



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

NOVEMBER 2016

MEMORANDUM

MARKS: 200

This memorandum consists of 24 pages.

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	B✓	<i>Remembering, easy (Focus, p.182–184; Successful, p.202)</i>	(1)
	1.1.2	D✓	<i>Remembering, easy (Focus, p.163; Successful, p.180)</i>	(1)
	1.1.3	C✓	<i>Applying, moderate (Focus, p.173–4; Successful, p.192–4)</i>	(1)
	1.1.4	C✓	<i>Remembering, easy (Focus, p.72; Successful, p.81)</i>	(1)
	1.1.5	A✓	<i>Remembering, easy (Focus, p.95; Successful, p.111)</i>	(1)
	1.1.6	B✓	<i>Remembering, moderate (Focus, p.101; Successful, p.119)</i>	(1)
	1.1.7	C✓	<i>Remembering, easy (Focus, p.103; Successful, p.123–124)</i>	(1)
	1.1.8	C/ D✓	<i>Remembering, easy (Focus, p.89–91; Successful, p.103-109)</i>	(1)
	1.1.9	A✓	<i>Understanding, easy (Focus, p.49–50; Successful, p.50)</i>	(1)
	1.1.10	C✓	<i>Understanding, easy (Focus, p.49; Successful, p.51)</i>	(1)
	1.1.11	B✓	<i>Remembering, easy (Focus, p.128; Successful, p.146)</i>	(1)
	1.1.12	C✓	<i>Understanding, difficult (Focus, p.127–128; Successful, p.145)</i>	(1)
	1.1.13	A/ D✓	<i>Applying, difficult (Focus, p.137; Successful, p.157)</i>	(1)
	1.1.14	B✓	<i>Understanding, moderate (Focus, p.130; Successful, p.149)</i>	(1)
	1.1.15	A✓	<i>Understanding, easy (Focus, p.120; Successful, p.138)</i>	(1)
	1.1.16	C✓	<i>Remembering, moderate (Focus, p.16; Successful, p.22)</i>	(1)
	1.1.17	D✓	<i>Remembering, easy (Focus, p.25; Successful, p.25)</i>	(1)
	1.1.18	D✓	<i>Remembering, easy (Focus, p.31; Successful, p.30)</i>	(1)
	1.1.19	A✓	<i>Remembering, moderate (Focus, p.40; Successful, p.42)</i>	(1)
	1.1.20	B✓	<i>Applying, moderate (Focus, p.35; Successful, p.34)</i>	(1)

- 1.2 1.2.1 F✓ (Focus, p. 90; Successful, p. 107) (1)
- 1.2.2 A/ D✓ (Focus, p. 90; Successful, p. 106) (1)
- 1.2.3 C✓ (Focus, p. 89; Successful, p. 104) (1)
- 1.2.4 B✓ (Focus, p. 89; Successful, p. 103) (1)

Remembering, moderate

- 1.3 1.3.1 Stokvel/ savings club✓ (Foc, p. 161; Suc, p. 177) (1)
- 1.3.2 Unfair business practice/ scam/ fraud✓ (Foc, p. 157; Suc, p. 174) (1)
- 1.3.3 Grey goods/ parallel imports✓ (Foc, p. 158; Suc, p.176) (1)
- 1.3.4 (Illegal) Pyramid scheme✓ (Foc, p. 162; Suc, p.179) (1)
- 1.3.5 Cooling-off period✓ (Foc, p. 157; Suc, p. 173) (1)
- 1.3.6 Tiered-level scheme/ multilevel marketing
scheme/ legal pyramid scheme✓ (Foc, p. 162; Suc, p. 179) (1)

Remembering, moderate

- 1.4 A✓ (in any sequence)
D✓
E✓
F✓ (4)

Understanding, moderate (Focus, pages 39–40; Successful, page 41)

- 1.5.1 D✓
- 1.5.2 F✓
- 1.5.3 I✓
- 1.5.4 O/ P✓
- 1.5.5 R✓
- 1.5.6 X✓ (6)

Analysing; applying, moderate (Focus, pages 56–60; Successful, pages 59–65)

