



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

NOVEMBER 2017

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 19 pages.

SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B✓	<i>Remembering, easy (Focus, p.163; Successful, p.181)</i>	(1)
	1.1.2	A✓	<i>Remembering, easy (Focus, p.163; Successful, p.181)</i>	(1)
	1.1.3	A✓	<i>Remembering, easy (Focus, p.157; Successful, p.173)</i>	(1)
	1.1.4	D✓	<i>Remembering, easy (Focus, p.79; Successful, p.93)</i>	(1)
	1.1.5	A/D✓	<i>Remembering, easy (Focus, p.82; Successful, p.95)</i>	(1)
	1.1.6	D✓	<i>Remembering, difficult (Focus, p.101; Successful, p.119)</i>	(1)
	1.1.7	C✓	<i>Understanding, easy (Focus, p.91; Successful, p.109)</i>	(1)
	1.1.8	A/C✓	<i>Remembering, moderate (Focus, p.98; Successful, p.118)</i> <i>None correct</i>	(1)
	1.1.9	C✓	<i>Understanding, easy (Focus, p.61; Successful, p.67)</i>	(1)
	1.1.10	C✓	<i>Applying, easy (Focus, p.58; Successful, p.63)</i>	(1)
	1.1.11	B✓	<i>Remembering, easy (Focus, p.120; Successful, p.139)</i>	(1)
	1.1.12	C✓	<i>Remembering, moderate (Focus, p.127; Successful, p.146)</i>	(1)
	1.1.13	B✓	<i>Understanding, difficult (Focus, p.127; Successful, p.145)</i>	(1)
	1.1.14	D✓	<i>Applying, moderate (Focus, p.118; Successful, p.137)</i>	(1)
	1.1.15	B✓	<i>Applying, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.16	A✓	<i>Understanding, easy (Focus, p.13; Successful, p.19–20)</i>	(1)
	1.1.17	D✓	<i>Understanding, moderate (Focus, p.26; Successful, p.25)</i>	(1)
	1.1.18	B✓	<i>Applying, moderate (Focus, p.37; Successful, p.37)</i>	(1)
	1.1.19	C✓	<i>Applying, difficult (Focus, p.38; Successful, p.39)</i>	(1)
	1.1.20	B✓	<i>Understanding, difficult (Focus, p.39; Successful, p.41)</i>	(1)

- 1.2 1.2.1 Sustainable (production)/ eco-friendly✓ (Focus, p.26; Successful, p.26) (1)
- 1.2.2 Brand (mark)/ trademark/ logo✓ (Focus, p.29; Successful, p.28) (1)
- 1.2.3 Target market/ group✓ (Focus, p.34; Successful, p.33) (1)
- 1.2.4 Cash flow projection/ forecast/ budget✓ (Focus, p.40; Successful, p.42) (1)
- 1.2.5 Overheads/ operational/ running/
variable✓ (Focus, p.37; Successful, p.41) (1)

Remembering, moderate

- 1.3 B✓
D✓
F✓
G✓ (in any order) (4)

Remembering, moderate (Focus, page 183; Successful, page 203–204)

- 1.4 1.4.1 B✓ (1)
- 1.4.2 F/C✓ (1)
- 1.4.3 A✓ (1)
- 1.4.4 C/A✓ (1)

Understanding, moderate (Focus, page 148–149; Successful, page 162–163)

- 1.5 B✓
C✓
D✓ (in any order) (3)

Understanding, moderate (Focus, page 80; Successful, page 93–94)

- 1.6 1.6.1 B✓ (1)
- 1.6.2 A✓ (1)
- 1.6.3 D✓ (1)
- 1.6.4 E✓ (1)

Applying, difficult (Focus, page 49–51; Successful, page 51, 53)

[40]

QUESTION 2: THE CONSUMER**2.1 Explain excise duty.**

- Excise duty is commonly referred to as (sin) tax;✓¹ it is placed on the manufacture and sale of products/ fast-moving daily consumables,✓² mostly non-essential items/ tobacco/ alcohol/ petrol.✓³ (Any 2) (2)

Remembering, easy (Focus, page 165; Successful, page 182)

2.2 Explain the term guarantee.

- A guarantee is an assurance✓¹ that a product will remain in working order✓² for a particular length of time.✓^{3*} A guarantee is a promise from the manufacturer that they will sort out any problems with a product or service✓⁴ within a specific and fixed period of time.✓^{5*}

OR

- A guarantee is a promise✓⁶ in writing that the quality or durability of a product or service will meet certain standards✓⁷ and that if the product or service does not satisfy the terms of the guarantee, the money paid for it will be returned.✓⁸ It is therefore a safeguard against loss.✓⁹ (Any 3) (3)

NOTE: *particular length of time/specific and fixed period of time should only be awarded a mark ONCE.

