Council.**

NHBRC ✓

**NOTE:** Must be in capital letters.

(1)

5.3 **Define the term 'lease'.**

The contract or agreement ✓ between a property owner /landlord/lessor and a tenant/lessee/renter ✓

(2)

5.4 5.4.1 **Give TWO reasons to substantiate that the extract is referring to homeowners who are buying a sectional title.**

- Gated community implies a complex ✓
- Added security that they offer is one of the advantages of a sectional title ✓
- Required to pay a monthly levy applies to sectional title ✓

(Any 2 x 1)

(2)

5.4.2 **List TWO advantages of owning a sectional title home that does not apply to buying full title.**

- Added /greater security ✓
- Save on costs of maintaining a larger property ✓
- Could be safer ✓
- Can enjoy the use of the common facilities ✓
- Less administration/ responsibilities ✓ (as the body corporate controls the complex)
- Sectional Title Act safeguards your interests as a sectional title owner ✓
- You benefit from shared responsibility as it is in every owners interests that the block is well maintained ✓

(Any 2 x 1)

(2)

**NOTE:** Do not mark answers that can also be an advantage for full title buying.

5.4.3 Discuss TWO advantages and TWO disadvantages of having to pay a monthly levy. Tabulate as shown.

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> <li>It is a shared cost that goes towards the upkeep/repairs of the common property which you benefit from, so it is still cheaper than if you paid the full maintenance yourself ✓</li> <li>The levy also covers other aspects that are to your advantage such as outside lights for night ✓</li> <li>Sharing the costs of perimeter security benefits for your safety ✓</li> </ul>	<ul style="list-style-type: none"> <li>The levy is an additional cost that you are required to pay and must be worked into your budget ✓ (Full title don't have to pay a levy)</li> <li>The levy will go up every year when inflation increases ✓</li> <li>The levy amount is calculated according to the value of the property so if you own a bigger area you will pay a higher levy ✓</li> <li>The levy also covers other aspects that you might not need and you still have to contribute, for example like facilities you don't use, etc. ✓</li> </ul>
(Any 2)	(Any 2)

(4)

**NOTE:** Minus 1 mark if not in a table format.

5.5 Discuss the impact of non-human and human energy examples in the statement below.

**Non-human** refers to using less water and energy ✓ which will have less impact on the environment / conserves the environment ✓

**OR**

The energy is referring to electricity ✓ and by using less electricity it will help conserve our natural resources/reduce air pollution/ less greenhouse gases ✓

**AND**

**Human energy** refers to the phrase 'you don't need to bend down completely' ✓ thereby saving physical effort ✓

(2 x 2)

(4)

5.6 5.6.1 Interpret the information given to assist you in advising a family about the following factors they need to consider when purchasing a washing machine. Do not copy the information but use it to guide your answer.

(a) **The needs of the family**

The family need to consider the amount of space they have for the machine. The dimensions are given and the top loader requires more space/ (7 kg versus 13 kg) refer to the dimensions when deciding on a machine ✓

Measure the space ✓ you have as there must be space to accommodate the piping behind the machine/open it/for safety ✓

**OR**

The size of the family determines how much capacity is required. A larger family will require a machine that can handle more kg per load ✓ as there will be more washing.

The top loader can handle a load of 13 kg versus a 7 kg load ✓ (2)

**(b) The budget**

Consider what you can afford and compare the prices ✓ The top loader is more cheaper at R5 999,00 ✓

**OR**

Read the warranty and make sure you know how long it is valid ✓ find out which parts is covered ✓

The front loader has a longer warranty/3 years. The warranty covers repairs/replacements ✓ due to factory faults so it will save you money ✓

**OR**

The front loader is A+++. If the appliance is energy-efficient, it will save money ✓ in the long run as less electricity is used/ save on electricity bills ✓

(2)  
[20]

**QUESTION 6: ENTREPRENEURSHIP**

- 6.1 6.1.1 **State ONE reason why Fezile chose to sell coffee.**  
Coffee is bought any time of the day. ✓ (1)
- 6.1.2 **Select a sentence that indicates an advantage of the choice of location of his business premises.**  
His location exposes him to a high volume of customers. ✓ (1)
- 6.1.3 **Give the name of the plan which states the timeframe and tasks to be completed so that the goal of 100 coffees per day is achieved.**  
Work plan / production plan / implementation plan ✓ (1)
- 6.1.4 **Suggest TWO questions that he could have asked his target market besides which coffee they preferred for valuable feedback when researching his business idea.**
- If it is a need / would they like a coffee place in the area. ✓
  - How much they are prepared to pay for a cup of coffee / how much can they afford to pay ✓
  - What present flavour trends do you enjoy ✓
- Any two logical answers (2)
- 6.1.5 **Explain how the provision of the coffee grinder and the fridge assisted Fezile in this scenario.**
- It saved him money ✓ for his start-up costs. ✓
  - The money from his savings that he would have used to buy the coffee grinder and the fridge, could now be used towards the other equipment he needed to purchase ✓
  - He did not need to borrow money / go into debt ✓ thus he save on interest charged ✓
- (Any 3 x 1) (3)

**6.1.6 Identify and discuss THREE factors that affected Fezile's choice to sell coffee.**

- Availability of human skill ✓  
Two people to help him ✓
- Availability of financial resources/other resources ✓  
He had money in his savings account ✓  
He had a coffee grinder and a fridge ✓
- Availability of workspace ✓  
Works from a small premises ✓
- Availability of raw materials ✓  
He had a supplier for the Asian coffee beans and spring water. ✓
- Consumer appeal ✓  
The coffee was a quality product with superior flavour. ✓  
Used Asian coffee beans and spring water – quality ingredients ✓  
Near a place of work / recreation facility ✓