[40]

QUESTION 2: THE CONSUMER**2.1 Name TWO forms of renewable energy.**

- Water energy/ hydroelectricity/ hydro power/ tidal energy✓¹
- Wind (energy)✓² (Not air energy)
- Solar/sun (energy)✓³
- Energy from wood/ dung/ fuel/ vegetable matter/ vegetable oil/ bio-energy/ bio-mass✓⁴
- Geothermal✓⁵

(Any 2) (2)

*Remembering, easy (Focus, pages 171–172; Successful, pages 191–192)***2.2 Explain the term phishing.**

- Phishing e-mails are fake e-mails/ phone call/ website✓¹
- usually pretending to be legitimate from banks/ other financial institutions,✓²
- asking the consumer to change his/ her personal details/ financial information/ tricks the consumer into giving his/ her credit card number, account user name and password to the phishers.✓³

OR

- When an e-mail message/ website/ phone call✓⁴
- is designed to steal money from an unsuspecting consumer.✓⁵
- It is sometimes used for identity theft.✓⁶

(Any 3) (3)

*Remembering, easy (Focus, pages 159–160; Successful, pages 176–177)***2.3 Explain how an increase in VAT will affect food prices and the disposable income of South African consumers.**

- Some basic food items (brown bread/ maize meal/ lentils/ milk powder/ dried mealies/ mealie rice/ samp/ rice/ milk/ fruit/ vegetables/ eggs) are excluded/exempted from VAT/ zero-rated,✓¹ these products will still be zero-rated after an increase in VAT.✓²
- If VAT increases, the production cost/ electricity/ transport/ water/ overheads of all food items (regardless if zero rated or not) will increase,✓³ and this will lead to higher food prices✓⁴, reducing the disposable income of consumers.✓⁵
- Consumers, especially lower income consumers, will suffer more/ consumers may not be able to meet their basic needs✓⁶ and consumers will purchase fewer products.✓⁷

(Any 4) (4)

Understanding, moderate (Focus, pages 164-165; Successful, page 181)

- 2.4 2.4.1 **Quote a sentence from the information above to describe the term *inflation*.**
- Living in South Africa is not as cheap as it used to be because prices keep climbing/rising✓¹
 - A rise in the costs of petrol, diesel and consumer products which have seen increases in the last few years✓²
 - The value of the rand keeps fluctuating.✓³ Any 1) (1)

Remembering, easy (Focus, page 167; Successful, pages 184–85)

NOTE: Accept 'prices keep rising', it doesn't have to be a full sentence.

- 2.4.2 **Use the information above and identify TWO items that could be included in the 'consumer basket' when assessing the consumer price index.**
- Petrol✓
 - Diesel✓
 - Clothing✓
 - Computers✓
 - Consumer products✓ (Any 2) (2)

Remembering, easy (Focus, pages 164–165; Successful, page 181)

- 2.5 **Discuss how installing this shower head may contribute to the sustainable consumption of:**

- 2.5.1 **Water**
This type of shower head uses 50%/ 60% less/ less water/saves water✓¹ but still retains the pressure/ power/ force of water.✓² (2)

- 2.5.2 **Electricity**
This saves electricity / less electricity is used✓¹ as less heated water leaves the geyser.✓² (2)

Understanding, moderate (Focus, p 180; Successful, page, 199)

2.6 Save more, save longer, delay your retirement:

- This will help to accumulate wealth/ have more money^{✓1} as savings gain (compound) interest.^{✓2}
- The longer one saves the more money is accumulated^{✓3} to help combat inflation/ increasing prices of goods and services.^{✓4}
- Normally retirement income is less than income when working/ employed.^{✓5}
- You will have more money for luxuries/ holidays/ helping your children^{✓6} (Any 2)

Have a good medical aid with a comprehensive cover:

- As one ages health deteriorates.^{✓1} Medical needs will become more.^{✓2} Therefore a comprehensive medical aid will ensure that medical needs are covered/ You will have to pay less out of your pocket.^{✓3}
- Inflation will cause an increase in the cost of medical expenses^{✓4} and will impact on the budget having less money available for daily living expenses.^{✓5}
- Get good/ better health care/ do not have to go to the clinic.^{✓6} (Any 2)

