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Basic Education
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GRADE 12

**CONSUMER STUDIES
NOVEMBER 2022
MARKING GUIDELINES**

MARKS: 200

These marking guidelines consist of 19 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1.1 C✓ *Remembering, easy (Focus, p.169; Successful, p.190–191)* (1)
- 1.1.2 B✓ *Remembering, easy (Focus, p.163; Successful, p.181)* (1)
- 1.1.3 D✓ *Understanding, moderate (Focus, p.167; Successful, p.185)* (1)
- 1.1.4 B✓ *Remembering, easy (Focus, p.183; Successful, p.202)* (1)
- 1.1.5 D✓ *Applying, easy (Focus, p.167–168; Successful, p.184–185)* (1)
- 1.1.6 A✓ *Remembering, easy (Focus, p.77; Successful, p.91)* (1)
- 1.1.7 B✓ *Understanding, easy (Focus, p.74; Successful, p.84)* (1)
- 1.1.8 C✓ *Remembering, easy (Focus, p.77; Successful, p.87)* (1)
- 1.1.9 A✓ *Remembering, easy (Focus, p.90; Successful, p.106)* (1)
- 1.1.10 D✓ *Remembering, moderate (Focus, p.104; Successful, p.124–126)* (1)
- 1.1.11 B✓ *Understanding, easy (Grade 11)* (1)
- 1.1.12 C✓ *Understanding, moderate (Grade 11)* (1)
- 1.1.13 D✓ *Understanding, moderate (Focus, p.134; Successful, p.155)* (1)
- 1.1.14 A✓ *Remembering, easy (Focus, p.128; Successful, p.146)* (1)
- 1.1.15 B✓ *Understanding, easy (Focus, p.138; Successful, p.155)* (1)
- 1.1.16 C✓ *Remembering, easy (Focus, p.15; Successful, p.21)* (1)
- 1.1.17 A✓ *Remembering, easy (Focus, p.17; Successful, p.23)* (1)
- 1.1.18 A✓ *Understanding, easy (Focus, p.35; Successful, p.34)* (1)
- 1.1.19 D✓ *Understanding, easy (Focus, p.24; Successful, p.25)* (1)
- 1.1.20 B✓ *Remembering, moderate (Focus, p.16; Successful, p.22)* (1)

- 1.2 1.2.1 Phishing/ scam✓
- 1.2.2 Exemption clause✓
- 1.2.3 Stokvel/ (community) savings club✓
- 1.2.4 Unfair/ unreasonable business practice✓ (4)
- Remembering, easy (Focus, p.156-161; Successful, p.173-178)*
- 1.3 1.3.1 C✓
- 1.3.2 A✓
- 1.3.3 D✓ (3)
- Understanding, moderate (Focus, p.49-51; Successful, p.50-55)*
- 1.4 1.4.1 Antioxidants✓
- 1.4.2 Chemical preservatives✓
- 1.4.3 Stabilisers✓
- 1.4.4 Bleaches✓
- 1.4.5 Flavourants✓ (5)
- Remembering, easy (Focus, p.93-94; Successful, p.113-114)*
- 1.5 B✓
- E✓
- F✓ (Any order) (3)
- Remembering, easy (Focus, p.118; Successful, p.137)*
- 1.6 A✓
- C✓
- E✓
- F✓
- I✓ (Any order) (5)
- Understanding, easy (Focus, p.27-28; Successful, p.26)*

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER****2.1 State TWO ways of calculating interest on credit agreements.**

- Simple interest^{✓1}
- Compound interest^{✓2} (2)

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

2.2 Define the term grey goods/parallel imports.

Items that a manufacturer^{✓1} does not want sold in a particular country^{✓2} but end up there through unofficial distribution channels.^{✓3}

OR

Items that have been imported into a country through unofficial channels.^{✓4}
They are not illegal^{✓5} as all the necessary duties have been paid.^{✓6} (3)

Remembering, easy (Focus, p.158; Successful, p.176)