Remembering, easy (Focus, page 158; Successful, page 175)

2.3 State why tiered-level or multilevel marketing is not considered to be illegal.

- A product is sold/ income is derived from the sales of products.✓ (1)

Remembering, easy (Focus, page 162; Successful, page 179)

2.4 2.4.1 Explain how using the washing machine may contribute to the responsible use of:**Water**

- Wash full loads of clothing/ ensure that the washing machine is full of clothes before washing.✓¹
- Use grey water from the washing machine to water pot plants/ garden; this will reduce the amount of clean water needed.✓²
- Use the correct programme/ automatic function adjustment✓³ to ensure that the minimum amount of water is used for the wash.✓⁴
- Use the appropriate water level needed for the amount of clothes.✓⁵
- Front loaders/ twin tubs use less water/ more efficient regarding water use.✓⁶
- Use a high efficiency washing machine as they use 30% less water.✓⁷
- Check washing machine for leaks and drips.✓⁸ (Any 3) (3)

Understanding, easy (Focus, page 174, 181; Successful, page 158, 193, 199)

2.4.2 Electricity

- Choose the correct/ shortest washing cycle for energy efficiency.✓¹
- Use cold water (with cold-water detergents) to reduce electricity consumption✓², by not having to heat water in the geyser.
- Avoid many small loads/ wash full loads, thus reducing electricity consumption. ✓³
- Make sure the machine is switched off after use✓⁴ because if indicator lights are left on electricity is used.✓⁵
- A-rated washing machines are more energy efficient/ use less electricity.✓⁶

(Any 2) (2)

*Understanding, easy (Focus, page 174; Successful, page 193)***2.5 2.5.1 Give the term for the clubs mentioned in the scenario.**

- Stokvel✓
(community savings/ grocery club/ society not accepted)

(1)

*Remembering, easy (Focus, page 161; Successful, page 177)***2.5.2 Identify, in the scenario, why these clubs may be considered legal.**

- Money is paid into a joint pool/ common fund.✓¹
- Cash/ groceries are received on a rotating basis.✓²
- All members benefit.✓³

(Any 1) (1)

*Understanding, moderate (Focus, page 161-162; Successful, page 177–178)***2.5.3 Discuss how club members benefit from receiving non-perishable groceries that are bought in bulk.**

- Bulk/ wholesale prices may be cheaper/ more can be bought.✓¹
- Families may have non-perishable groceries/ food over a longer period to feed them/ More food security for these families/ extended relatives.✓²
- Buying groceries in bulk may reduce the impact of food inflation over a period of time.✓³
- Buying in bulk reduces transport costs/ taxi/ bus fare.✓⁴
- More disposable income will be available for other needs.✓⁵

(Any 3) (3)

*Applying, difficult (Focus, page 168; Successful, page 161)***2.6 Write a paragraph and explain the impact of interest hikes on the inflation rate.**

When the interest rates increase, consumers who have loans/ credit cards/ bonds must pay back more/ monthly instalments/ repayments increase.✓¹
 This results in consumers having less disposable income to buy goods and services.✓² This leads to slow economic growth✓³ and slows down inflation✓⁴
 as the prices of goods and services increase very little.✓⁵

(Any 4) (4)

*Analysing, difficult (Focus, page 166–168; Successful, page 184–186)**NOTE: Deduct one mark if not written in paragraph format.*

QUESTION 3: FOOD AND NUTRITION**3.1 Describe the term *organic food*.**

Organic foods are grown:

- in an environmentally friendly way✓¹
- without pesticides✓²
- without herbicides✓³
- without synthetic fertilisers/ chemicals✓⁴
- without hormones✓⁵
- without growth regulators✓⁶
- without livestock feed additives✓⁷

(Any 2) (2)

Remembering, easy (Focus, page 104; Successful, page 125)

3.2 3.2.1 Explain ONE function of EACH of the following food additives: Emulsifiers

- Mix oils and water,✓¹ and prevent them from separating/ form stable emulsions.✓²
- Provide a consistent/ homogenous texture/ improve texture.✓³