Pay off your mortgage before retirement:

- The quicker a mortgage bond/ loan is paid off, less interest is paid.^{✓1}
- When the bond is paid off, no monthly payments are due^{✓2} which increases the disposable income.^{✓3}
- A paid off property is an asset/ investment.^{✓4}
- If the mortgage bond/ home loan is not paid off before retirement the instalments^{✓5} may not be affordable on pension/ retirement money/ income/ property may be repossessed.^{✓6}
- May become dependent on other family members.^{✓7} (Any 2x2) (4)

Analysing, difficult (Focus, pages 166–169; Successful, pages 183–184)

NOTE: TWO marks can be awarded for any TWO of the three aspects.

[20]

QUESTION 3: FOOD AND NUTRITION**3.1 Define the term *obesity*.**

- Obesity is a condition of excessive/ too much fatness/ body fat/ weight exceeds the standard based on height/ BMI is over 30/ when an individual is over 20% of normal weight.✓

(1)

Remembering, easy (Focus, page 83; Successful, page 96)

NOTE: Do not accept overweight

3.2 Name FOUR points to keep in mind when treating gastroenteritis in adults.

- Stop eating solid foods for a few hours so that your stomach can settle.✓¹
- Avoid water of uncertain quality/ drink bottled water/ boiled water/ clear liquid/ fruit juices/ ~~sports drinks~~/ drink at least 200 ml an hour for adults.✓²
- Prevent or treat dehydration/ prevent dehydration✓³ by sucking on ice or ice lollies/ take small, frequent sips of liquid
- Take electrolytes, e.g. sorol/ rehydrate solution/ mixture of boiled water, sugar and salt/ sports drink✓⁴
- Start eating again slowly/ gradually.✓⁵
- Eat foods that are usually well tolerated/ easily digested such as dry toast/ jelly/ bananas/ grated apple/ rice/ clear soup.✓⁶
- Avoid dairy products/ caffeine/ alcohol/ fatty food/ spicy food.✓⁷
- Consult a doctor/ clinic rather than attempt self-medication if the diarrhoea is severe/ it does not improve within several days/ there is blood and/ or mucus in the stool/ fever occurs with shaking chills/ or there is dehydration with persistent diarrhoea.✓⁸
- Rest✓⁹

(Any 4) (4)

*Remembering, easy (Focus, page 91; Successful, page 109)***3.3 3.3.1 Which ingredient is present in the largest quantity?**

- Filtered water✓

(1)

*Remembering, easy (Focus, page 97; Successful, page 118)***3.3.2 Identify the ingredient which is most commonly irradiated.**

- Spices✓

(1)

Understanding, moderate (Focus, page 105; Successful, page 128)

3.3.3 **Identify THREE ingredients which contain one or more of the most common allergens**

- (Fresh) cream✓
- Butter✓
- (Cheese) Pecorino✓
- Parmesan✓
- Colourant✓
- Flavourant✓

(Any 3) (3)

Remembering, easy (Focus, page 79; Successful, page 92)

3.3.4 **Explain the function of sorbic acid as a chemical preservative in this product.**

- It was added to lengthen the shelf-life of the product/ protect the product✓¹ against deterioration/ slow down enzyme activity✓² which could lead to food spoilage/ decay.✓³
- Makes the food safer✓⁴ to eat as it inhibits/ retards spoilage caused by micro-organisms✓⁵ which could lead to food poisoning✓⁶

(Any 2) (2)

Understanding, moderate (Focus, page 94; Successful, page 113)

3.3.5 **Discuss why this product is NOT suitable for the prevention of osteoporosis.**

- Although the product contains calcium/ phosphorus✓¹ it may not have an impact on the prevention of osteoporosis as it may not be consumed regularly/ daily.✓²/ The quantities present are inadequate,✓³ may not have an impact on the prevention of osteoporosis.
- There is very little/no vitamin D✓⁴ to assist with the absorption of calcium.✓⁵

