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# basic education

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

## **SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS**

**CONSUMER STUDIES**

**2023**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 18 pages.**

**SECTION A: SHORT QUESTIONS****QUESTION 1**

1.1	1.1.1	D✓	<i>Remembering, easy (Focus, p.163 ; Successful, p.181)</i>	(1)
	1.1.2	C✓	<i>Remembering, easy (Consumer Issue)</i>	(1)
	1.1.3	B✓	<i>Remembering, easy (Focus, p.157; Successful, p.173)</i>	(1)
	1.1.4	C✓	<i>Remembering, easy (Focus, p.166 ; Successful, p.184)</i>	(1)
	1.1.5	B✓	<i>Remembering, easy (Focus, p.161-162; Successful, p.178)</i>	(1)
	1.1.6	D✓	<i>Remembering, easy (Focus, p.94; Successful, p.111)</i>	(1)
	1.1.7	B✓	<i>Remembering, easy (Focus, p.94; Successful, p.114)</i>	(1)
	1.1.8	B✓	<i>Remembering, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.9	D✓	<i>Remembering, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.10	C✓	<i>Remembering, easy (Focus, p.103; Successful, p.123)</i>	(1)
	1.1.11	D✓	<i>Understanding, easy (Grade 11; Focus, p.49; Successful, p.51)</i>	(1)
	1.1.12	A ✓	<i>Understanding, easy (Grade 11)</i>	(1)
	1.1.13	C✓	<i>Remembering, easy (Focus, p.148; Successful, p.162)</i>	(1)
	1.1.14	D✓	<i>Applying, moderate (Focus, p.148-149; Successful, p.162)</i>	(1)
	1.1.15	A✓	<i>Remembering, easy (Focus, p.117-118; Successful, p.137)</i>	(1)
	1.1.16	C✓	<i>Remembering, easy (Focus, p.16; Successful, p.22)</i>	(1)
	1.1.17	D✓	<i>Understanding, easy (Focus, p.32; Successful, p.31)</i>	(1)
	1.1.18	C✓	<i>Remembering, easy (Focus, p.25; Successful, p.26)</i>	(1)
	1.1.19	B✓	<i>Remembering, easy (Focus, p.35; Successful, p.35)</i>	(1)
	1.1.20	C✓	<i>Understanding, easy (Focus, p.13; Successful, p.19-20)</i>	(1)

- 1.2      1.2.1      Mark-up✓      (1)
- 1.2.2      Best sales scenario✓      (1)
- 1.2.3      Cash flow projection✓      (1)
- 1.2.4      Start-up costs/ capital✓      (1)

*Remembering, easy (Focus, p.35-40; Successful, p.35-42)*

- 1.3      1.3.1      C✓
- 1.3.2      D✓
- 1.3.3      A✓      (3)

*Understanding, easy (Focus, p.48-49; Successful, p.49-51)*

- 1.4      1.4.1      E✓
- 1.4.2      A✓
- 1.4.3      H✓
- 1.4.4      C✓
- 1.4.5      G✓      (5)

*Understanding, moderate (Focus, p.117, 122, 126-128; Successful, p.137, 140, 144-146)*

- 1.5      A✓
- D✓
- E✓
- H✓      (Any order)      (4)

*Understanding, moderate (Focus, p.97-98; Successful, p.118-119)*

- 1.6      B ✓
- D ✓
- E ✓
- G ✓      (Any order)      (4)

*Applying, moderate (Focus, 163-164; Successful, p.180)*

**TOTAL SECTION A:      40**

**SECTION B: LONG QUESTIONS****QUESTION 2: THE CONSUMER****2.1 State FOUR disadvantages of using gas in a house.**

- It can explode quickly if near heat or fire.✓<sup>1</sup>
- Gas leaks could cause an extremely dangerous explosion/ highly flammable.✓<sup>2</sup>
- Exposure to a build-up of gas can lead to illness due to deprivation of oxygen.✓<sup>3</sup>
- It is a non-renewable fuel.✓<sup>4</sup>
- It might not be affordable for everyone/ it might be expensive.✓<sup>5</sup>
- High initial investment.✓<sup>6</sup>
- A gas cylinder is heavy to carry.✓<sup>7</sup>
- There is no warning when the gas is running low.✓<sup>8</sup> (Any 4) (4)

*Remembering, moderate (Focus, p.176; Successful, p.195)*

**2.2 Give FOUR examples of unfair business practices.**

An unfair business practice includes:

