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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2022

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 17 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B✓	<i>Remembering, easy (Focus, p.161; Successful, p.177)</i>	(1)
	1.1.2	C✓	<i>Remembering, easy (Focus, p.167; Successful, p.185)</i>	(1)
	1.1.3	B✓	<i>Remembering, easy (Focus, p.166; Successful, p.184)</i>	(1)
	1.1.4	A✓	<i>Remembering, easy (Focus, p.167; Successful, p.185)</i>	(1)
	1.1.5	D✓	<i>Understanding, moderate (Focus, p.164; Successful, p.181)</i>	(1)
	1.1.6	B✓	<i>Understanding, easy (Focus, p.76; Successful, p.89)</i>	(1)
	1.1.7	C✓	<i>Remembering, moderate (Focus, p.105; Successful, p.127)</i>	(1)
	1.1.8	A✓	<i>Remembering, moderate (Focus, p.71; Successful, p.77)</i>	(1)
	1.1.9	D✓	<i>Understanding, moderate (Focus, p.106; Successful, p.128)</i>	(1)
	1.1.10	B✓	<i>Remembering, easy (Focus, p.94; Successful, p.114)</i>	(1)
	1.1.11	D✓	<i>Applying, moderate (Grade 11)</i>	(1)
	1.1.12	B✓	<i>Understanding, easy (Focus, p.139; Successful, p.159)</i>	(1)
	1.1.13	C✓	<i>Remembering, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.14	D✓	<i>Understanding, moderate (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.15	D✓	<i>Remembering, easy (Focus, p.148; Successful, p.162)</i>	(1)
	1.1.16	B✓	<i>Understanding, moderate (Focus, p.11; Successful, p.18)</i>	(1)
	1.1.17	C✓	<i>Understanding, moderate (Focus, p.39; Successful, p.41)</i>	(1)
	1.1.18	D✓	<i>Remembering, easy (Focus, p.31; Successful, p.30)</i>	(1)
	1.1.19	A✓	<i>Remembering, easy (Focus, p.19; Successful, p.23)</i>	(1)
	1.1.20	B✓	<i>Understanding, moderate (Focus, p.26; Successful, p.26)</i>	(1)

- 1.2 1.2.1 Simple interest✓ (Focus, p.166; Successful, p.184)
- 1.2.2 Pyramid scheme✓ (Focus, p.162; Successful, p.178)
- 1.2.3 Tiered-level scheme/ (Multi-level) marketing✓
(Focus, p.162; Successful, p.179)
- 1.2.4 Scam✓ (Focus, p.159; Successful, p.176)
- 1.2.5 Cooling-off period✓ (Focus, p.157; Successful, p.173) (5)
- Remembering, easy*
- 1.3 1.3.1 F✓
- 1.3.2 H✓
- 1.3.3 E✓
- 1.3.4 A✓
- 1.3.5 C✓ (5)
- Applying, moderate (Focus, p.93-94; Successful, p.110 -114)*
- 1.4 1.4.1 Cash flow projection✓
- 1.4.2 Sustainable profitability✓
- 1.4.3 Production✓ costs
- 1.4.4 (Financial) feasibility study✓
- 1.4.5 Mark-up✓ (5)
- Understanding, moderate (Focus, p.35-40; Successful, p.35-42)*
- 1.5 B✓
- D✓
- E✓
- G✓
- H✓
- (Any order) (5)
- Understanding, moderate (Focus, p.64-65; Successful, p.72)*

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER****2.1 Explain the following terms:****2.1.1 Pay As You Earn (PAYE)**

Is the employee tax^{✓1} that the employer deducts from an employee's monthly/ full-time employment income^{✓2} in excess of the tax threshold for a year.^{✓3} The amount deducted is calculated using tax tables^{✓4} and paid to the Receiver of Revenue.^{✓5} (Any 3)

OR

Employee pays tax^{✓6} at the same time that his/ her income is earned.^{✓7} An employer deducts one-twelfth^{✓8} of the estimated tax that the employee will pay at the end of the year.^{✓9} The person's tax liability is settled over the course of the year and paid to the Receiver of Revenue.^{✓10} (3)

Remembering, easy (Focus, p.163; Successful, p.181)

2.1.2 Phishing

When an e-mail/ web site/ phone call is designed to steal^{✓1} money from an unsuspecting consumer. It looks legitimate^{✓2} in an attempt to get personal and financial information^{✓3} from the consumer.