2.3 State THREE ways in which consumers can save water when gardening.

- Use grey water.^{✓1}
- Use water from the overflow pipe of the geyser.^{✓2}
- Use rainwater/ rainwater tanks/ borehole/ wellpoint.^{✓3}
- Plant indigenous/ water-wise plants that require less water.^{✓4}
- Group plants with similar water needs together.^{✓5}
- Use mulches/ small rocks/ pebbles to retain water in the soil.^{✓6}
- Do not water the garden during the hottest part of the day/ do water early in the morning/ late in the evening.^{✓7}
- Do not water when it is windy.^{✓8}
- Use a bucket/ watering can/ drip system instead of hosepipe/ sprinklers.^{✓9}
- Do not water everyday/ only water two to three times a week.^{✓10} (3)

(Any 3)

Remembering, moderate (Focus, p.180-181; Successful, p.199)

2.4 Explain the following taxes.**2.4.1 VAT (Value-added tax)**

- A certain percentage/ 15%^{✓1} added to the price of specified goods and services that businesses sell.^{✓2}
- All consumers pay VAT.^{✓3}

OR

- A percentage/ 15% to the price charged^{✓4} for goods and services at each stage of production.^{✓5}
- All consumers pay VAT.^{✓6} (Any 2) (2)

Remembering, moderate (Focus, p.164; Successful, p.181)

2.4.2 Excise duty (sin tax)

Tax is charged on the manufacturing/ sale^{✓1} of fast moving daily consumables/ non-essential/ luxury items.^{✓2}

Examples include alcohol/ tobacco/ cigarettes/ perfume/ petrol.^{✓3}

(Any 2) (2)

Understanding, moderate (Focus, p.165; Successful, p.182)

2.5 State THREE ways of saving electricity when using a refrigerator.

- Allow air to circulate^{✓1} in the refrigerator.
- Do not overload^{✓2} the refrigerator.
- A full refrigerator uses less electricity than an empty refrigerator.^{✓3}
- Allow hot food to cool^{✓4} before placing it in the refrigerator.
- Set the controls according to the season.^{✓5}
- Do not open the door unnecessarily.^{✓6}
- Make sure that the seal is intact/ not perished.^{✓7}
- Do not place the refrigerator near the stove/ warm area^{✓8} in the house.
- Always leave space behind^{✓9} the refrigerator for air to circulate.
- Defrost^{✓10} the refrigerator regularly.
- Vacuum^{✓11} the coils regularly.

(Any 3) (3)

Understanding, moderate (Focus, p.173-174; Successful, p.160)

2.6 Discuss what municipalities can do to reduce crime and make communities safer to live in.

- Municipalities provide streetlights.^{✓1} if the area is lit/ it is not dark and crime cannot take place/ people can see where to walk.^{✓2}
- They provide firefighting services^{✓3} to put out fires immediately before they spread and cause further damage.^{✓4}
- Ensure that storm water drains/ manholes are covered^{✓5} to prevent people falling into them/ so that rainwater can flow away.^{✓6}
- Provide traffic police^{✓7} to control traffic and keep people safe on the roads.^{✓8}
- Ensure that the roads are repaired/ no potholes^{✓9} to prevent accidents.^{✓10}
- Cut down the trees and bushes^{✓11} so that there is no place for criminals to hide.^{✓12}
- Remove the rubbish^{✓13} to prevent people from getting sick/ criminals hiding behind it.^{✓14}
- Provide clean safe water^{✓15} for proper sanitation.^{✓16}
- Repair damaged electrical wires^{✓17} to prevent accidents.^{✓18}
- Repair sewage leaks^{✓19} for safety and hygienic purposes.^{✓20}
- Maintain municipal buildings/ recreational facilities^{✓21} to ensure the safety of the public.^{✓22}

(Any 6) (6)

Applying, difficult (Focus, p.184; Successful, p.202)

2.7 Explain how a tiered-level/multi-level marketing scheme works.

- A legal pyramid scheme.✓¹
- A product is for sale✓² using direct marketing.✓³
- The people doing the selling receive a portion of the funds generated from the sales of the product.✓⁴
- The people selling, also recruit✓⁵ more people to sell for them.✓⁶ They are then able to also receive funds/ commission✓⁷ from the sales of the people that they have recruited. (Any 3) (3)

Understanding, moderate (Focus, p.162; Successful, p.179)

2.8 2.8.1 Explain the term contract.