- Fraud/ illegal✓<sup>1</sup>
- Misrepresentation✓<sup>2</sup>
- Oppressive,✓<sup>3</sup>unreasonable acts against consumers.✓<sup>4</sup>
- False promises or misleading statements requiring a consumer to waive any rights.✓<sup>5</sup>
- One sided business practice that is detrimental to consumers.✓<sup>6</sup>
- Terms that are unequal and disadvantages the consumer.✓<sup>7</sup>
- Unreasonable/ unfair terms and conditions in a contract that were not made clear to a consumer, before the contract/ agreement is concluded.✓<sup>8</sup>
- Offering goods and services at prices that are unfair, unreasonable or unjust.✓<sup>9</sup>
- Offering goods and services on terms that are unfair, unreasonable or unjust.✓<sup>10</sup>
- Marketing goods with false promises/ misleading statements that are unfair to the consumer.✓<sup>11</sup>
- Requiring a consumer to waive any rights/ assume obligations/ waive any liability of the supplier.✓<sup>12</sup>
- All business practices that do not adhere to the provision of the National Credit Act✓<sup>13</sup> may be deemed unfair. (Any 4) (4)

*Remembering, moderate (Focus, p.157; Successful, p.174)*

**NOTE:** Unfair labour practices should not be awarded marks.

**2.3 State THREE ways in which consumers can save on electricity when using a washing machine.**

- Wash full loads<sup>✓1</sup> of laundry/ washing.
- Use cold water<sup>✓2</sup> instead of hot water to wash laundry/ washing.
- Select the shortest washing programme.<sup>✓3</sup> Avoid unnecessary programs/ cycles/ pre-washing/ spinning<sup>✓4</sup> when using a washing machine.

(Any 3) (3)

*Remembering, moderate (Focus, p.144; Successful, p.158,193-194)*

**2.4 Explain how a prize notification/ lottery scam works.**

**Prize notification scam**

A consumer receives an e-mail/ SMS saying that he/ she won the lottery/ prize.<sup>✓1</sup> The scammer uses the bank details that the consumer is asked to supply<sup>✓2</sup> to hack into the victim's bank account<sup>✓3</sup> and steal money.<sup>✓4</sup>

**OR**

**Lottery scam**

A consumer receives an e-mail/ SMS stating that you have won a lottery jackpot/ prize,<sup>✓5</sup> but before claiming the apparent prize, the consumer is required to deposit a sum of money<sup>✓6</sup> into the lottery's fictitious bank account.<sup>✓7</sup>

(Any 3) (3)

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

**2.5 Discuss how water can be used efficiently when having a bath or shower.**

- Take a quick shower<sup>✓1</sup> because it uses less water than a bath.
- Place a bucket in the shower that catches excess water.<sup>✓2</sup>
- Close the tap when soaping yourself<sup>✓3</sup> to save water.
- Install a low-flow volume/ aerated showerhead<sup>✓4</sup> because it reduces the flow/ volume of water.
- Use the minimum amount of water required when taking a bath/ do not overfill the bath.<sup>✓5</sup>
- Use the bath/ shower/ grey water for other purposes/ recycle the water.<sup>✓6</sup>
- Make sure that there are no dripping taps.<sup>✓7</sup>

(Any 4) (4)

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

**2.6 2.6.1 Explain how municipalities provide electricity to their communities.**

- Municipalities buy electricity from Eskom and sell it to the communities.✓<sup>1</sup>
- By installing a pre-paid meter system/ selling pre-paid electricity.✓<sup>2</sup>
- By providing electricity and billing/ invoice/ account after electricity has been used.✓<sup>3</sup>
- By providing free basic electricity every month.✓<sup>4</sup> (Any 3) (3)

*Understanding, easy (Focus, p.183; Successful, p.203)*

**2.6.2 State how consumers can protect the electricity that is provided to them.**

- Report cable theft immediately to the authorities.✓<sup>1</sup>
- Do not allow/ report illegal connections.✓<sup>2</sup>
- Pay the electricity account.✓<sup>3</sup>
- Do not vandalise electricity structures.✓<sup>4</sup>
- Use electricity wisely/ sparingly.✓<sup>5</sup> (Any 3) (3)