OR

E-mails that are fake/ false^{✓4} usually pretending to be from banks/ other financial institutions.^{✓5} The e-mail asks the consumer to click on a link to change his/ her personal details/ the link takes the consumer to a fake website,^{✓6} which looks real and tricks the consumer into giving his/ her credit card number/ account user name/ password.^{✓7} (Any 3) (3)

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

2.2 Name TWO levies paid by motorists when they fill up their vehicles with petrol or diesel.

- Fuel levy/ tax^{✓1}
- Road Accident Fund levy^{✓2}
- Excise duty^{✓3} (Any 2) (2)

Remembering, easy (Focus, p.165; Successful, p.182)

2.3 Name FOUR causes of water pollution.

- Not using environmentally friendly washing powder/ cleaning agents/ toiletries.✓¹
- Agricultural water pollution/ over use of pesticides/ fertilisers/ micro-organisms/ chemicals/ that can seep into ground water.✓²
- Dumping/ throwing litter in rivers/ dams/ lakes.✓³
- Destruction of river catchments caused by urbanization/ deforestation/ damming of rivers/ destruction of wetlands.✓⁴
- Accidental water pollution, such as burst pipes/ tanks/ major leaks/ fire and oil spills.✓⁵
- Untreated sewerage,✓⁶ flowing into rivers/ water catchment areas.
- Industrial waste/ factories using water to carry waste into rivers/ lakes.✓⁷
- Leaks of underground storage/ pipes of petroleum/ oil.✓⁸
- Mining causing acid mine drainage.✓⁹

(Any 4) (4)

Remembering, moderate (Focus, p.178; Successful, p.197-198)

2.4 List ways in which a household can save electricity when heating and boiling water.

- Boil water in a kettle rather than on a stove.✓¹
- Do not fill a kettle if you only need a small quantity of boiling water/ only boil the amount that is needed.✓²
- Once food has boiled, reduce the heat and it will continue to cook/ use the correct size of a saucepan on the stove plate.✓³
- Set the geyser temperature to 60°C/ reduce the temperature of the geyser/ switch off the geyser when not in use.✓⁴
- Install a geyser timer.✓⁵
- Use a geyser blanket to insulate the geyser and keep it warm/ insulate both the geyser and the pipes.✓⁶
- Shower instead of bathing/ use a low-flow showerhead as it uses 40% less hot water.✓⁷
- Use solar energy to heat up water/ install solar water-heating unit.✓⁸
- Use gas/ paraffin/ wood✓⁹ to heat water.

(Any 3) (3)

Understanding, easy (Focus, p.173-174; Successful, p.193)

2.5 Differentiate between *direct* and *indirect* taxes paid by a consumer.

Direct tax is paid on personal✓¹ and business income.✓² Direct tax are taxes paid by consumers to the state/ SARS to contribute to its wealth in the same way they contribute to their own wealth.✓³ **Indirect taxes** are hidden taxes✓⁴ paid on goods and services.✓⁵

(Any 3) (3)

Understanding, moderate (Focus, p.163-164; Successful, p.180-181)

NOTE: Both taxes must be referred to for full marks to be allocated.

2.6 Discuss the advantages of having a two-year guarantee on goods and services.

- Guarantee is a promise/ assurance in writing^{✓1} that the quality/ durability of a product or service will meet certain standards/ remain in working order^{✓2} for two years.
- It is a promise from the manufacturer to replace/ repair/ sort out any problems^{✓3} with a product or service that occurs within two years.
- A guarantee is a safeguard against loss.^{✓4}
- The consumer usually has a choice if he/ she wants the goods repaired/ replace/ refunded.^{✓5}

(Any 4) (4)

Understanding, moderate (Focus, p.158; Successful, p.175)

2.7 Explain the responsibilities of municipalities to control the spread of Covid-19.

- Municipalities must supply clean water^{✓1} at an affordable rate/ free of charge^{✓2} to households and public areas^{✓3} so that people can wash their hands.^{✓4}
- Municipalities have the responsibility to build and operate clinics^{✓5} to provide health care and testing for Covid-19/ to organise campaigns to educate the local community on Covid-19.^{✓6}
- Municipalities must insist on wearing masks^{✓7} and enforcing social distancing^{✓8} in public municipal buildings.
- Municipalities must have sanitizing stations^{✓9} at the entrance of each municipal building.