(Any 2) (2)

Remembering, easy (Focus, page 93; Successful, page 113)

3.2.2 Antioxidants

- Lengthen the shelf life✓¹ of food.
- Prevent the oxidation of food.✓²
- Prevent rancidity/ fatty foods from turning rancid/ developing an unpleasant taste and smell.✓³
- Prevent discolouration/ delay the enzymatic browning in fruits and vegetables that have been exposed to air when peeled or cut.✓⁴

(Any 2) (2)

Remembering, easy (Focus, page 94; Successful, page 114)

3.3 Explain how irradiation extends the shelf life of food.

- Very short light/ radio/ Gamma waves✓¹ penetrate the food.
- Irradiation eliminates or reduces the number of pathogenic bacteria/ Salmonella and other harmful organisms in food/ Irradiation prevents food poisoning/ food-borne diseases.✓²
- It destroys or deactivates organisms✓³ that cause food spoilage/ contamination.
- It delays the sprouting of potatoes/ onions/ garlic/ greening of potatoes.✓⁴
- It delays the ripening of fruit/ enzymatic reaction.✓⁵
- It destroys insects✓⁶ in cereals/ tropical fruit that is imported or exported.
- It reduces losses from damage during transport/ storage.✓⁷

(Any 3) (3)

Remembering, easy (Focus, page 105; Successful, page 127)

- 3.4 3.4.1 **Write a paragraph to explain how home-grown or community food gardens may positively contribute to food security.**
- People participating in the programme will have access to more affordable/ cheaper food.✓¹ They can produce the food themselves✓² or people can buy food from producers in the community at a lower price than in shops.✓³ If the producers sell✓⁴ fruit and vegetables, it will provide them with an income which they can use to buy food that they cannot produce.✓⁵ This programme could ensure that enough food/food in sufficient/ adequate quantities will be available/accessable✓⁶ on a consistent/ sustainable basis/ seasonal crops.✓⁷ The food will be safe✓⁸ to eat as it can be sold/ eaten immediately. The fruit and vegetables don't have to be kept cold.✓⁹ Cold storage of produce is not necessary for home grown/ community vegetables gardens as they are used fresh from the gardens. Fruit and vegetables are nutritious and will contribute to sufficient food for all.✓¹⁰ Employment in community gardens provide income for those working there.✓¹¹ (Any 5) (5)

NOTE: Deduct ONE mark if not written in paragraph style.

Understanding, moderate (Focus, page 106–107; Successful, page 128–129)

- 3.4.2 **Discuss how produce from home-grown or community food gardens could improve the diet of a person living with HIV/Aids.**
- Through urban agriculture, more people may have access to fresh fruit and vegetables which will strengthen the weakened immune system✓¹ through vitamin C,✓² vitamin B₆,✓³ selenium in corn/ maize/ mealies,✓⁴ flavenoids✓⁵ and phytosterols.✓⁶
 - Vitamin C/ A/ selenium are anti-oxidants✓⁷ and help people suffering from HIV/Aids to recover from infections/ to improve their health.✓⁸
 - Fruit and vegetables contain fibre that assists with digestion.✓⁹
 - Water in fruit and vegetables assists in replacing fluids lost due to diarrhoea/ vomiting.✓¹⁰
 - Many fruit and vegetables are high in vitamin A.✓¹¹ This helps to keep the lining of the skin/ lungs/ gut healthy/ intact✓¹² to make it difficult for germs to enter the body and cause infections.✓¹³ Fruit and vegetables replace the vitamin A that is lost during infections.✓¹⁴
 - Vitamin B₆ helps to maintain a healthy nervous system.✓¹⁵
- (Any 8) (8)

Understanding, moderate (Focus, page 84; Successful, page 99–100)

3.5 Explain why TB is spreading and the treatment seems to be failing in South Africa.

- The incubation period of TB is long,✓¹ thus infected people might not seek treatment in good time. This infects more people.✓²
- Poor nutrition due to unemployment leads to weakened immunity which is a risk factor.✓³
- TB is airborne✓⁴ and spreads easily in crowded/ spaces. Ventilation and aeration of homes are not done.✓⁵ TB can easily spread when people don't cover their mouths when they cough.✓⁶
- TB control is problematic - TB cases are identified but they are not treated well enough/ irregular availability of appropriate medication.✓⁷
- TB patients do not complete their medication/ treatment/ Health facilities do not follow-up patients/ no supervision✓⁸ to ensure they complete the course of medication.
- Because of unemployment people may not have the means/ money for transport to get to clinics/ doctors to receive their treatment.✓⁹
- TB is a notifiable disease and people do not want to be identified as there is a stigma attached to TB - therefore they do not seek treatment/ medication.✓¹⁰

(Any 4) (4)

Applying, difficult (Focus, page 89; Successful, page 104)

NOTE: Do not accept “don't have money for medication” as the medication is for free.