*Applying, moderate (Focus, p.185; Successful, p.205)*

**2.7 Explain the characteristics of an illegal pyramid scheme.**

- Only the people who joined first make money.✓<sup>1</sup>
- There is no product sold/ service rendered.✓<sup>2</sup>
- The return is very high/ more than 20% above the repo rate.✓<sup>3</sup>
- Members receive compensation for recruiting other/ new/ more members✓<sup>4</sup> but later there are no more new people to recruit.✓<sup>5</sup>
- New members are required to pay money✓<sup>6</sup> that is distributed to all or some of the existing members.
- The initiator makes more money because fees are paid to him/ her by everyone in the scheme.✓<sup>7</sup>
- People that join late can lose all their money.✓<sup>8</sup> (Any 4) (4)

*Understanding, moderate (Focus, p.162; Successful, p.178-179)*

**2.8 2.8.1 Name and explain the instrument that is used to measure inflation.**

Consumer Price Index/ CPI✓<sup>1</sup> (1)

- It is measured by using the same basket of goods and services used by a household.✓<sup>2</sup>
- It keeps track of the change in the cost of the basket✓<sup>3</sup> over a period (year on year).✓<sup>4</sup>
- The average change is expressed as a percentage.✓<sup>5</sup>
- This percentage is used (year on year) to determine the inflation rate.✓<sup>6</sup> (Any 3) (3)

*Applying, moderate (Focus, p.167; Successful, p.185)*

**2.8.2 Predict the impact that an increase in interest rates hikes will have on the quality of life of South Africans.**

**Positive**

- Consumers with savings/ investments will earn more interest<sup>✓1</sup> and will have more disposable income.<sup>✓2</sup>
- Consumers with fixed interest repayments will not be affected as their repayments will not increase.<sup>✓3</sup>

**Negative:**

- Homeowners may pay more on their bond repayments<sup>✓4</sup> due to the increase in interest rates.
- Loan repayments will increase<sup>✓5</sup> reducing consumers' disposable income<sup>✓6</sup> because of an increase in their repayments.
- Repossession of assets due to non-payment<sup>✓7</sup> because of high interest rates.
- Consumers with variable interest rate repayments will pay more<sup>✓8</sup> as interest rates increase.
- Households with low income are going to suffer because they will have less disposable income<sup>✓9</sup> as they will pay more interest.
- People might get into debt<sup>✓10</sup> because their salaries are no longer enough to afford their needs/ repayments,<sup>✓11</sup> due to an increase in interest rates. (Any 8)

(8)

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

**[40]**



**QUESTION 3: FOOD AND NUTRITION**

**3.1 Name FOUR ways in which a person suffering from high blood pressure can reduce his/ her salt intake.**

- Do not consume more than one teaspoon (5 g) of salt per day. ✓<sup>1</sup>
- Limit/ prevent the consumption of processed food/ smoked meat/ bacon/ biltong/ potato crisps/ salted nuts/ salted popcorn/ powdered soup/ gravy/ stock cubes containing hidden salt/ fast food. ✓<sup>2</sup>
- Herbs/ spices can be used to flavour food instead of salt. ✓<sup>3</sup>
- Check for salt/ sodium chloride/ monosodium glutamate on the ingredients list and avoid/ limit the intake thereof. ✓<sup>4</sup>
- Use small amounts of salt when cooking. ✓<sup>5</sup>

(Any 4) (4)

*Remembering, easy (Focus, p.77-78; Successful, p.87-88)*

**3.2 Give the nutritional guidelines to help with the management of anaemia.**

- Include foods rich in (haem) iron, ✓<sup>1</sup> such as liver/ red meat/ fish/ poultry/ wholegrain cereals/ legumes/ pulses/ green leafy vegetables. ✓<sup>2</sup>
- Eat foods with enough vitamin B12 ✓<sup>3</sup> such as dairy products/ red meat ✓<sup>4</sup>
- Eat foods with enough folic acid ✓<sup>5</sup> such as whole grain products/ liver/ green leafy vegetables. ✓<sup>6</sup>
- Eat foods containing vitamin C ✓<sup>7</sup>/ citrus fruits/ lemons/ oranges/ strawberries ✓<sup>8</sup> to assist with absorption of iron. ✓<sup>9</sup>
- Avoid coffee and tea ✓<sup>10</sup> with meals as the tannins hamper/ interfere with iron absorption. ✓<sup>11</sup>
- (Iron) supplements may be needed in certain circumstances/ may be used. ✓<sup>12</sup>