(Any 4) (4)

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

2.8 2.8.1 Explain why the advertisement could be considered as a contract when a consumer buys this data package.

When a consumer buys this package, he/ she will have to sign a legal agreement^{✓1} with the service provider. The consumer promises to pay the amount stated/ R269.00 for 24 months^{✓2} and the service provider promises to provide the consumer with a Router and 120GB data for 24 months.^{✓3}

(3)

Understanding, moderate (Focus, p.155; Successful, p.170)

2.8.2 **State THREE reasons why entering into this contract is legal.**

- It does not include anything that breaks the law.✓¹
- The consumer and service provider agree to exchange something of value/ a Router/ 120GB data in exchange for R269,00 for 24 months.✓²
- The service provider and the consumer are in total agreement of the terms/ conditions included in the signed agreement/ contract.✓³
- The service provider or the consumer is not coerced/ forced into this agreement in any way.✓⁴
- Both parties must be legally competent✓⁵ to enter into the agreement in that they are over the age of 18 and are of sound mind. (Any 3)

(3)

Applying, moderate (Focus, p.155; Successful, p.170)

2.9 **Discuss the impact of the increases of the following on South African households:**

2.9.1 **Fuel prices**

- Transport cost will increase✓¹ and as a result, households will spend more on transport✓² and have less money available to spend on goods and services.✓³
- Consumers will pay more for goods and services.✓⁴
- People might lose their jobs✓⁵ as employers spend more money on transport and this reduces the amount available for salaries.✓⁶

(Any 4) (4)

Analysing, difficult (Focus, p.167-168; Successful, p.184-185)

2.9.2 **Electricity**

- Consumers using prepaid electricity/ electricity coupons will receive less electricity units✓¹ for the same amount of money they spent previously. This will lead to a decrease in disposable income.✓²
- Consumers will pay more for goods and services.✓³
- Electricity may be unaffordable✓⁴ for some households, resulting in less electricity available/ disconnection✓⁵ of the electricity supply. Reconnection fees will have to be paid✓⁶ which will decrease disposal income even more.✓⁷ (Any 4)

(4)

Analysing, difficult (Focus, p.167-168; Successful, p.184-185)

[40]

QUESTION 3: FOOD AND NUTRITION**3.1 List the information that must appear on a food label.**

- Name of the product✓¹
- List of ingredients including additives✓²
- Price/ barcode✓³
- Information on allergens✓⁴
- Storage instructions✓⁵
- Name and address of the manufacturer✓⁶
- Nutritional information✓⁷
- Net contents/ weight/ volume✓⁸
- Country of origin✓⁹
- Picture of the product✓¹⁰
- Instructions for use✓¹¹
- Date stamp✓¹²
- Batch number✓¹³
- Trade name/ Brand name✓¹⁴

(Any 5) (5)

*Remembering, easy (Focus, p.97–98; Successful, p.117-118)***3.2 State why South Africa is considered food self-sufficient.**

- South Africa is food self-sufficient in almost all of the major/ staple✓¹ food products.
- South Africa has the ability to import✓² shortages of certain food products when necessary.

(2)

*Remembering, moderate (Focus, p.106; Successful, p.130)***3.3 Identify the health conditions represented by pictures A and C.****Picture A** Hyperglycaemia✓¹**Picture C** Hypoglycaemia✓²

(2)

*Understanding, easy (Focus, p.71; Successful, p.78-80)***3.4 State FOUR reasons why Nandi experienced the food-related health condition above.**

- Nandi exercised hard/ ran fast for 2 km.✓¹
 - She skipped/ did not eat breakfast.✓²
 - She ate sweets/ high-GI food✓³ on an empty stomach.✓⁴
 - The intake of sweets/ high-GI foods spiked her blood glucose levels✓⁵ resulting in too much insulin being released.✓⁶ This caused a sudden drop in her blood glucose level.✓⁷
- (Any 4)