A contract is a legal agreement.✓¹ between two people✓² where one party promises to do something in return for a valuable benefit✓³ of some sort.

OR

A contract is an agreement.✓⁴ that is intended to create legal✓⁵ rights and duties between its parties.✓⁶ (Any 2) (2)

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

2.8.2 Explain how the cooling-off period protected Ayanda when she cancelled the alarm system contract.

- Ayanda was approached through direct marketing/ transaction that she did not start.✓¹
- She has the right to cancel the contract/ reconsider her purchase/ change her mind✓² within five business/ working days✓³ without a reason.✓⁴
- Ayanda cancelled the contract within three days✓⁵ before the alarm system was installed.
- She may not be charged any penalty fees✓⁶ for the cancellation, as she cancelled it within the cooling-off period. (Any 3) (3)

Applying, moderate (Focus, p.157; Successful, p.173)

2.9 Discuss the advantages for the natural environment when using gas.

- Gas is the cleanest fossil fuel available✓¹ and it causes less (air) pollution.✓²
- Gas is more environmentally friendly than coal or oil/ less transport required✓³ thus producing less carbon emissions.✓⁴
- Gas has a lower carbon footprint than electricity/ reduces the need for mining resources such as coal✓⁵ (Any 3) (3)

Understanding, moderate (Focus, p.176; Successful, p.194-195)

2.10 **Describe the impact that increasing fuel prices have on consumers' rights to satisfy their basic needs.**

- The cost of transport to work/ school^{✓1} increases and consumers will have less money^{✓2} to spend on satisfying basic needs/ buy food which may lead to food insecurity.^{✓3}
- Consumers may be forced to buy from local shops^{✓4} and goods may be more expensive.^{✓5}
- Raw materials for production of ^{✓6} food/ clothing will cost more.
- Transporting of products^{✓7} to retailers will cost more.
- As a result of the increase in the cost of raw materials/ products, retailers will charge more on the selling price of products^{✓8} in order to make a profit.^{✓9}
- Consumers will pay more for basic products/ food/ clothing^{✓10} and will have less disposable money.^{✓11}
- Some consumers may not be able to afford bond repayments/ rent^{✓12} and will be forced to move.^{✓13}
- People may take loans^{✓14} to satisfy their basic needs leading to more debts.^{✓15}
- If tenants cannot pay rent, owners of properties may not receive their money^{✓16} and therefore may not be able to meet their basic needs.^{✓17}

(Any 8)

(8)

Analysing, difficult (Consumer Issues) (Focus, p.168; Successful, p.185)

[40]

QUESTION 3: FOOD AND NUTRITION**3.1 Give THREE examples of foods that can be irradiated.**

- Herbs^{✓1}
- Spices^{✓2}
- Fruits^{✓3}
- Vegetables/ potatoes^{✓4}
- Meat^{✓5}
- Poultry^{✓6}
- Fish^{✓7}
- Honey^{✓8}
- Cereals^{✓9}
- Legumes^{✓10}

(Any 3) (3)

*Remembering, easy (Focus, p.105; Successful, p.127-128)***3.2 Explain the term food security.**

The ability of individuals to obtain/ have access^{✓1} to sufficient/ adequate/ safe/ nutritious food^{✓2} on a day-to-day basis^{✓3} to be able to maintain an active, healthy lifestyle.^{✓4}

(Any 3) (3)

*Remembering, easy (Focus, p.106; Successful, p.127-128)***3.3 Name THREE dietary causes of high blood pressure.**