(Any 4) (4)

*Remembering, moderate (Focus, p.77; Successful, p.91)*

**3.3 State THREE advantages of using chemical preservatives in food.**

- Prolongs the shelf life of food. ✓<sup>1</sup>
- It prevents/ slows down spoilage/ food poisoning. ✓<sup>2</sup>
- Prevents browning of dried fruit/ vegetables. ✓<sup>3</sup>
- Preserves the desirable colour. ✓<sup>4</sup>
- Adds/ improves flavour. ✓<sup>5</sup>

(Any 3) (3)

*Remembering, moderate (Focus, p.94; Successful, p.113-114)*

**3.4 Explain why herbs and spices are irradiated.**

- They will contaminate food ✓<sup>1</sup> if not irradiated because they have a high bacterial load. ✓<sup>2</sup>
- Irradiation makes the food safer to eat/ destroys micro-organisms/ insects ✓<sup>3</sup> and they will last longer. ✓<sup>4</sup>

(Any 2) (2)

*Understanding, moderate (Focus, p.105; Successful, p.128)*

**3.5 Explain how E.coli may be transmitted to the people.**

- The beaches and rivers could have been contaminated by sewage<sup>✓1</sup> due to damaged sewage pipes/ ageing/ lack of maintaining infrastructure.<sup>✓2</sup>
- Contaminated water from rivers flow into the sea<sup>✓3</sup> thus if people swim in/ drink the contaminated water<sup>✓4</sup> they could have been infected with E.coli.
- An infected person, not washing their hands<sup>✓5</sup> touching an uninfected person, could transmit the E.coli to the uninfected person.<sup>✓6</sup>
- The fish in the contaminated water may be contaminated,<sup>✓7</sup> thus consuming the fish/ sardines and fresh water fish will transmit the E.coli to uninfected people.<sup>✓8</sup>

(Any 6) (6)

*Applying, moderate (Focus, p. 90; Successful, p. 106)***3.6 3.6.1 Name the food-related health condition represented in the picture above.**Atherosclerosis/ coronary heart disease<sup>✓</sup>

(1)

*Applying, moderate (Focus, p.74; Successful, p.83)***3.6.2 Identify the substance A indicated in the picture above.**Plaque/ cholesterol/ white waxy substance/ fatty deposits/ <sup>✓</sup>

(1)

*Applying, moderate (Focus, p.74; Successful, p.83)***3.6.3 Describe how the substance A may contribute to coronary heart disease.**

Plaque/ cholesterol/ white waxy substance/ fatty deposits build up in the arteries <sup>✓1</sup> causing the arteries to narrow<sup>✓2</sup> clog/ close<sup>✓3</sup> thicken/ harden.<sup>✓4</sup> This may cause high blood pressure/ stroke<sup>✓5</sup> or a heart attack.<sup>✓6</sup>

(Any 4) (4)

*Understanding, easy (Focus, p.74; Successful, p.83)***3.7 Write a paragraph to discuss how the pizza above will not assist with the management of coronary heart disease.**

The pizza (cake flour) does not contain any fibre<sup>✓1</sup> which lowers cholesterol.<sup>✓2</sup> Egg yolk is high in fat/ (LDL) cholesterol/ oil<sup>✓3</sup> and full cream milk/ butter/ cheese/ beef/ Russian sausage/ bacon/ macon are rich in saturated fats/ oil<sup>✓4</sup> which increases blood cholesterol levels.<sup>✓5</sup> Full cream milk/ butter/ cheese/ beef/ Russian sausage/ bacon/ macon forms plaque<sup>✓6</sup> which will narrow/ clog the arteries/ blood vessels<sup>✓7</sup> and may result in a heart attack. Most ingredients have a high kJ/energy value,<sup>✓8</sup> this may lead to overweight/ obesity<sup>✓9</sup> which contributes to coronary heart disease. The Russian sausage and bacon/ macon are high in salt<sup>✓10</sup> and can increase blood pressure/ stroke.<sup>✓11</sup>

(Any 8) (8)

*Applying, moderate (Focus, p.74; Successful, p.84-85)***NOTE: Narrow the blood vessels/ arteries can only be awarded a mark once.**