(4)

Understanding, moderate (Focus, p.71; Successful, p.79)

3.5 3.5.1 **Give the incubation period of gastroenteritis.**

A few hours to a few days/ up to 10 days after contracting the disease.✓

(1)

Remembering, moderate (Focus, p.91; Successful, p.108)

3.5.2 **Explain how gastroenteritis could have been transmitted to the toddlers.**

- Food could have been prepared with contaminated water.✓¹
- Utensils used for food preparation/ serving food could have been dirty/ not thoroughly washed as there was a lack of water.✓²
- The toddlers could have drunk contaminated water.✓³
- A toddler may have been infected with gastroenteritis and infected others.✓⁴
- The staff members may not have washed their hands after changing nappies.✓⁵
- A staff member may have been infected with gastroenteritis✓⁶ and may not have washed his/ her hands✓⁷ before preparing the food.

(Any 4)

(4)

Understanding, moderate (Focus, p.91; Successful, p.108)

3.6 **State FOUR benefits of genetically modified foods for the consumer.**

Genetically modified foods:

- Have a greater resistance to disease✓¹
- Have better flavour/ colour/ appearance/ texture/ size✓²
- Have better nutritional value✓³
- Have a longer shelf-life✓⁴
- Are cheaper✓⁵
- Are more plentiful/ more people can be fed✓⁶
- May be used as an edible vaccine✓⁷

(Any 4)

(4)

Remembering, easy (Focus, p.103; Successful, p.123)

3.7 **Explain the negative impact of organic farming on the economic environment.**

- Organic products are more expensive✓¹ because organic farming is more/ very expensive.✓²
- It is more labour intensive,✓³ thus labourers may have to be paid more/ more labourers need to be hired.✓⁴
- The yields are lower/ risk is higher✓⁵ thus less products can be sold,✓⁶ reducing farmer's profit/ income.✓⁷
- Organically produced food has a shorter shelf life/ they may spoil/ decay quicker✓⁸ resulting in income/ profit losses.✓⁹
- Farms that produce organic food must be certified.✓¹⁰ The certification process (3 years) will have cost implications.✓¹¹

(Any 6)

(6)

Understanding, moderate (Focus, p.104; Successful, p.126)

3.8 Discuss how the dish above will assist in the prevention and management of osteoporosis.

- Pilchards with bones/ milk in the white sauce/ cheddar cheese/ are good sources of calcium✓¹ which will increase bone density.✓²
- Pilchards/ milk/ margarine in the white sauce are good sources of vitamin D✓³ which will assist with the absorption of calcium.✓⁴
- Pilchards/ cheddar cheese/ milk are good sources of proteins✓⁵ which will help with normal collagen synthesis.✓⁶
- An increase in bone density makes the bone stronger/ less brittle and reduces the risk of breaking bone/ bone fractures.✓⁷ (Any 4) (4)

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

3.9 Justify the suitability of the bread for a person suffering from diabetes.

- The bread has whole-wheat flour, which has a lower GI rating.✓¹ Low GI foods take longer to break down/ release glucose than sugar.✓² This will help to maintain the blood glucose level instead of allowing it to spike/ is effective in lowering and controlling diabetes/ blood glucose.✓³
- The bread is high in fibre✓⁴ which is digested slowly✓⁵ and prevent large fluctuations in blood glucose levels.✓⁶
- The bread has no saturated fat/ cholesterol/ trans fat,✓⁷ fat should be restricted as diabetics are more prone to heart disease.✓⁸
- The bread contains molasses, which is suitable✓⁹ for diabetics.
- The bread contains sugar/ honey, which is high in sugar✓¹⁰ and is not suitable for diabetes.✓¹¹ (Any 8) (8)

Analysis, difficult (Focus, p.72-73; Successful, p.82)

[40]

QUESTION 4: CLOTHING**4.1 Name TWO characteristics of classic fashions.**

- Classic fashions remain popular for a long time/ timeless/ last over many seasons.✓¹
- Always considered as tasteful.✓²
- They have occasional subtle changes/ updates.✓³
- A large group of people✓⁴ continually accepts them.
- They are characterised by simplicity.✓⁵