(Any 2) (2)

Applying, easy (Focus, page 76, Successful, page 90)

3.4 3.4.1 **Identify TWO food items on the menus that must be avoided by a person with lactose intolerance.**

- Cream✓
- Milk✓
- Low fat milk✓

(Any 2) (2)

Remembering, easy (Focus, page 79; Successful, page 93)

3.4.2 Explain why Breakfast B will contribute to arteriosclerosis.

- Chocolate croissants/ cream/ full cream milk/ beef sausages/ fried egg/ butter/ non-dairy whitener^{✓1} contains animal/ (saturated) fat^{✓2} that forms plaque^{✓3} which will narrow/ clog the arteries/ blood vessels/ ^{✓4} and raise the blood cholesterol levels.^{✓5}
- These foods are high in low-density lipoproteins/bad cholesterol,^{✓6} they will narrow the blood vessels/ arteries.
- Margarine spread on the bread/ chocolate in the croissants contains trans-fatty acids^{✓7} which will raise the low-density lipoproteins^{✓8} and contribute to atherosclerosis.
- This menu contains very little fibre^{✓9} which lowers cholesterol.^{✓10}
- Excessive intake of refined carbohydrates like Corn flakes/ chocolate croissants^{✓11} contribute to atherosclerosis.

(Any 6) (6)

*Applying, difficult (Focus, page 74; Successful, page 84)***3.4.3 Give THREE reasons why Breakfast A will be the best choice to manage anaemia.**

- Strawberries/ mango/ kiwifruit is rich in vitamin C^{✓1} which will promote the absorption of -iron.^{✓2}
- Muesli/ whole wheat bread/ liver contain iron^{✓3} to help in the formation of haemoglobin/ red blood cells.^{✓4} Iron from animal sources is better absorbed than iron from plant sources.^{✓5}
- Muesli/ whole wheat bread/ liver contain folic acid^{✓6} which is needed for the production of red blood cells.^{✓7}
- Liver/ egg contains vitamin B₁₂^{✓8} which assists in the formation of red blood cells.^{✓9}

(Any 3 x 2) (6)

Applying, moderate (Focus, page 77; Successful, pages 90–91)

3.5 Explain why the nutrients in the extract above will have a positive influence on people with HIV/Aids.

- All the listed nutrients/ Vitamin A, B vitamins, selenium, iron and zinc strengthen/protect/maintain the immune system. ✓¹
- A stronger immune system lowers the risk of infections in people with HIV/ Aids ✓²
- Vitamin A keeps the linings of the lungs/ gut/ intestine healthy/intact ✓³ to make it difficult for germs to enter the body and cause infections. ✓⁴ During infections, there is an increased loss of vitamin A from the body ✓⁵ and the vitamin A will not be replaced. Vitamin A is an anti-oxidant ✓⁶ which protects cells from damage. ✓^{7*} This helps to prevent infection ✓^{*8} and may help to slow down the disease by keeping the immune system healthy. ✓^{*9}
- B vitamins are needed to maintain a healthy immune and nervous system. ✓¹⁰
- Vitamin C/ Zinc/ Selenium protects the immune system by helping to activate available T cells. ✓¹¹ Selenium/ Vitamin C is an anti-oxidant ✓¹² which protects cells from damage. ✓^{*13} This helps to prevent infection ✓^{*14} and may help to slow down the disease by keeping the immune system healthy. ✓^{*15}
- Zinc improves the appetite. ✓¹⁶
- As HIV/Aids weaken the immune system ✓¹⁷, these nutrients are important to strengthen it. ✓¹⁸
- For a person with HIV/Aids, these nutrients will help to fight infections ✓¹⁹, improve well-being ✓²⁰, delay the development of full-blown Aids ✓²¹ and prolong life. ✓²²

(Any 4) (4)

NOTE: *The explanation of an anti-oxidant can only be awarded marks ONCE. The marks can be awarded for either the explanation of an anti-oxidant for vitamin A OR selenium.

Understanding, moderate (Focus, pages 84–85; Successful, pages 99–100, 105)

3.6 South Africa often experiences periods of drought. Analyse how droughts may affect food security and the South African economy negatively.

