



# **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>✓<sup>1</sup></sup>
  - By installing a pre-paid meter system/ selling pre-paid electricity.<sup>✓<sup>2</sup></sup>
  - By providing electricity and billing/ invoice/ account after electricity has been used.<sup>✓<sup>3</sup></sup>
  - By providing free basic electricity every month.<sup>✓<sup>4</sup></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>✓<sup>1</sup></sup>
  - There is no product sold/ service rendered.<sup>✓<sup>2</sup></sup>
  - The return is very high/ more than 20% above the repo rate.<sup>✓<sup>3</sup></sup>
  - Members receive compensation for recruiting other/ new/ more members<sup>✓<sup>4</sup></sup> but later there are no more new people to recruit.<sup>✓<sup>5</sup></sup>
  - New members are required to pay money<sup>✓<sup>6</sup></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>✓<sup>7</sup></sup>
  - People that join late can lose all their money.<sup>✓<sup>8</sup></sup>

*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>

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

*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>✓<sup>1</sup></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>✓<sup>2</sup></sup>
- Herbs/ spices can be used to flavour food instead of salt.<sup>✓<sup>3</sup></sup>
- Check for salt/ sodium chloride/ monosodium glutamate on the ingredients list and avoid/ limit the intake thereof.<sup>✓<sup>4</sup></sup>
- Use small amounts of salt when cooking.<sup>✓<sup>5</sup></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>✓<sup>1</sup></sup> such as liver/ red meat/ fish/ poultry/ wholegrain cereals/ legumes/ pulses/ green leafy vegetables.<sup>✓<sup>2</sup></sup>
- Eat foods with enough vitamin B12<sup>✓<sup>3</sup></sup> such as dairy products/ red meat<sup>✓<sup>4</sup></sup>
- Eat foods with enough folic acid<sup>✓<sup>5</sup></sup> such as whole grain products/ liver/ green leafy vegetables. <sup>✓<sup>6</sup></sup>
- Eat foods containing vitamin C<sup>✓<sup>7</sup></sup>/ citrus fruits/ lemons/ oranges/ strawberries<sup>✓<sup>8</sup></sup> to assist with absorption of iron.<sup>✓<sup>9</sup></sup>
- Avoid coffee and tea<sup>✓<sup>10</sup></sup> with meals as the tannins hamper/ interfere with iron absorption.<sup>✓<sup>11</sup></sup>
- (Iron) supplements may be needed in certain circumstances/ may be used.<sup>✓<sup>12</sup></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>✓<sup>1</sup></sup>
- It prevents/ slows down spoilage/ food poisoning.<sup>✓<sup>2</sup></sup>
- Prevents browning of dried fruit/ vegetables.<sup>✓<sup>3</sup></sup>
- Preserves the desirable colour.<sup>✓<sup>4</sup></sup>
- Adds/ improves flavour.<sup>✓<sup>5</sup></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>✓<sup>1</sup></sup> if not irradiated because they have a high bacterial load.<sup>✓<sup>2</sup></sup>
- Irradiation makes the food safer to eat/ destroys micro-organisms/ insects<sup>✓<sup>3</sup></sup> and they will last longer.<sup>✓<sup>4</sup></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✓

(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/ ✓

(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)

*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)

*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>✓<sup>1</sup></sup>
- The deposit that is required.<sup>✓<sup>2</sup></sup>
- When the rent is payable/ amount of rent/ rental instalment. <sup>✓<sup>3</sup></sup>
- Period of the rental start and end date/ length of the lease. <sup>✓<sup>4</sup></sup>
- Rules about what is allowed in the house/ flat.<sup>✓<sup>5</sup></sup>
- Number of people that may stay in the rental property.<sup>✓<sup>6</sup></sup>
- Address of the property.<sup>✓<sup>7</sup></sup>
- Details of the renewal.<sup>✓<sup>8</sup></sup>
- Indicate the rights and responsibilities of the tenant<sup>✓<sup>9</sup></sup> and the landlord.<sup>✓<sup>10</sup></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>✓<sup>1</sup></sup> This will save time.<sup>✓<sup>2</sup></sup>
- Stainless steel finish/ white interior will make it easy to clean.<sup>✓<sup>3</sup></sup>
- Wheels will make it easy to move/ clean underneath.<sup>✓<sup>4</sup></sup>
- The light makes it easy to see items at once, no need to search for items.<sup>✓<sup>5</sup></sup>
- Shelves make it easy to find items.<sup>✓<sup>6</sup></sup>
- It is easy to access the items because the doors open to the side.<sup>✓<sup>7</sup></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>✓<sup>1</sup></sup>
- No interest is charged<sup>✓<sup>2</sup></sup> so in the end it costs the same as paying cash.<sup>✓<sup>3</sup></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>

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)

*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.<sup>✓7</sup>
- 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>

*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>✓<sup>1</sup></sup>
- Customers will always get what they expected/ meet customers' expectations.<sup>✓<sup>2</sup></sup>
- Customers will be satisfied/ pleased, tell others about the product.<sup>✓<sup>3</sup></sup>
- Product/ business can be more successful/ more profitable/ not lose profit as there will be less failures/ returns.<sup>✓<sup>4</sup></sup>
- Less wastage of raw materials.<sup>✓<sup>5</sup></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>✓<sup>1</sup></sup>
- R50 000 grant from the National Youth Development Agency.<sup>✓<sup>2</sup></sup>
- Rent-free land.<sup>✓<sup>3</sup></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>✓<sup>1</sup></sup>
- She has a big chicken house.<sup>✓<sup>2</sup></sup>

(2)

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

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

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

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

- There is a high demand<sup>✓1</sup> for her product/ eggs.
  - Eggsealent supplies bakeries/ bed and breakfast establishments/ households.<sup>✓2</sup>
  - Eggsealent 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>

*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**

$$\begin{aligned} & R15.00 \times 40\%^{\checkmark 5} = R6.00 \\ & R6.00^{\checkmark 6} \times 5^{\checkmark 7} \\ & = R30.00^{\checkmark 8} \end{aligned} \quad (4)$$

*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