**3.8 Food security in South Africa has been affected by recent fuel price increases.****Justify the statement above.**

- Fuel increases result in an increase in food production costs<sup>✓1</sup> and food transport costs.<sup>✓2</sup> This will make food more expensive.<sup>✓3</sup>
- Because consumers pay more for transport,<sup>✓4</sup> they will have less disposable income<sup>✓5</sup> to buy/ access food.<sup>✓6</sup>
- Many consumers may not be able to afford<sup>✓7</sup> buy enough<sup>✓8</sup> food for a healthy active life.<sup>✓9</sup>

(Any 7) (7)

*Analysing, difficult (Real life; Focus, p.106-107; Successful, p.128-129)***[40]**

**QUESTION 4: CLOTHING****4.1 Name the fashion that imitates/resembles a style from a previous era.**

Retrospective fashion✓ (1)  
Remembering, easy (Focus, p.51; Successful, p.51)

**4.2 Give THREE stages in the fashion cycle.**

- Beginning/ launch/ introduction✓<sup>1</sup>
- Rise✓<sup>2</sup>
- Peak✓<sup>3</sup>
- Decline✓<sup>4</sup>
- Obsolescence/ end✓<sup>5</sup> (Any 3) (3)

Remembering, easy (Focus, p.49-50; Successful, p.50)

**4.3 Explain the term *counterfeit products*:**

Replicas/ imitation/ fake✓<sup>1</sup> of the original products.

**OR**

Illegal copies✓<sup>2</sup> of a product. (Any 1) (1)  
Remembering, easy (Focus, p.64 Successful, p.72)

**4.4 The environment is considered in the production of eco-friendly fabrics.****Validate the statement**

- Grown and produced in an environmentally friendly/ sustainable way/low carbon footprint.✓<sup>1</sup>
- They require/ use less water✓<sup>2</sup> in the production process.
- They require/ use less energy✓<sup>3</sup> during production and processing.
- They are made from renewable resources✓<sup>4</sup> e.g. plants with a good crop yield/ bamboo.✓<sup>5</sup>
- They create less waste/ biodegradable/ less on landfill sites.✓<sup>6</sup>
- They are produced from crops that do not require pesticides/ herbicides/ chemicals/ are grown organically.✓<sup>7</sup>
- Natural/ plant based/ no harmful dyes are used.✓<sup>8</sup>
- Recycled/ re-used textiles reduce the need for producing new textiles✓<sup>9</sup> and do not land up on landfills.✓<sup>10</sup> (Any 5) (5)

Understanding, moderate (Focus, p.61 Successful, p.67- 68)

**4.5 State FIVE guidelines to consider when selecting shirts/ blouses for a job at an accounting firm.**

- Choose basic/ neutral colours.✓<sup>1</sup>
- Choose shirts/ blouses that are easy to mix and match with pants/ skirts.✓<sup>2</sup>
- Choose styles that complement the body type/ fit well.✓<sup>3</sup>
- Buy the best quality that you can afford as it will last longer.✓<sup>4</sup>
- Avoid buying items that do not go with many items in the wardrobe.✓<sup>5</sup>
- Buy items in the peak/ decline stage of the fashion cycle/ on sale as they are more affordable.✓<sup>6</sup>
- Buy shirts/ blouses that can be dressed up for formal/ professional and dressed down for informal occasions.✓<sup>7</sup>
- Buy shirts/ blouses that are versatile and can be worn in different seasons thus reducing the amount of money spent on clothing.✓<sup>8</sup>
- Buy classic/ basic items as they last for many seasons/ timeless.✓<sup>9</sup>
- Buy 4 shirts/ blouses, one cream/ white, one in plain colour, one floral/ striped and one smart for a special occasion.✓<sup>10</sup>
- Select shirts or blouses that are not revealing.✓<sup>11</sup> (Any 5)

(5)

*Understanding, easy (Focus, p.54-59; Successful, p.61-65)*

**4.6 Discuss how changes in technology since the 1990s have contributed to creating the affordable and comfortable artificial leather skinny pants of 2023.**

- New textiles/ fabrics are developed✓<sup>1</sup> with more elasticity/ stretch qualities.✓<sup>2</sup> This contributes to the comfort/ free movement✓<sup>3</sup>and body hugging✓<sup>4</sup> qualities of the artificial leather of 2023.
- Nano/ biotechnology provides the quality of controlling the wearer's body temperature,✓<sup>5</sup> as artificial leather may produce uncomfortable warmth,✓<sup>6</sup> it does not allow air to pass through/ fabric does not breathe.✓<sup>7</sup>
- Computerised pattern design methods/ improved sewing machines✓<sup>8</sup> speeded up the manufacturing process/ saves time✓<sup>9</sup>and money.✓<sup>10</sup>
- Artificial leather is cheaper✓<sup>11</sup> than genuine leather. (Any 5)