- Excessive salt/ sodium intake.^{✓1}
- Being overweight/ obese/ high fat/ sugar intake/ low fibre intake.^{✓2}
- Insufficient intake of dairy.^{✓3}
- Insufficient intake of calcium.^{✓4}
- Insufficient intake of fruit/ vegetables.^{✓5}
- Insufficient intake of potassium.^{✓6}
- Insufficient intake of magnesium.^{✓7}
- Too much/ excessive alcohol.^{✓8}

(Any 3) (3)

*Remembering, easy (Focus, p.77; Successful, p.87)***3.4 Explain how the transmission of gastroenteritis can be prevented during food preparation.**

- Do not handle food when having/ infected with gastro-enteritis.^{✓1}
- Wash/ prepare food with uncontaminated/ clean/ safe water.^{✓2}
- Use clean utensils/ apparatus/ counters/ work surfaces/ storage areas^{✓3} to prevent contamination.
- Food handlers should follow hygienic practices to avoid contamination: Nails should be short and clean/ hair covered/ clean aprons.^{✓4}
- Wash/ sanitise hands after using the toilet/ changing nappies/ before handling food.^{✓5}
- Food should be kept at the correct temperature^{✓6} to limit the growth of harmful organisms.
- Keep raw meat/ eggs/ poultry/ fish away from other foods that will be eaten raw.^{✓7}
- Make sure food is cooked properly^{✓8} to destroy harmful organisms.

(Any 3) (3)

Remembering, moderate (Focus, p.86-88; Successful, p.109)

3.5 Describe how atherosclerosis develops.

It is developed when arteries^{✓1} clog/ become narrow/ and close^{✓2} due to the build-up of cholesterol/ other fatty substances/ plaque^{✓3} in the walls of the arteries.

(3)

Remembering, easy (Focus, p.74; Successful, p.83)

3.6 3.6.1 Name the ingredient that is present in the largest quantity in the food item.

Peanuts^{✓1}

(1)

Remembering, easy (Focus, p.97; Successful, p.118)

3.6.2 List the basic information that is NOT visible on the label above.

- Name of the manufacturer^{✓1}
- Address of the manufacturer^{✓2}
- Storage instructions^{✓3}
- Net content/ weight^{✓4}
- Country of origin^{✓5}
- Batch number^{✓6}
- Price/ barcode^{✓7}
- Sell-by/ best before/ production date^{✓8}

(Any 4)

(4)

Remembering, easy (Focus, p.97-98; Successful, p.118-119)

3.6.3 Explain the function of the emulsifier in the list of ingredients.

Mix foods/ oil and water/ liquid^{✓1} and prevent the separation of the ingredients.^{✓2} They provide a consistent texture.^{✓3}

(Any 2)

(2)

Remembering, easy (Focus, p.93; Successful, p.113)

3.7 3.7.1 Identify the food-related health condition the doctor diagnosed.

Anaemia^{✓1}

(1)

Understanding, easy (Focus, p.76; Successful, p.91)

3.7.2 **Discuss reasons why the doctor prescribed the above plan for Nancy.**

- Nancy has anaemia because she lacks iron/ Vitamin B₁₂ in her diet.✓¹
- Fresh fruit/ orange juice are rich in vitamin C/ folic acid.✓²
Vitamin C will promote the absorption of iron.✓³
- Muesli contains iron✓⁴ and folic acid✓⁵ which helps in the formation/ needed to produce haemoglobin/ red blood cells.✓⁶
- Eggs contain iron/ vitamin B₁₂✓⁷ which assists in the formation of red blood cells.✓⁸
- Nancy will feel less tired✓⁹ if she follows the plan and this will improve her health. (Any 5) (5)

Applying, moderate (Focus, p.76-77; Successful, p.91)

3.8 3.8.1 **Justify why MENU B will be harmful to a person suffering from coronary heart disease.**