(Any 2) (2)

*Remembering, easy (Focus, p.49; Successful, p.51)***4.2 Give TWO examples of sustainable textiles.**

- Bamboo✓¹
- Hemp✓²
- Organic cotton✓³
- Soya fabric ✓⁴
- Silk✓⁵

(Any 2) (2)

*Remembering, easy (Focus, p.61-62; Successful, p.67-68)***4.3 Explain the following terms:****4.3.1 Eco-friendly fabrics**

- Fabrics that have a low carbon footprint,✓¹ are produced from crops that do not require pesticides or chemicals to be grown.✓²
- Use less/ little water to be produced.✓³
- Create less waste/ is biodegradable.✓⁴
- Produced from renewable/ reused resources.✓⁵
- Produced in an environmentally friendly way.✓⁶
- Natural/ No harmful dyes could be used.✓⁷

(Any 2) (2)

*Remembering, moderate (Focus, p.61; Successful, p.67)***4.3.2 Fashion Fads**

- Often seen in accessories.✓¹
- Fashion that is in high demand.✓²
- Catches on among a large group of people.✓³
- It is short lived/ has a short lifecycle/ lasts only one season/ becomes popular suddenly/ disappears quickly.✓⁴

(Any 2) (2)

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

4.4 **Motivate the suitability of the colour and style of the outfit for the workplace.**

- The choice of any colour accessories/ shoes/ bag would match with the dress/ mixed and matched.✓¹
- The colour of the dress is neutral✓² the style is basic/ classic/ has simple lines✓³ and will last for many years.✓⁴
- Black can be worn in the day/ at night/ dressed up/ down/ formal/ professional/ informal.✓⁵
- The colour of the dress can make the wearer look slimmer.✓⁶
- The dress is not revealing as it covers the shoulders and is below the knee.✓⁷
- The style of the dress would suit all figure types.✓⁸ (Any 4) (4)

Applying, moderate (Focus, p.57; Successful, p.61)

4.5 **Explain how the following factors contributed to the statement above.**

4.5.1 **Social factors**

- Due to the lockdown people, did not socialise/ attend social events/ visit/ went out as much/ movement was restricted/ curfews were put in place at night.✓¹ There was no need to buy new fashions.✓²
- People started working from home, which reduced the need to dress up/ dress professionally for virtual meetings/ people started wearing more comfortable/ casual clothes as they stayed at home.✓³
- Travelling between countries was prohibited/ limited✓⁴ therefore, there was little exposure to new fashions from other countries.✓⁵
- There was little opportunity for celebrities to show off new fashions at events.✓⁶ (Any 4) (4)

Analysing, difficult (Focus, p.49; Successful, p.54) (Consumer issues)

4.5.2 **Economic factors**

- Factories producing clothes/ textiles shut down temporarily✓¹ slowing the rate of fashion change.✓²
- Clothing imports reduced due to restrictions on travel between countries.✓³
- Most clothing stores were closed at the beginning of lockdown and consumers could not buy new clothes.✓⁴
- There was a world-wide recession.✓⁵
- Some consumers lost their jobs/ worked at reduced hours.✓⁶ This reduced their disposable income✓⁷ to purchase new clothes, therefore fashion change could not flourish. (Any 4) (4)

Analysing, difficult (Focus, p.49; Successful, p.53) (Consumer issues)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 **List the information that must be included in a building contract to protect the consumer and the building contractor.**

- Detailed breakdown of all costs/ including building and legal costs.✓¹
- A detailed description of all materials and finishes/ specification list.✓²
- The exact dimension or size of the house according to the house plan.✓³
- The completion date of the building.✓⁴
- The dates/ method of payment.✓⁵
- Statement of the guarantees provided by the builder to ensure any structural defects, roof leaks, incorrectly built or work completed late be repaired or set right by the builder.✓⁶
- A clause for cancellation of the contract if either of the parties cannot adhere to it.✓⁷
- Consequences if either the owner or the builder does not fulfil their part of the agreement.✓⁸

(Any 5) (5)