(5)

*Analysing, moderate (Focus, p.51; Successful, p.54)*

**[20]**

**QUESTION 5: HOUSING AND INTERIOR****5.1 List the information that must be included in a lease agreement.**

- Personal details of both parties. ✓<sup>1</sup>
- The deposit that is required. ✓<sup>2</sup>
- When the rent is payable/ amount of rent/ rental instalment. ✓<sup>3</sup>
- Period of the rental start and end date/ length of the lease. ✓<sup>4</sup>
- Rules about what is allowed in the house/ flat. ✓<sup>5</sup>
- Number of people that may stay in the rental property. ✓<sup>6</sup>
- Address of the property. ✓<sup>7</sup>
- Details of the renewal. ✓<sup>8</sup>
- Indicate the rights and responsibilities of the tenant ✓<sup>9</sup> and the landlord. ✓<sup>10</sup>

(Any 3) (3)

*Remembering, easy (Focus, p.117-118; Successful, p.138)***5.2 5.2.1 Describe THREE ways in which the upright freezer saves human energy.**

- The upright freezer has an auto defrost function therefore does not have to be defrosted manually. ✓<sup>1</sup> This will save time. ✓<sup>2</sup>
- Stainless steel finish/ white interior will make it easy to clean. ✓<sup>3</sup>
- Wheels will make it easy to move/ clean underneath. ✓<sup>4</sup>
- The light makes it easy to see items at once, no need to search for items. ✓<sup>5</sup>
- Shelves make it easy to find items. ✓<sup>6</sup>
- It is easy to access the items because the doors open to the side. ✓<sup>7</sup>

(Any 3) (3)

*Applying, moderate (Focus, p.136; Successful, p.154 – 155, 159)***5.2.2 Explain why a lay-by will be a suitable purchasing transaction for someone who only has enough cash to pay a deposit.**

- It can be paid off over a period of time. ✓<sup>1</sup>
- No interest is charged ✓<sup>2</sup> so in the end it costs the same as paying cash. ✓<sup>3</sup>

(Any 2) (2)

*Understanding, moderate (Focus, p.148; Successful, p.162; Grade 11)*

**5.3. 5.3.1 Name and explain the type of home ownership in the advertisement above.**

This is a sectional title ownership. ✓<sup>1</sup> (1)  
 The owner becomes the legal/ individual owner of a section of a housing complex/ estate ✓<sup>2</sup> and have shares in the undivided lot on which it stands. ✓<sup>3</sup>

**OR**

This is a sectional title ownership.  
 The owner becomes the legal/ individual owner of a unit/ section of the building ✓<sup>4</sup> and owns a share of all the common property/ lifts/ passages/ stairways/ garden areas and the pool. ✓<sup>5</sup> (Any 2) (2)

*Remembering, moderate (Focus, p.122; Successful, p.140)*

**5.3.2 Identify from the advertisement above THREE services that will be paid for by levies.**

- Swimming pool ✓<sup>1</sup>
- Outstanding security ✓<sup>2</sup>
- Gym ✓<sup>3</sup>
- Squash court ✓<sup>4</sup>
- Games room ✓<sup>5</sup>
- Children's play area ✓<sup>6</sup>
- Maintenance of common areas ✓<sup>7</sup>
- Waste removal ✓<sup>8</sup>
- Rates and taxes for common areas ✓<sup>9</sup>
- Cinema room ✓<sup>10</sup>
- Function room ✓<sup>11</sup>
- Board room ✓<sup>12</sup>
- Fibre and DSTV ready ✓<sup>13</sup>
- Wellness spa ✓<sup>14</sup>
- Lifestyle centre ✓<sup>15</sup> (Any 3) (3)