3.6 Give reasons why sugar tax on sugar-sweetened beverages may assist in the management of Type 2 diabetes.

- The price of beverages containing extra sugar will increase✓¹ thus discouraging the diabetic from purchasing these products.✓²
- Sugar-sweetened beverages increase the blood glucose level rapidly.✓³ as they are high GI (glycaemic index).✓⁴ This stimulates the release of insulin from the pancreas - either too much/ too little/ cannot be used effectively.✓⁵ This make it difficult to control Type 2 diabetes.✓⁶
- Not consuming these products they may start drinking more water/ 100% unsweetened fruit juice,✓⁷ may lead to more stable/ less fluctuating blood glucose/ sugar levels.✓⁸

(Any 4) (4)

*Applying, moderate (Focus, page 71–73; Successful, page 78–82)***3.7 3.7.1 Explain why the salad is NOT suitable for a person suffering from anaemia.**

- Legumes (beans/ butterbeans/ red kidney beans/ Barloti beans) contain iron,✓¹ however, this iron is not as well absorbed as iron from animal sources.✓²
- The salad does not contain iron-rich sources.✓³
- The salad contains no vitamin B12✓⁴ as it doesn't contain food from animal origin.✓⁵
- Vitamin C promotes the absorption of iron✓⁶ but this salad doesn't contain vitamin C rich sources.✓⁷
- No rich sources of folic acid✓⁸ – lack of folic acid may cause anaemia.

(Any 3) (3)

Analysing, moderate (Focus, page 76–77; Successful, page 90–91)

3.7.2 Evaluate the suitability of the nutrient content of the salad for a person suffering from coronary heart disease.

- The salad contains moderate sodium/ salt content.✓¹ This is beneficial in the management of hypertension✓² that can lead to coronary heart disease.✓³
- The salad is high in (soluble) fibre✓⁴ which is beneficial as it lowers cholesterol levels✓⁵ and helps/ will be beneficial in the management of coronary heart disease.
- The salad has low cholesterol content,✓⁶ and it will not increase blood cholesterol levels.✓⁷
- The carbohydrate content/sugar content is low✓⁸ and will not have a detrimental effect on coronary heart disease.
- The salad has a very low trans-fat/ saturated fat/ fat content/ more monounsaturated fat✓⁹ which is beneficial in the management of coronary heart disease, as there is less build-up of fatty deposits.✓¹⁰ Saturated fat and trans-fatty acids, increase cholesterol levels.✓¹¹ (Any 6)
- The nutrient content of the salad is suitable for the management of coronary heart disease.✓¹² (1) (7)

Evaluating, difficult (Focus, page 74–75; Successful, page 83–85)

[40]

QUESTION 4: CLOTHING

4.1 **Explain the term *counterfeit goods*.** (1)

- An illegal copy/ replica/ fake of a(an) (original) product.✓

Remembering, easy (Focus, page 64; Successful, page 72)

4.2 4.2.1 **Name the approximate length of time of EACH of the following fashion cycles:**

Fads

- Fads last for one season/ is short-lived/ few months✓ (1)

4.2.2 **Standard trends**

- Standard trends last for two to three years/ seasons✓ (1)

4.2.3 **Classic**

- Classic fashions last for many seasons/ years/ long period/ timeless✓ (1)

Remembering, easy (Focus, page 49–50; Successful, page 51)

4.3 4.3.1 **Name the first and the last stages of the fashion cycle.**

- Introduction/ beginning/ launch✓¹
- End/ obsolescence/ obsolete✓² (2)

Remembering, easy (Focus, page 49–50; Successful, page 50)

4.3.2 **Explain what the stages in QUESTION 4.3.1 have in common.**

- Few people wear it in both stages/ sells in small numbers.✓¹
- In both stages a new fashion trend has begun.✓² (2)

Understanding, moderate (Focus, page 49–50; Successful, page 50)

4.4 **Explain why a person working in a bank should carefully consider the choice of accessories for his/her working wardrobe.**