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

5.2 5.2.1 **Name THREE factors to consider when selecting a refrigerator for a family.**

- Needs of the family (size of the family/ amount of space available/ features of the fridge/ functions of the fridge/ family lifestyle).✓¹
- Budget (affordability/ energy efficiency/ new/ used/ gas/ electricity/ installation).✓²
- Ease of operation (instructions that are easy to understand/ follow/ function to be performed/ universal design features).✓³
- Safety/ safe to use/ safety certification.✓⁴
- Reliability of the dealer.✓⁵
- Comprehensiveness and length of the warranty.✓⁶

(Any 3) (3)

Remembering, easy (Focus, p. 133; Successful, p.152-153)

NOTE: A mark can only be awarded for a factor or an example.

5.2.2 **Describe TWO ways in which the refrigerator saves human energy.**

- It has auto defrost✓¹ which saves time✓² when cleaning the fridge.
- It has a metallic finish✓³ that makes it easy to clean.✓⁴

(4)

Understanding, easy (Focus, p. 136; Successful, p.160)

5.2.3 Explain the benefits of using a solar hybrid refrigerator.

- It uses a combination of solar energy and electricity/ it saves 44% of electricity (non-human energy).✓¹
- The running cost will be low/ lower✓² because it uses solar energy.
- There is less demand on the national electricity grid.✓³
- It will be good for the environment/ more environmentally friendly/ reduce air pollution/ conserve natural resources/ lower the carbon footprint.✓⁴
- The refrigerator will continue to function during load shedding.✓⁵

(Any 3)

(3)

*Applying, moderate (Focus, p.134; Successful, p.160)***5.3 Discuss the possible consequences for homeowners if they cannot meet their financial homeownership responsibilities.**

- Homeowners who cannot make their bond repayments every month✓¹ run the risk of losing their properties because it may be repossessed.✓²
- If municipal rates and taxes are not paid, interest✓³ is charged and this accumulates.
- If water and electricity are not paid, the services can be switched-off.✓⁴
- If homeowner's insurance is not paid, there may be no payout✓⁵ in the case of damages such as floods or fires.
- If the property is not maintained, it loses its value/ becomes dilapidated.✓⁶
- Safety is compromised✓⁷ if security cannot be paid.
- Negative impact on the credit record of the homeowner.✓⁸
- The amount of debt will increase if a payment holiday (relief from paying instalments) was granted.✓⁹

(Any 5)

(5)

*Analysing, difficult (Focus, p. 122 and 124; Successful, p. 139,140,142 and 145)***[20]**

QUESTION 6: ENTREPRENEURSHIP**6.1 Name FOUR requirements of high quality packaging.**

It must/should:

- Catch the eye of consumers and attract attention. ✓¹
- Stand out from other similar products or brands on the same shelf. ✓²
- Suit the product/ be of a suitable shape/ size to protect the appearance and shape of the product. ✓³
- Be strong/ well designed/ convenient/ easy to open/ close and easy to handle. ✓⁴
- Suit all retailers/ it must be easy to place on the shelves of different retailers. ✓⁵
- Be airtight if goods are likely to absorb moisture. ✓⁶
- Be strong enough for transportation. ✓⁷

(Any 4) (4)

Remembering, easy (Focus, p.30; Successful, p.29)

6.2 Explain how the 5P's of the marketing mix have been achieved in the advertisement above.

- Product: Toffee/ honey/ toffee spread ✓¹
- Place: Craft markets/ food markets/ online ✓²
- Price: Different prices listed ✓³ on the advertisement /board.
- Promotion: On-line ✓⁴
- People: People with a sweet tooth/ people visiting the markets ✓⁵

(5)

Understanding, easy (Focus, p.29-34; Successful, p.28-33)

6.3 6.3.1 Identify the month with the highest sales.