- Pork/ cream in the mushroom sauce/ bacon/ cheese contains saturated fats.✓¹
- Saturated fat causes the body to produce more/ retain LDL.✓²
- LDL (low-density lipoproteins) increases the blood cholesterol levels✓³ causing the gradual narrowing/ clogging of the blood vessels/ arteries.✓⁴ This will make the coronary heart disease even worse. (4)

Analysing, difficult (Focus, p.74-75; Successful, p.83-85)

3.8.2 **Discuss why MENU A is a healthier option for a person suffering from high blood cholesterol levels.**

- The fish is grilled, thus the minimum amount of fat✓¹ is used.
- Fish contains mostly unsaturated fats/ (HDL) high-density lipoprotein.✓²
- HDL gathers up excess blood cholesterol✓³ and transports it to the liver where they are broken down to be excreted.✓⁴
- The fat in fish has omega-3 fatty acids✓⁵ that protects the heart/ blood vessels.✓⁶
- Spinach/ strawberries contains fibre,✓⁷ which reduces the build-up of blood cholesterol✓⁸ in the arteries, thus reducing the risk of atherosclerosis.✓⁹
- Low-fat Feta cheese contains less saturated fats,✓¹⁰ than full-fat Feta cheese.
- The fruit salad/ berries contain antioxidants✓¹¹ that helps prevent the harmful effects of oxidation in the body✓¹² by minimising the effects of free radicals.✓¹³ (Any 8) (8)

Analysing, difficult (Focus, p.74-75; Successful, p.84-85)

[40]

QUESTION 4: CLOTHING**4.1 Define the term *brand piracy*.**

Brand piracy occurs when a product is given a name that is similar to that of a well-known brand^{✓1} deliberately so that consumers may mistake it for the actual brand name.^{✓2}

OR

Brand piracy is the imitation/ a fake of the original,^{✓3} but they do not look exactly like the original.^{✓4}

OR

Brand piracy is the unauthorised^{✓5} usage of protected brand/ trade names/ trademarks/ logos/ imitation of labels/ packaging/ presentation of products.^{✓6}

Remembering, moderate (Focus, p.64; Successful, p.72)

(2)**4.2 Write a paragraph to explain how economic factors will influence fashion changes.**

When consumers have money to spend^{✓1} fashion flourishes and changes.^{✓2} An increase in income stimulates the fashion industry^{✓3} and consumers can afford to buy new clothes and fashion will change rapidly.^{✓4} When there is less income coming in^{✓5} consumers will buy less clothes and fashion change will be slower.^{✓6} Inflation/ recession/ depression/ poverty^{✓7} will also slow down the rate at which fashion changes.^{✓8}

(Any 4)**(4)**

Understanding, moderate (Focus, p.49; Successful, p.53)

4.3 4.3.1 Identify the stage represented by the acceptance phase in the graph above.

Peak stage^{✓1}

Applying, easy (Focus, p.50; Successful, p.50)

(1)**4.3.2 Explain what happens to fashion during the stage identified in QUESTION 4.3.1**

- The fashion is produced in large numbers^{✓1} and there are more sales of the fashion.^{✓2} The fashion is at the height of popularity^{✓3} and many/ most people wear it.^{✓4}
- Mass production^{✓5} stimulates sales.
- It is widely available/ sold in many shops.^{✓6}
- The fashion is advertised by clothing stores^{✓7} in magazines/ window displays.^{✓8}

(Any 2)**(2)**

Understanding, easy (Focus, p.50; Successful, p.50)

4.4 **Discuss the interrelationship between quality and price when buying clothes for the world of work.**

- Clothes for the world of work are often good quality classic styles^{✓1} and can be worn for a long time.
- Good quality clothes usually cost more/ is more expensive^{✓2} but last longer/ many seasons.^{✓3} This may save money in the long run/ over time.^{✓4}
- Cheaper clothes may have a poor quality^{✓5} and may have a short lifespan/ last for a short time/ season,^{✓6} thus more clothes need to be bought in a short period and more money will be spent on clothing in a shorter period.^{✓7}

(Any 4) (4)

Applying, difficult (Focus, p.55; Successful, p.59)