- Accessories must comply with the bank's formal environment/ professional appearance/ corporate image.✓¹
- The person is working with the public and accessories must not be distracting/ too bulky/ excessive.✓²
- Accessories must be acceptable to colleagues/ must not offend clients/ colleagues.✓³
- Accessories must reflect the values that the bank wants to portray to their clients/ Accessories must not send the wrong message to clients about the bank.✓⁴
- Accessories can provide interest/style✓⁵ to complement the corporate clothing.
- The colour of the accessories must fit in with the bank's corporate clothing.✓⁶
- Accessories can help him/ her to put his/ her individual stamp/ personality on his/ her appearance.✓⁷ (Any 3) (3)

Understanding, difficult (Focus, page 54; Successful, page 62)

4.5 Explain how you may apply the principle of *reusing* in order to contribute to the sustainable use of clothing items.

Do not discard garments that you no longer wear as they can be:

- Adapted into different/ other garments.✓¹
- Up-cycled/ taken apart and stitched into an entirely new item.✓²
- Donated,✓³ sold,✓⁴ swapped✓⁵ to give further life to a garment.
- Cut up to be used for household items.✓⁶

(Any 3) (3)

Understanding, easy (Focus, page 63; Successful, page 68–70)

4.6 4.6.1 Describe the optical illusion created by the 3cm light blue strip at the hem of the shorts.

- The light blue horizontal strip will force the eye to move side-to-side/ left-to-right/ horizontally.✓¹
- This makes his legs/ knees/ thighs appear broader/ wider✓² and shorter.✓³

(Any 2) (2)

Applying, difficult (Clothing Grade 11)

4.6.2 Suggest and describe suitable changes to this outfit to make it an appropriate monochromatic outfit for his professional office job.

- Remove the hat✓¹ as it is not professional.
- Wear dark blue/ black/ grey formal long pants.✓²
- Wear a long-sleeved white/ light blue shirt with buttons and a collar.✓³
- Wear a navy blue/ light blue tie.✓⁴
- Wear black/ brown/ grey/ navy blue (formal) shoes.✓⁵
- Wear black/ brown/ grey/ navy blue socks.✓⁶

NOTE: One mark allocated if all the colours are monochromatic.✓⁷
In order to obtain a mark the colour/s must be mentioned.

(Any 4) (4)

Creating, moderate (Focus, page 53–59; Successful, page 57–65)

[20]

QUESTION 5: HOUSING**5.1 Name THREE payments that most tenants have to make every month.**

- Rent✓¹
- Water✓²
- Refuse/ waste/ sewerage removal/ municipal utilities✓³
- Electricity✓⁴
- Household contents insurance✓⁵

(Any 3) (3)

*Remembering, easy (Focus, page 117, 128; Successful, page 137, 145)***5.2 Explain the term *deed of sale*.**

- Once the offer to purchase has been signed✓¹ by the buyer and seller,✓² it becomes a contract/ legally binding,✓³ called the deed of sale. It contains all the points on which the parties agreed/ written, formal agreement between buyer and seller.✓⁴

(Any 2) (2)

*Remembering, easy (Focus, page 125; Successful, page 143)***5.3 State to whom applications for government housing subsidies must be submitted.**

- Relevant provincial housing department/ provincial department of human settlements✓¹
- (Accredited) municipality✓²

(Any 1) (1)

*Remembering, moderate (Focus, page 130; Successful, page 149)***5.4 5.4.1 Give the qualifying criteria for government housing subsidies in terms of: Citizenship**

- The applicant must be a South African citizen/ have permanent residency.✓

(1)

*Remembering, easy (Focus, page 130; Successful, page 149)***5.4.2 Age**

- The applicant must be at least 18/ 21 years old.✓

(1)

*Remembering, easy (Focus, page 130; Successful, page 149)***5.5 Give FOUR possible *financial advantages* of building a house.**

- Building a house can cost less than buying a house if you are an owner-builder.✓¹
- It is possible to create an environmentally friendly house; this may save water/ electricity costs.✓²
- If there are not enough funds, the work on the building can be halted for a while.✓³
- The house can be finished according to the owner's own schedule.✓⁴
- Building a house is an investment/ a form of forced saving towards an asset that may increase in value.✓⁵
- The house/ components/ fittings/ appliances are new and should work. This saves maintenance costs.✓⁶
- New houses are generally built in areas that are growing rather than declining. This helps with the future resale value.✓⁷