- Families that plant their own vegetables/ have their own livestock/ self-sufficient may not have sufficient food to eat.✓¹Families may have to buy vegetables/ meat which will put extra strain on their disposable income.✓²
- A decline in food production may lead to increased food prices/ inflation.✓³ People/ the poor may not be able to afford enough food.✓⁴ If less fruits/ vegetables are eaten, consumers may not be able to meet their nutritional needs/ requirements,✓⁵ because their nutritional needs are not met they may become ill which causes more strain on the economy.✓⁶
- Grants may be given which will result in strain on the economy.✓⁷
- A decline in food production may lead to food being imported from other countries.✓⁸ This will lead to a further increase of food prices✓⁹ and more people going hungry✓¹⁰ because imported prices can be unaffordable.✓¹¹
- South Africa may not have enough food/ preserved fruit/ wine/ avocados/ maize/ dairy products to export to other countries✓¹² thus reducing the national income/ excise duty/ GDP (Gross domestic product).✓¹³There may be less funds/ money available to support hunger/ poverty stricken families.✓¹⁴
- If less food is produced farmers may earn less/ food factories may close down,✓¹⁵ people/ farm workers will lose their jobs✓¹⁶ resulting in less household income✓¹⁷ and less money to buy food. ✓¹⁸ With severe drought famers cull/slaughter livestock as they cannot afford to feed the animals/ stop farming.✓¹⁹ Workers become unemployed and move to urban areas which is one of the biggest strains on food security currently, as there are not enough job opportunities.✓²⁰
- Food security statistics in South Africa reflects currently that food insecurity in urban areas is larger than in rural areas.✓²¹
- The inflation rate will increase.✓²²
- There may be more unwanted fires,✓²³ destroying farmland.
- All the above leads to more food insecurity/ less food security.✓²⁴

(Any 8)

(8)

Analysing, difficult (Focus, pages 106–107, 177–178; Successful, pages 128–130)

[40]

QUESTION 4: CLOTHING**4.1 Define the term *dress code*.**

- A dress code is a set of rules^{✓1} about the type of clothes the company expects employees to wear to work.^{✓2}
- A document drawn up by a company to specify^{✓3} the type of dress that is acceptable for their employees.^{✓4}
- A specific way a person should dress^{✓5} for a specific event at a specific time.^{✓6}
- What you are expected to wear^{✓7} at a certain time, place or occasion.^{✓8}

(Any 2) (2)

*Remembering, easy (Focus, page 54; Successful, page 57)***4.2 Write a paragraph to explain what *eco-friendly fabrics* are.**

Eco-friendly fabrics are grown/ produced/ manufactured in an environmentally friendly way.^{✓1} Eco-friendly fabrics have a low carbon footprint.^{✓2} They are grown/produced from crops that require few/ do not require pesticides/ chemicals^{✓3} to be grown/ during processing. They use less water^{✓4} and energy^{✓5} to produce and process. They create less waste/ pollution.^{✓6} They are made from renewable resources (bamboo/ hemp)^{✓7} such as plants that yields good crops and requires less water.^{✓8} Organic textiles/ raw materials are used.^{✓9} Natural plant-based/ no harmful/ toxic dyes are used when manufacturing eco-friendly textiles.^{✓10} Some fibres are recycled^{✓11} reused^{✓12} to make new yarn thus reducing the need to manufacture new/ virgin fabrics/ fabric waste on landfills.^{✓13} Fabrics are manufactured in compliance with an ethical, social responsible code of manufacturing conduct/fair-trade.^{✓14}

(Any 6) (6)

NOTE: Deduct ONE mark if the answer is not written in a paragraph.*Remembering, easy (Focus, page 61; Successful, page 67)*

4.3 **Explain how the changing role of women in the work place has a positive influence on fashion changes by referring to the following factors:**