4.5 4.5.1 **Give THREE reasons why the clothing in PICTURES A and B can be regarded as classic fashion items.**

- Both items can remain popular over a long period/ last for many seasons/ timeless.^{✓1}
- The items are considered as tasteful.^{✓2}
- Cotton blends have been popular over a long period.^{✓3}
- Blue and black are classic colours.^{✓4}
- The black tracksuit/ shirt/ blouse is characterised by simplicity.^{✓5}
- Both items are accepted by a large group of consumers/ most people.^{✓6}

(Any 3) (3)

Understanding, easy (Focus, p.49; Successful, p.51-57)

4.5.2 **Analyse the advantages of combining the clothing in PICTURE A and the tracksuit pants in PICTURE B for an online (virtual) meeting of people working from home.**

- In online meetings, only the upper part of the body/ shoulder and face will be seen, if required.^{✓1}
- The shirt/ blouse is professional/ formal/ not revealing^{✓2} and is suitable for the world of work.^{✓3}
- It can be worn with or without a tie/ scarf^{✓4} to make it more or less formal.^{✓5}
- It could be worn with or without a jacket/ blazer.^{✓6}
- The bottom is comfortable/ not tight fitting/ soft to wear at home/ has a relaxed feel to it.^{✓7}
- Cotton and cotton blend fabrics are comfortable/ cool to wear.^{✓8}

(Any 4) (4)

Analysing, difficult (Focus, p.49, 54; Successful, p.51, 55-57)

[20]

QUESTION 5: HOUSING AND INTERIOR**5.1 State who manages sectional-title properties.**

Body corporate^{✓1}

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

(1)

5.2 Explain the term lease.

Is the contract/ agreement^{✓1} between the property owner/ landlord/ lessor and a tenant/ lessee.^{✓2}

Remembering, easy (Focus, p.117; Successful, p.137)

(2)

5.3 Name TWO types of insurance that homeowners should have.

- Homeowner's (Comprehensive) Insurance.^{✓1}
- Household (contents) insurance.^{✓2}
- Life insurance/ mortgage/ bond protection insurance.^{✓3} (Any 2)

Remembering, easy (Focus, p.127-128; Successful, p.145)/Examination Guidelines

(2)

5.4 Explain the financial disadvantages of building a house.

- There could be delays, which will lead to additional building costs.^{✓1}
- Unexpected costs,^{✓2} such as the preparation of the site.
- Additional/ added costs after construction like landscaping/ starting a garden.^{✓3}
- Paying municipal rates and taxes before occupation.^{✓4}
- Can cost more than buying a house^{✓5} because of the cost of building materials and land.
- There is always a risk of faulty construction and design, which could cost more money.^{✓6}
- The builder/ homeowner can run out of money and may not be able to complete the house and therefore the incomplete house will have no value.^{✓7} (Any 3)

Understanding, moderate (Focus, p.121; Successful, p.138)

(3)

5.5 State the financial information that must be included in the sales agreement when buying a full-title property.

- Correct purchase price.✓¹
 - It must record any suspensive (granting of the bond) conditions to a sale e.g if a sale is subject to a condition that the purchaser obtains a loan to finance the transaction.✓² Stipulation that the transaction is subject to bond being obtained within a set period, if not fulfilled the sale will lapse.✓³
 - Occupational interest should the transfer not be completed by date of occupation.✓⁴
 - A stipulation that the seller is responsible for the estate agents commission.✓⁵
 - The seller is responsible for the electrical clearance certificate.✓⁶
 - Seller is responsible for paying for fumigation of borer/ termites.✓⁷
 - A stipulation that the buyer is responsible for all other expenses e.g repainting.✓⁸
 - A clause that stipulates penalties in the event that either of the parties breaks the contract.✓⁹
 - Usually includes a voetstoets (“as is”) clause, which means the seller cannot be held liable for latent (hidden) defects in the property of which he/ she was unaware.✓¹⁰ (3)
- (Any 3)

Understanding, easy (Focus, p.125; Successful, p.143)

5.6 5.6.1 Identify the type of credit transaction indicated above.