December ✓

(1)

Remembering, easy (Focus, p.39-40; Successful, p.41)

6.3.2 Give THREE possible reasons for the answer in QUESTION 6.3.1

- The weather is warm/ summer, suitable for ice cream. ✓¹
- People might have more money at the end of the year/ affordable ✓² e.g. due to bonuses.
- People are entertaining a lot/ more. ✓³
- Ice cream is a popular/ convenient/ ready to serve dessert. ✓⁴
- Many people are on holiday/ schools are closed. ✓⁵ (Any 3)

(3)

Understanding, easy (Focus, p.39-40; Successful, p.41)

6.3.3 Explain why July shows the lowest sales.

July is a winter month/ not many people eat ice cream in July/ winter/ it is cold in July ✓

(1)

Understanding, easy (Focus, p.39-40; Successful, p.41)

6.4 6.4.1 **Briefly explain the importance of staff training to ensure the success of Nel's business.**

- To improve the quality of the work/ service.✓¹
- Will not damage customers clothes/ table cloths/ napkins.✓²
- To increase productivity/ work independently✓³ due to increased knowledge and job description.
- To reduce wastage of time/ cleaning agents/ electricity.✓⁴
- To improve employee morale/ motivation can improve quality.✓⁵
- To reduce maintenance and repair costs of machinery.✓⁶

(Any 4) (4)

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

6.4.2 **Explain why tidiness is important in the laundromat.**

- Workers will work fast/ accurately/ easier to keep clean.✓¹
 - Provides a safe/ healthy working environment/ prevents accidents from occurring.✓²
 - Will help to keep the workflow organized/ customers' clothes will not get mixed up/ will be kept clean.✓³
- (Any 2)

(2)

Understanding, easy (Focus, p.17; Successful, p.22)

6.4.3 **Identify THREE factors that will contribute to the success of Nel's business.**

- The business is growing/ he received a contract for a restaurant.✓¹
- Nel created departments with specific job descriptions.✓²
- New big washing machines were bought✓³ and more washing could be done.✓⁴
- Good customer service/ satisfaction.✓⁵
- Starting a dry-cleaning section.✓⁶
- Trained workers will perform tasks quicker/ better.✓⁷

(Any 3) (3)

Understanding, easy (Focus, p.35; Successful, p.34)

6.4.4 **Write a paragraph to explain how Nel's laundromat provides an efficient service to his customers.**

Nel bought bigger machines so that more laundry could be washed.✓¹ The business increased its human resources/ more workers were hired.✓² Workers were sent to a dry-cleaning course to improve their skills/ knowledge.✓³ The laundromat has different departments✓⁴ with workers who are responsible for specific areas✓⁵ so that everybody knows exactly what they are responsible for.✓⁶ The business provides an efficient service that collects/
delivers laundry on time.✓⁷

(Any 6) (6)

Applying, moderate (Focus, p.15-19; Successful, p.21-23)

NOTE: Deduct ONE mark if not in paragraph format

- 6.4.5 (a) Calculate the amount of money that the business will earn if 30 baskets of laundry are collected, laundered and delivered daily.

$$\begin{aligned} R100 + R30 &= R 130,00\checkmark^1 \\ R130,00 \times 30\checkmark^2 &= R3 900,00\checkmark^3 \end{aligned}$$

OR

$$\begin{aligned} R100,00 \times 30 &= R 3 000,00\checkmark^4 \\ R30,00 \times 30 &= R900,00\checkmark^5 \\ R3 000,00 + R900 &= R3 900,00\checkmark^6 \end{aligned}$$

(3)

Applying, moderate (Focus, p.39-40; Successful, p.35-39)

- (b) Calculate the profit Nel makes on laundering 30 baskets of laundry per day.

$$R3 900,00 \times \frac{40}{100} / 40 \% \checkmark^1 = R1 560,00\checkmark^2$$

(2)

Applying, moderate (Focus, p.39-40; Successful, p.35-39)

- 6.4.6 Discuss the factors that make Nel's business financially sustainable.

- The business will be financially sustainable because it does not provide a seasonal service/ it provides a service required throughout the year^{✓1} which will guarantee an income throughout the year.
- The business has received a contract,^{✓2} that will provide an income for a long time.^{✓3}
- The business is expanding to include dry-cleaning^{✓4} which will increase the number of customers^{✓5} and increase Nel's income.
- It also provides a collection and delivery service^{✓6} which is convenient for their customers and encourage them to come back.^{✓7}

(Any 6)

(6)

Analysing, difficult (Focus, p.35; Successful, p.34)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200