4.3.1 **Economic factors**

- When the economy grows it creates more job opportunities for women/ more women work^{✓1} and they have money/ more wealth/ they can afford^{✓2} to buy more clothes/ dress themselves as they please^{✓3} and this stimulates fashion change.^{✓4}
- More women work^{✓5} and need professional/ formal clothes suitable for the workplace^{✓6} which leads to a positive change in fashion.^{✓7}
- Because women are working, they become credit worthy,^{✓8} they buy more clothes^{✓9} and this stimulates fashion change.^{✓10}

(Any 2) (2)

Applying, moderate (Focus, pages 49, 51; Successful, pages 53–54)

4.3.2 **Social factors**

- Women travel more/ have more mobility^{✓1} and this creates a need for comfortable clothes/ casual clothes^{✓2} which stimulates fashion change.^{✓3}
- Women are more aware of their health/ body shape/ go to the gym/ exercise^{✓4} and this influences the development of sportswear.^{✓5}
- Women copy celebrities/ women in leadership positions whom they admire^{✓6} and fashion designers continually develop new and innovative fashions to cater for the changing needs.^{✓7}
- Women attend corporate functions ^{✓8} and need formal clothes,^{✓9} resulting in fashion change.^{✓10}
- Cross cultural contact^{✓11} stimulates fashion change.^{✓12}

(Any 2) (2)

Applying, moderate (Focus, page 49, 51; Successful, pages 53–54)

NOTE: 'Stimulates fashion change' cannot be awarded a mark if it stands on its own.

4.4 4.4.1 **Explain the optical illusions created by the use of colour in this outfit.**

- The two contrasting colours/ light colour used in the jacket^{✓1} visually cut the body in half/ two parts^{✓2} and create the illusion that the woman is shorter.^{✓3}
- The cream colour creates a horizontal line^{✓4} over the hips. This creates the illusion that the hips are wider.^{✓5}
- The light jacket/ colour^{✓6} creates the illusion that the upper body of the woman is bigger/ larger/ broader.^{✓7}
- The dark pants/ colour^{✓8} creates the illusion that the lower body is smaller/ narrower and above the knee makes the lower body shorter.^{✓9}

(Any 4) (4)

Applying, difficult (CAPS, Grade 11 work)

4.4.2 **Motivate why the jacket is a good choice as a basic item for a working wardrobe.**

- The jacket is suitable as it looks formal/ professional/ presentable/ sophisticated.^{✓1}
- The style is classic^{✓2} and she will be able to wear it for a long time/ timeless.^{✓3}
- It is versatile/ suitable for summer and winter/ can be mixed-and-matched^{✓4} with skirts/ trousers/ dress
- The colour is neutral/ plain/ basic and can be mixed and matched with other colours.^{✓5}
- It fits well/ compliments the figure/ not revealing.^{✓6}
- The jacket is perceived to be good quality.^{✓7}

(Any 4) (4)

Evaluating, moderate (Focus, pages 53–58; Successful, pages 62–64)

[20]

QUESTION 5: HOUSING**5.1 Name TWO costs that are included in bond registration fees.**

- Attorney's fee✓ for drawing up the bond documents/registering the bond
- Taxes/ stamp duty✓
- Postage✓
- Deeds office (bond registration) fees✓
- VAT✓

(Any 2) (2)

*Remembering, easy (Focus, page 127; Successful, page 146)***5.2 State who is responsible for making the rules and regulations in a sectional title complex.**

- Body corporate✓

(1)

*Remembering, easy (Focus, page 123; Successful, page 141)***5.3 Explain why monthly levies must be taken into account when buying sectional title property.**

- Levies must be paid every month/ compulsory.✓¹
- Levies may possibly increase/ rise every year/ due to inflation.✓²
- The buyer must budget✓³ to ensure that he/ she can afford to pay the levies.✓⁴

(Any 2) (2)

*Understanding, easy (Focus, pages 122–123; Successful, pages 140–141)***5.4 Explain the following terms****5.4.1 Mortgage bond**

A mortgage bond is a loan/money✓¹ that is secured on immovable property / house / gives the right over a property.✓²

OR

Borrowed money / a loan✓³ made to the property owner where the property is the security for the loan.✓⁴

OR

A document that the buyer signs to promise/agree that he / she will pay back the loan✓⁵ made for a property/house.✓⁶

(Any 2) (2)

Remembering, moderate (Focus, page 126; Successful, page 145)

5.4.2 **Deed of sale agreement**

- A formal written legal/ signed agreement/ terms and conditions^{✓1} between a buyer and seller/ both parties^{✓2} of property.
- The offer to purchase becomes the deed of sale^{✓3} after signed by the buyer and seller/ both parties^{✓4} of property.