(Any 4) (4)

Understanding, moderate (Focus, page 121; Successful, page 138)

5.6 State TWO procedures that must be followed by a landlord and tenant before a tenant may move into a rental property.

- Draw up/ sign a lease/ rental agreement.✓¹
- Inspect the property✓² and make a list/ take photographs of any defects.✓³

(Any 2) (2)

Understanding, easy (Focus, page 118; Successful, page 137)

5.7 Explain the advantages of living in a sectional title complex.

- Less administration to do/ saves time as the body corporate administers the complex.✓¹
- The expenses for the maintenance of the common areas are shared.✓²
- There is better security/ safety as there is controlled entry/ access into the complex.✓³
- You can use the common areas✓⁴ but do not have to maintain them on your own. It is done collectively.✓⁵
- You are part of a community/ sense of community/ belonging/ support groups.✓⁶
- Complexes often have easy access to highways/ closer to town centres.✓⁷
- The maintenance of the whole property cannot be neglected✓⁸ since it is the responsibility of many people at the same time and is done in agreement with the Body Corporate.✓⁹

(Any 4) (4)

Understanding, moderate (Focus, page 123; Successful, page 139–140)

5.8 5.8.1 Explain why buying a home is a long-term commitment.

- There is a large sum of money involved/ many extra/ hidden costs.✓¹
- A buyer must repay a mortgage bond/ home loan✓² over 20 (to 30) years✓³
- A house must be kept for a couple of years before a profit can be made when selling it. ✓⁴
- Maintaining the house is a long-term commitment/ responsibility/ requirement.✓⁵
- Rates and taxes✓⁶ must be paid for as long you own the house.

(Any 2) (2)

Understanding, difficult (Focus, page 128; Successful, page 145)

5.8.2 Explain THREE items that go with homeownership that need to be paid regularly.

- Bond/ Mortgage protection insurance:✓¹ This is life insurance to settle the home loan if something unexpected should happen to the buyer/ This type of insurance covers repayments if the bondholder is unable to pay the bond instalments as a result of death, retrenchment or disability/ If the home owner dies, this insures that the mortgage bond is paid off.✓²
- Homeowner's (comprehensive) insurance:✓³ This insurance will cover any losses should the home structure suffer damage as a result of a natural disaster (such as a storm or a flood), an accident, a burst geyser, political unrest or a fire/ protects the structure and permanent fixtures in the house against fire, flooding and other disasters.✓⁴
- Maintenance:✓⁵ This could include dealing with unforeseen circumstances such as a burst geyser/ security and safety of the property/ cleaning the gutters regularly/ taking care of the garden and swimming pool/ repainting weathered surfaces inside and outside of the house/ caring for the floor coverings/ checking the roof/ geyser/ plumbing/ electrical wiring/ repairing cracks in walls and windows/ renovating parts of the property.✓⁶
- (Property) Rates and taxes:✓⁷ Payable to the municipality for municipal services/ tax on the ownership of property/ based on market value of the property✓⁸
- Bond repayments:✓⁹ This includes paying the capital amount and interest on a monthly basis over a period of 20-30 years.✓¹⁰

(Any 3 x 2) (6)

Remembering (3), Understanding (3), easy/moderate (Focus, page 124, 127–128; Successful, page 142–145)

5.9 5.9.1 Name TWO possible disadvantages of this oven.

- It is expensive/ more expensive than a single oven.✓¹
- It takes up a lot of space/ is high.✓²
- Cannot be installed under a counter.✓³
- Only the main oven has a thermo-fan.✓⁴

(Any 2) (2)

Understanding, moderate (Focus, page 133; Successful, page 152)

5.9.2 Name TWO advantages of using energy efficient appliances.

- The more energy-efficient an appliance is, the less it costs to run/ running cost is lower✓¹
- There is less load on the national grid.✓²
- Using less energy is good for the environment/ more environmentally friendly/ reduces air pollution/ helps to conserve natural resources/ low carbon footprint.✓³
- You can bake on more than one level in a thermo-fan oven.✓⁴

(Any 2) (2)

Remembering, easy (Focus, page 134; Successful, page 155)

5.10 5.10.1 **Discuss the suitability of this oven in terms of:
Saving human energy**

This oven saves human energy as it:

- has an easy-to-clean enamel interior✓¹
- has easy-to-use control buttons✓²
- saves time when cooking in bulk/ entertaining as many dishes/
all cooking can be done at once.✓³
- is on eye-level and you don't have to bend down.✓⁴