*Understanding, easy (Focus, p.122; Successful, p.140)*

**5.3.3 Describe why it will be financially beneficial to buy property in the development above.**

- It will be financially beneficial because of the free bond costs, ✓<sup>1</sup> the levy is free for one year ✓<sup>2</sup> and there is a 10% discount. ✓<sup>3</sup>
- The buyer does not have to maintain the common properties ✓<sup>4</sup> as it is done by the body corporate. ✓<sup>5</sup>
- It is safe/ has outstanding security/ as it is in a secure complex/ development ✓<sup>6</sup> and will not have to pay for extra security. ✓
- Amenities are on-site/ restaurant/ gym/ games room/ swimming pool/ children's play area/ cinema room ✓<sup>8</sup> thus saving on entertainment expenses. ✓<sup>9</sup>
- Close to a shopping mall/ Mall of Africa/ schools/ top education facilities/ entertainment/ top restaurants/ fast food outlets/ Kyalami Racetrack, ✓<sup>10</sup> which will save transport costs. ✓<sup>11</sup> (Any 6) (6)

*Analysing, moderate (Focus, p.123; Successful, p.141; Scenario)*

**[20]**

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

A group of people<sup>✓1</sup> who want to purchase your product or service<sup>✓2</sup> and are willing to pay the price that you are charging for it.<sup>✓3</sup>

**OR**

A group of people<sup>✓4</sup> with common needs<sup>✓5</sup> and interests.<sup>✓6</sup> (Any 2) (2)  
*Remembering, easy (Focus, p.20; Successful, p.33) (Grade 11)*

**6.2 Name TWO distribution methods that an entrepreneur can use to sell his/ her products.**

- Direct selling/ distributing/ selling themselves.<sup>✓1</sup>
- Using a middleman/ indirect selling.<sup>✓2</sup> (2)

*Remembering, easy (Focus, p.33; Successful, p.32)*

**6.3 Suggest FOUR ways in which a new entrepreneur can build good customer relations to ensure the success of a business.**

- By ensuring that the business meets the wants and needs of the customers.<sup>✓1</sup>
- By making customers feel important/ treat customers with respect.<sup>✓2</sup>
- Ensure that they enjoy doing business with you.<sup>✓3</sup>
- By giving clear information about the product.<sup>✓4</sup>
- By fulfilling the promises as customers will expect everything promised on the label or in the advertisement.<sup>✓5</sup>
- By immediately attending to customer complaints<sup>✓6</sup> by always returning calls<sup>✓7</sup> if promised to do so.
- By being courteous and listening to complaints attentively without interruptions.<sup>✓8</sup>
- By writing down enquiries/ complaints for future reference/ by getting regular feedback from customers<sup>✓9</sup> in order to improve the quality of the product or service.
- By training employees and family members who come into contact with customers, in customer service.<sup>✓10</sup> (Any 4) (4)

*Remembering, easy (Focus, p.22-25; Successful, p.25)*



**6.4 Explain the importance of adhering to product specifications.**

- To ensure that the product is always the same/ consistent in terms of size/ appearance/ colour and texture/ quality. ✓<sup>1</sup>
- Customers will always get what they expected/ meet customers' expectations. ✓<sup>2</sup>
- Customers will be satisfied/ pleased, tell others about the product. ✓<sup>3</sup>
- Product/ business can be more successful/ more profitable/ not lose profit as there will be less failures/ returns. ✓<sup>4</sup>
- Less wastage of raw materials. ✓<sup>5</sup>

(Any 3) (3)

*Understanding, moderate (Focus, p. 16; Successful, p. 21)***6.5 6.5.1 (a) Availability of financial resources**

- R2 000 borrowed from a friend. ✓<sup>1</sup>
- R50 000 grant from the National Youth Development Agency. ✓<sup>2</sup>
- Rent-free land. ✓<sup>3</sup>

(Any 2) (2)

*Understanding, moderate (Focus, p. 11; Successful, p. 18)***(b) Availability of work space**

- She uses a piece of land for free/ rent free land owned by her family. ✓<sup>1</sup>
- She has a big chicken house. ✓<sup>2</sup>

(2)

*Understanding, moderate (Focus, p. 12; Successful, p. 19)***(c) Availability of raw materials.**

- Egg-laying chickens ✓<sup>1</sup> were bought from a local farmer ✓<sup>2</sup> thus easily available. ✓<sup>3</sup>
- She uses biodegradable ✓<sup>4</sup> recyclable packaging. ✓<sup>5</sup>
- Customers have the option of bringing their own packaging. ✓<sup>6</sup>

(Any 2) (2)