Any 3 factors and one matching application to the story (6)

**6.1.7 Identify which requirement for a quality product is met in the descriptions below.**

- (a) Presentation of the product / quality and design of the packaging/  
correct and attractive labelling ✓
- (b) quality of the raw materials ✓

(2)

**6.1.8 Discuss the role that storage and efficient storage procedures have on quality during the production of the coffee.**

- The coffee is stored in the fridge ✓ during the making and the finished coffee to prevent contamination/food spoilage ✓ and also to preserves flavour, shelf life ✓
- This preserves quality and avoids wastage ✓ which results in financial loss. ✓
- The temperature control throughout the production/storage is necessary in order not to compromise on safety ✓ reduce time spent at room temperature ✓
- The fridge should be kept clean ✓ not overloaded ✓ close the door quickly to maintain inside temperature ✓
- Coffee stored in correct containers in the fridge ✓
- The raw coffee beans to be stored in an airtight container ✓ in a cool, dark and dry part of the pantry ✓
- Pantry to be kept clean ✓ not damp
- Pantry well-lit and have sufficient space to manage stock efficiently ✓
- Develop procedures for in and out ✓ stock checks to ensure stock is not damaged or stolen ✓
- Another procedure to implement is that older coffee beans can be stored in the front on the shelf to be used first/coffee made first can be stored at the front of the fridge to be sold first ✓(FIFO)

(Any 6 x 1) (6)

6.1.9 'Producers and consumers can both take responsibility for sustainable production and consumption'.

Analyse the suitability of the packaging below that Fezile uses to serve the coffee to describe the impact that Fezile and his customers have on the environment when considering the statement above.

**NOTE:** The marker must mark the question in context.

Sustainable production means meeting the basic needs of consumers, improve their quality without harming the environment. (reducing waste, pollution, depleting natural resources)

Sustainable consumption – consumers to use the goods/services in ways that do not harm the environment.

**Analysis of the plastic cup and plastic straw.**

The plastic cup and straw is not suitable ✓ as it will have more impact on the environment ✓

The plastic packaging will end up in landfills/as waste ✓ so burning the waste cause pollutants /carbon emissions/greenhouse gases into the atmosphere ✓ caused indirectly by both Fezile and the customers which increases their carbon footprint ✓ for both and ultimately global warming ✓

**Analysis of the glass jar with the metal straw and the paper cup and paper straw.**

Both these are suitable ✓ however considering the cost of the paper cup and paper straw it is the most feasible ✓

- Using the glass jar and paper cup have less impact on the environment ✓
- The paper cup and straw are biodegradable ✓
- The glass jar can be reused for another purpose ✓
- The customer can recycle both ✓ they must not litter after drinking the coffee ✓
- Fezile could purchase cups made from recycled glass and paper ✓/ serve the coffee in eco-friendly packaging, serve in minimal packaging ✓
- Fezile could check that these forms of packaging are recycled in an energy saving way. ✓ The packaging for customers to carry the coffee, can be a biodegradable product. ✓
- Fezile can take responsibility that the production of his coffee is sustainable:
  - Checking that the coffee beans he buys is produced sustainably ✓
  - Use solar energy/light saving energy bulbs in his shop ✓
  - Check if the fridge has an energy saving rating ✓
  - Save water by washing the dishes in less water ✓
  - He already saves electricity as he does not require hot water for his coffee brewing. ✓
- Fezile should not serve the coffee in the plastic cups and straw and the consumer must not buy the coffee served in this container/ request either one of the others. ✓

(Any 10 x 1) (10)



**NOTE:** Analyzing the packaging means marks need to be allocated for the unsuitable packaging and for suitable packaging.  
 2 marks are allocated for which ones are suitable and which one is unsuitable  
 Full marks can only be awarded if both the producer and consumers responsibilities are discussed.

- 6.1.10 **Fezile's best sale scenario is to sell 100 cups of coffee per day.**  
**(a) Calculate his income for the day if he sells 100 cups of coffee for R17,00 per cup.**

$$R17,00 \times 100 = R1\ 700 \checkmark \quad (1)$$

- (b) Calculate the production cost to make 100 cups of coffee if one cup costs R10,20 to make.**

$$R10,20 \times 100 = R1\ 020 \checkmark \quad (1)$$

- (c) On a particular day Fezile sells only 50 cups of coffee.**  
**Calculate how much less profit he will make this day compared to the profit he made on his best day.**

For 100 cups of coffee.

Income was R1 700 and his production cost was R1 020

**Selling price – production = profit**

R1 700 - R1 020  $\checkmark$  = R680 profit  $\checkmark$  on his best day (100 cups)

R680  $\div$  2  $\checkmark$  = R340 profit  $\checkmark$  for 50 cups

Therefore R680 (profit on 100 cups)  
 $\checkmark$  R340 (profit on 50 cups)  
 = R340 loss  $\checkmark$

**OR**

**Per one cup of coffee**

R17,00 – R10,20  $\checkmark$  = R 6,80  $\checkmark$  profit per cup

R6,80 x 50 cups  $\checkmark$  = R340  $\checkmark$

R6,80 x 100 cups = R680  $\checkmark$

Therefore R680 – R340 = R340 loss  $\checkmark$

**OR**

50 cups @ R17,00

= R850,00 income  $\checkmark$

50 cups @ R10,20 production

– R510,00 production cost  $\checkmark$

R340,00 profit  $\checkmark$

100 cups: R1 700 – R1 020 ✓ = R680 profit ✓

Therefore: R680 (profit on 100 cups)  
- R340 (profit on 50 cups)  
= R340 loss ✓

**NOTE:** Deduct 1 mark if the R-value is not in the final answer.

(6)

**[40]**

**SECTION B: 160**  
**GRAND TOTAL: 200**