(Any 2) (2)

Analysing, moderate

5.10.2 **Saving non-human energy**

This oven saves non-human energy as it:

- is (eco)-energy efficient.✓¹
- has different functional options/ can switch on one or two
elements as desired/ can be used with or without the fan.✓²
- defrosting can be done quickly.✓³
- electricity is saved as many dishes/ all cooking can be done at
once (no need to use the oven for an extended time)✓⁴

(Any 3) (3)

Analysing, moderate

5.10.3 **Universal design features**

This oven has universal design features as it:

- is easy to clean (enamel interior)✓¹
- has illuminated control knobs which makes it easy to use✓²
- has an oven light✓³ which makes it easy to see inside
- reversible door opening (door can be attached to open to the
right or the left)✓⁴
- side door opening which is easier to use✓⁵
- safe to use as it has an air-cooled oven door/ the glass does
not heat up✓⁶
- is multifunctional/ different functions/ used for more than one
purpose✓⁷

(Any 5) (5)

Analysing, difficult (Focus, page 137, 140; Successful, page 153, 159)

[40]

QUESTION 6: ENTREPRENEURSHIP**6.1 State FIVE requirements that the packaging of a product must adhere to.**

- It must be eye catching/ appealing/ attract the attention of customers/ target market/ consumers.✓¹
- Should stand out✓² from other similar products/ brands on the same shelf.
- Suit the product shape/ size✓³
- Safe/ hygienic✓⁴
- Strong✓⁵ for transportation/ handling
- Convenient✓⁶ for distribution
- Easy to open/ handle/ use✓⁷
- Airtight if goods are likely to absorb moisture/ maintain the shelf life✓⁸
- Carry information about the product✓⁹
- Must be easy to place on the shelves of different retailers✓¹⁰
- Must be cost effective✓¹¹
- Protect the product✓¹²
- Environmentally friendly/ eco-friendly/ recyclable/ sustainable✓¹³

(Any 5) (5)

*Remembering, easy (Focus, page 22, 30; Successful, page 29)***6.2 Give THREE reasons why a tidy workplace is important for a business.**

- Prevents accidents,✓¹ fires,✓² and creates a safe working environment.✓³
- It provides a healthy/ hygienic working environment/ minimise risk of cross contamination.✓⁴
- If it is clear of clutter it helps to work faster/ find things easily.✓⁵
- Helps to work more accurately.✓⁶
- Easier to keep clean.✓⁷
- Improves morale/ dignity of workers/ productivity.✓⁸
- It is easier to control theft/ stock.✓⁹

(Any 3) (3)

*Remembering, easy (Focus, page 17; Successful, page 22)***6.3 Name TWO main purposes of stock control.**

- To ensure that production is not stopped because there is a shortage of raw materials/ to ensure that you have enough raw materials for production.✓¹
- The correct quality raw materials are purchased for the product.✓²
- Wastage is reduced/ Stock won't become obsolete/ use before expiry date/ can apply the principle of "first in, first out" (FIFO).✓³
- Money spent on stock is limited/ carefully controlled/ assists with cash flow.✓⁴
- Minimise the cost of storing the final products.✓⁵
- To prevent theft/ loss of stock/ identify stock shrinkage.✓⁶

(Any 2) (2)

Remembering, moderate (Focus, page 19; Successful, page 23)

6.4 6.4.1 **Identify THREE types of media Vuyo used to promote his business.**

- Electronic media/ internet/ website.✓¹
- Printed media/ flyers.✓²
- Outdoor media/ delivery van.✓³

(3)

Remembering, easy (Focus page 31; Successful page 30)

6.4.2 **Refer to the advertisement and quote TWO phrases that refer to product specifications.**

- 'Tents/ stretch tents in sizes 3m x 3m to 10m x 10m'✓¹
- 'Tables and table clothes round/ square/ rectangle/ variety of colours – white and black.'/ 'Chair covers – variety of colours – white and black'✓²
- 'White crockery.'✓³
- 'Portable industrial heaters'✓⁴

(Any 2)

(2)

Understanding, easy (Focus page 8; Successful page 21)

6.4.3 **Explain what made Vuyo move from an idea to a business venture.**

- Vuyo worked for a marketing company/ bank/ acquired management skills✓¹ where he was exposed to the promotion/ marketing and selling of products.✓²
- He did not earn much at the bank and thought this idea would help to supplement his salary.✓³
- He saw the need/ gap in the market for entertainment equipment in and around his community.✓⁴
- He could work from his mother's home/ garage to start up his venture.✓⁵
- He conducted a financial feasibility study.✓⁶