*Understanding, moderate (Focus, p. 13; Successful, p. 19)*

**6.5.2 Describe why Lebuhang is considered an environmentally and socially responsible entrepreneur.**

- She uses biodegradable<sup>✓1</sup> and recycled<sup>✓2</sup> packaging/ she encourages customers to bring their own packaging,<sup>✓3</sup> which reduces the need to produce new packaging.<sup>✓4</sup> This reduces waste<sup>✓5</sup> and pollution<sup>✓6</sup> and a negative impact on the environment.<sup>✓7</sup>
- She donates unsold eggs to Early Childhood Development Centres<sup>✓8</sup> to assist with poverty alleviation.<sup>✓9</sup>
- She gives chicken manure away for community vegetable gardens,<sup>✓10</sup> chicken manure is environmentally friendly<sup>✓11</sup> thus the community does not have to buy fertiliser<sup>✓12</sup> to grow their own vegetables.
- She promotes her products online which is a responsible way of marketing because it is paperless.<sup>✓13</sup>
- She bought her initial eggs and egg laying chickens from a local farmer which saves fuel and has less impact on the natural environment.<sup>✓14</sup>

(Any 5) (5)

*Applying, moderate (Focus, p.27; Successful, p.26)*

**6.5.3 Explain why it is likely that Eggselent will be a sustainable profitable business.**

- There is a high demand<sup>✓1</sup> for her product/ eggs.
- Eggselent supplies bakeries/ bed and breakfast establishments/ households.<sup>✓2</sup>
- Eggselent has a broad customer base/ target market<sup>✓3</sup> as Lebuhang uses online promotion and sells her products online.<sup>✓4</sup>
- Lebuhang invests in her business,<sup>✓5</sup> she used the grant worth R50 000 (from the National Youth Development Agency) to build a bigger chicken house to accommodate more egg laying chickens, thus producing more eggs<sup>✓6</sup> her business is growing.<sup>✓7</sup>
- She has business mentoring,<sup>✓8</sup> that guides her, making her less likely to fail.<sup>✓9</sup>
- The eggs are affordable<sup>✓10</sup> therefore she will have more customers.
- Eggs are not seasonal/ always available/ needed throughout the year/ steady level of production.<sup>✓11</sup>
- She also sells slaughtered chickens which increases the variety of products.<sup>✓12</sup>
- Her business has low overhead costs because she uses rent-free land.<sup>✓13</sup>
- She has very little debt to repay because she only borrowed R2000 from a friend.<sup>✓14</sup>

(Any 6) (6)

*Applying, moderate (Focus, p.35; Successful, p.34)*

**6.5.4 Calculate the profit she makes on five dozen eggs.  
Show ALL calculations.**

$$\begin{aligned} & R15 \times 5 \checkmark^1 \\ & = R75 \checkmark^2 \times 40\% \checkmark^3 \\ & = R30.00 \checkmark^4 \end{aligned}$$

**OR**

$$\begin{aligned} & R15.00 \times 40\% \checkmark^5 = R6.00 \\ & R6.00 \checkmark^6 \times 5 \checkmark^7 \\ & = R30.00 \checkmark^8 \end{aligned}$$

(4)

*Applying, moderate (Focus, p.36-38; Successful, p.38-39)*

**6.6 Predict the negative financial impact that load shedding will have on small businesses and its employees.**

- Businesses close during load shedding and as a result will lose customers<sup>✓1</sup> therefore have less profit.<sup>✓2</sup>
- Some businesses might go bankrupt and have to close down<sup>✓3</sup> as there will be less income to sustain the business.<sup>✓4</sup>
- They will not be able to produce their products<sup>✓5</sup> and sales will not be made.<sup>✓6</sup>
- They are still expected to pay the rent/ water/ electricity/ rates and taxes/ debts<sup>✓7</sup> which they may not be able to afford.<sup>✓8</sup> They may be blacklisted.<sup>✓9</sup>
- Perishable raw materials might be spoiled<sup>✓10</sup> due to long hours of load shedding resulting in the businesses losing money.<sup>✓11</sup>
- Employees may be retrenched,<sup>✓12</sup> asked to work for less hours<sup>✓13</sup> as businesses are not operating due to load shedding, which may lead to poverty/ more people being unemployed.<sup>✓14</sup>
- Some businesses may purchase a generator/ inverter to use during loadshedding which is costly.<sup>✓15</sup>
- Running a generator/ inverter is expensive.<sup>✓16</sup>

(Any (8)

8)

*Analysing, difficult (Consumer issue)*

[40]

**GRAND TOTAL: 200**