Instalment (sale) transaction (agreement)/ hire purchase (agreement)✓ (1)

Remembering, easy (Focus, p.148; Successful, p.162)

5.6.2 Describe how the functions of the microwave oven above will benefit a consumer.

- 20 litre capacity makes it big enough to cook larger✓¹ meals.
- Defrost by time or weight, accurately calculates time and temperatures necessary for defrosting.✓²
- Quick start and kitchen timer functions, thus saving time/ electricity✓³ as it switches off automatically when time is up.
- Elegant mirror finish/ grey interior makes it easy to clean.✓⁴
- User friendly control panel, which makes it easy to use.✓⁵
- Push button door makes it easy to open.✓⁶
- Digital LED display with clock makes it easy to see the time/ how cooking is proceeding.✓⁷
- 10 Power levels make it possible to cook a variety of dishes.✓⁸

(Any 4) (4)

Applying, moderate (Focus, p.136, 141; Successful, p.159-160)

5.7 Analyse the positive impact of recycling E-waste on sustaining the natural environment.

- The need to mine new raw materials is reduced,^{✓1} increasing sustainability and lessens the impact on the natural environment.^{✓2}
 - Less electricity/ non-human energy will be needed to produce new products^{✓3} as discarded electrical household appliances are being recycled/ reused/ resold for parts. This results in a lower carbon footprint/ greenhouse effect.^{✓4}
 - It may create less waste on landfills,^{✓5} thus less pollution.^{✓6}
 - It reduces soil/ water/ air pollution^{✓7} as E-waste may contain hazardous/ toxic waste.^{✓8}
- (Any 4) (4)

Analysing, difficult (Focus, p.138; Successful, p.155)

[20]

QUESTION 6: ENTREPRENEURSHIP**6.1 Define the term *target market*.**

A (group) of people^{✓1} who wants to purchase the product/ service^{✓2} and who are willing to pay the price charged.^{✓3}

OR

A (specific group) of people/customers^{✓4} whom the product/ service will be sold.^{✓5}

Remembering, easy (Focus, p.34; Successful, p.33)

(2)

6.2 Give the purpose of product specifications.

- The product will be the same every time in terms of appearance and quality.^{✓1}
- Customers will get exactly what they expected.^{✓2}
- Prevent losses/ waste as all products should be successful/ therefore there will be no loss of profit because of failure.^{✓3}

(Any 2)

(2)

Remembering, moderate (Focus, p.16; Successful, p.15)

6.3 Give THREE reasons for the packaging of products.

- To protect the product from damage/ deterioration.^{✓1}
- Keep the product safe and hygienic.^{✓2}
- It could act as a 'silent salesman'/ attract the attention of consumers.^{✓3}
- Provide information for use and preparation.^{✓4}
- Make it easier to handle/ and for transportation.^{✓5}
- Easy to display.^{✓6}

(Any 3)

(3)

Understanding, moderate (Focus, p.22; Successful, p.29)

6.4 Explain why an entrepreneur should keep a workplace tidy.

- It makes working faster/ increases productivity.^{✓1}
- It is easy to keep clean/ to sanitize.^{✓2}
- It is easy to identify materials/ assists with organisation.^{✓3}
- It prevents accidents in a workplace/ provides safe working environment.^{✓4}
- Minimise the risk of cross-contamination in the workplace (kitchen).^{✓5}
- It creates a good impression/ positive image on potential customers.^{✓6}

(Any 3)

(3)

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

6.5 Explain the purpose of the trade name of a product.

- It is to identify the product/ to make the product easy to recognise.^{✓1}
- To distinguish it from the competitors.^{✓2}
- To create an idea of what customers should expect.^{✓3}
- To create protective rights/ authenticity for a product.^{✓4}

(Any 2)

(2)

Understanding, moderate (Focus, p.29; Successful, p.28)