(Any 3)

(3)

Understanding, moderate (Focus page 7–9, 83; Successful page 10–14)

6.4.4 **Discuss THREE reasons why Vuyo's business meets the requirements of quality service.**

- His service is appropriate/ meets the needs of his target market/ for different events.✓¹
- The advertisement provides complete information about his service for the customers to make an informed decision about his service.✓²
- He has efficient storage procedures/ keeps storage units organised and therefore Vuyo can deliver quick service.✓³
- His friends are competent to set up events as they helped him before he employed them.✓⁴
- Vuyo has a delivery strategy,✓⁵ sets up very early on the day/ the night before the event/ delivers on time.✓⁶
- Collects the equipment the next morning.✓⁷
- He sets up the equipment according to the clients' needs/ requirements/ specifications.✓⁸
- He offers the latest trends in events/ entertainment ideas.✓⁹
- Bookings in advance prevent double bookings which will prevent disappointments and the customers will be happy.✓¹⁰
- He is personally involved/ manages his business himself and he can thus ensure good quality service delivery.✓¹¹

(Any 3)

(3)

Applying, moderate (Focus page 20–26; Successful page 24)

6.4.5 Give reasons why it was beneficial for Vuyo to do a financial feasibility study before he started his business.

- Vuyo wanted to assess the strengths and weaknesses✓¹ of his business idea.
- It gave him a clear picture whether the business had the potential to succeed/ to proceed with the idea.✓²
- It made him see if he would make a reasonable profit over a long time/ sustainable profit/ financial projection (forecast).✓³
- It saved him time✓⁴ and money✓⁵ going into a business that may not have been successful.✓⁶
- It showed Vuyo how to change/ adapt the idea to make it a success.✓⁷

(Any 4) (4)

Applying, moderate (Focus page 35; Successful page 35)

6.4.6 Discuss THREE factors that Vuyo had to consider when choosing a suitable product for his business.

- Availability of human skills:✓¹ Vuyo had marketing/ financial management skills✓² and he showed his unemployed friends to set up tents and events.✓³
- Financial resources:✓⁴ He took a loan from the bank to start the business/ buy equipment.✓⁵
- Availability of workspace:✓⁶ He started the business from his mother's house and garage.✓⁷
- Consumer appeal:✓⁸ There was a need for event entertainment/ weddings/ parties/ funeral/ end of year functions equipment in and around the community/ service to set up event venues.✓⁹

(Any 3 x 2) (6)

Applying, moderate (Focus page 10–14; Successful page 16–20)

6.4.7 Motivate why Vuyo's business is sustainable.

- Vuyo worked part time for a marketing company, therefore had knowledge of marketing products.✓¹
- He has a diploma in public management; therefore he can manage his business ✓² which involves dealing with people.
- He worked for the bank and had knowledge/ experience of handling/ managing money; therefore he knew the value of money.✓³
- He did a financial feasibility study that indicated if the business had the potential for success.✓⁴
- He took a bank loan and paid it off before he resigned from the bank, therefore the business could sustain itself financially.✓⁵
- He started the business from his mother's house and garage while the business grew; therefore he saved on renting storage units.✓⁶
- He bought most of his equipment from auctions; therefore he saved a lot of money, instead of buying brand new equipment.✓⁷

- His business grew quickly/ there is a high demand for his rental equipment/ event organising therefore he makes a profit.✓⁸
- He keeps his equipment well maintained therefore reduces the need to cancel events due to damage/ repairing equipment.✓⁹
- He promotes his products/ service effectively (internet/ flyers/ business cards/ delivery van).✓¹⁰
- He caters for different events/ weddings/ parties/ funerals/ end of the year business functions therefore always has an event/ business/ satisfies customer needs.✓¹¹
- He can plan events throughout the year as he has industrial heaters for winter.✓¹²
- Keeps up with latest events and entertainment ideas.✓¹³
- He filled a gap/ need in the market.✓¹⁴
- His equipment is reusable/ no short term waste.✓¹⁵
- He has a good work ethic/ works hard and this will help to grow/ sustain the business.✓¹⁶

(Any 9)

(9)

*Evaluating, difficult (Focus page 35; Successful page 34)***[40]****TOTAL: 200**