- 6.6 6.6.1 **Explain how the young entrepreneur applied the following factors when choosing a product for her small-scale business.**
- (a) Financial resources**
- (R350,00) government grant✓ (1)
- (b) Work space**
- Her parents' garage✓ (1)
- (c) Raw materials**
- Old wooden boards✓¹ around the neighbourhood, old tyres✓² in the scrapyard, fabric off-cuts✓³ to cover furniture. (3)
- (d) Human skills**
- YouTube videos✓ (1)
- Remembering, easy (Focus, p.10-13; Successful, p.16-20)*
- 6.6.2 **List the stages in the production process where she should conduct quality control.**
- Selecting the raw materials/ wooden boards and fabric.✓¹
 - Measuring and cutting of wooden boards/ fabric off-cuts.✓²
 - When covering the furniture.✓³
 - Stapling/ drilling in screws.✓⁴
 - Product's neatness and cleanliness/ attractive appearance/ good workmanship.✓⁵
 - Packaging/ wrapping of final product.✓⁶ (Any 4) (4)
- Applying, moderate (Focus, p.16; Successful, p.22)*
- 6.6.3 **Explain the impact that the quality of raw materials will have on the quality and price of her final products.**
- The fabric off-cuts/ tyres/ wooden boards are not new/ second hand✓¹ and their quality is not guaranteed.✓²
 - The quality of her raw materials will influence the selling price of her products.✓³ The quality of her final products may be poor.✓⁴
 - If the raw materials are of a good quality, she can charge a higher price.✓⁵ (Any 4) (4)
- Understanding, moderate (Focus, p.21; Successful, p.24)*

- 6.6.4 **The production cost of one couch is R500,00 and she adds 45% as her mark-up.**

Calculate the selling price of ONE couch Show ALL calculations.

$$R500 + 45\% \checkmark^1 \quad \text{OR} \quad R500 \times 45 \div 100 \checkmark^2 \\ = R225 \checkmark^3$$

$$R500 + R225 \\ = R725 \checkmark^4$$

Applying, moderate (Focus, p.39-40; Successful, p.37-40)

(3)

- 6.6.5 **She sells one vehicle seat cover for R350,00 which includes 20 % profit.**

Calculate the profit she makes if she sells six seat covers. Show ALL calculations.

$$20\% \text{ of } R350 = R70.00 \checkmark^1$$

$$70 \times 6 \checkmark^2 = R420 \checkmark^3$$

OR

$$R350 \times 6 \checkmark^4 = R2100.00$$

$$R2100 \times 20\% \div 100 \checkmark^5$$

$$R420.00 \checkmark^6$$

OR

$$R350 \times 100 \div 120 \checkmark^7 = R291.67$$

$$R350 - R291.67 = R58.33 \checkmark^8$$

$$R58.33 \times 6 = R349.98 / R350 \checkmark^9$$

OR

$$R350 \times 20 \div 120 \checkmark^{10} = R58.33 \checkmark^{11}$$

$$R58.33 \times 6 = R349.98 / R350 \checkmark^{12}$$

(Any 3) (3)

Applying, moderate (Focus, p.39-40; Successful, p.37-40)

6.6.6 **The furniture business is likely to show sustainable profitability. Justify this statement.**

- She uses local raw materials^{✓1} which are easily available.^{✓2}
 - The production costs are low^{✓3} because she uses recycled/second hand materials.^{✓4}
 - The use of recycled materials appeals to the environmentally friendly customers^{✓5} who may be encouraged to support this venture.^{✓6}
 - The overhead costs are low^{✓7} because she does not pay rent for using her parents' garage.^{✓8}
 - She continuously invests^{✓9} into the business through buying equipment to grow the business.^{✓10}
 - She also asks for a deposit^{✓11} which ensures that there is money available to run the business.^{✓12}
 - She has expanded her business^{✓13} by also providing vehicle upholstery and furniture refurbishment.^{✓14}
 - She charges competitive prices^{✓15} and customers keep coming back.^{✓16}
- (Any 8)

(8)

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

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200