(Any 2) (2)

Remembering, easy (Focus, page 125; Successful, page 142)

5.5 5.5.1 **Compare a cash payment with a credit card payment**

CASH	CREDIT CARD
<ul style="list-style-type: none"> • Cheaper[✓] • No interest is charged[✓] • Can get a discount[✓] • No extra administration costs[✓] • Once off payment[✓] • No debt/ cannot spend money that you don't have/ no impulsive buying[✓] • Not safe to carry cash[✓] 	<ul style="list-style-type: none"> • More expensive[✓] • Interest is charged/ high[✓] • No discount[✓] • Bank administration cost must be paid[✓] • Could be paid in monthly instalments[✓] • Can accumulate debt/ Can buy more than you can afford/ can lead to impulsive buying[✓] • Safer to carry a credit card[✓]
(Any 2)	(Any 2)

(4)

Understanding, moderate (Focus, page 148; Successful, page 162)

NOTE: Deduct one mark if not answered in table format.

5.5.2 **Explain TWO benefits of the following aspects of the gas stove**

(a) **TWO Universal safety design features.**

- Different sized burners^{✓1} because it is possible to match the cookware to the size of the burner^{✓2} to prevent accidents.
- Child safety lock^{✓3} makes the gas stove safe for children/reduces the risk of unsafe/ uncontrolled gas supply.^{✓4}
- Safety feature that shuts down the flow of gas^{✓5} if the flame is not ignited.^{✓6}
- Grid of the burner keeps cookware in place/ stable^{✓7} and prevents accidents.^{✓8}
- Knobs/ buttons on the front^{✓9} are easy/ safe^{✓10} to use.
- Clear instruction manual^{✓11} makes it easy to understand and follow safety procedures.^{✓12}

(2 x 2) (4)

Applying, moderate (Focus, page 136; Successful, page 159)

(b) **Human energy consumption**

- Clear instruction manual makes it easy to follow instructions^{✓1} and therefore easy to use the gas stove.^{✓2}
- The grid can be lifted,^{✓3} so it is easy to clean underneath.^{✓4}
- It is quicker/faster than electricity^{✓5} and saves time.^{✓6}

(Any 2) (2)

Applying, moderate (Focus, pages 136–137; Successful, page 159)

(c) Non-human energy consumption

- Gas is cheaper than electricity, so it is cheaper to operate. ✓¹
- Different sized burners can be used which have a better distribution of heat, making it more effective as less gas is used. ✓²
- The heat is instant/fast ✓³, so less energy is required for cooking. ✓⁴
- More environmentally friendly as less electricity is used – less water is used in the generating of electricity ✓⁴ and the pollution caused by generating electricity is reduced/ carbon footprint is smaller/less. ✓⁵

(Any 2) (2)

*Applying, moderate (Focus, page 139; Successful, page 159)***5.5.3 Describe the positive impact of gas on the natural environment.**

- Gas is the cleanest fossil fuel, ✓¹ it does not give off smoke/ burns cleaner than coal/oil. ✓²
- Produces very low carbon dioxide/ emissions ✓³ therefore less (air) pollution. ✓⁴ Gas is thus less harmful to the environment/ more eco/ environmentally friendly/ lower carbon footprint. ✓⁵
- Very little contribution to global warming/ climate change/ less damage to the ozone layer. ✓⁶

(Any 4) (4)

*Understanding moderate (Focus pages 169–170; Successful pages 190, 194–195)***5.6 5.6.1 Identify the two-year period during which a fixed interest rate would have been more beneficial to a home owner with a mortgage bond.**

- 2007–2008/ 2009 ✓

(1)

Remembering, easy (Focus, page 127; Successful, page 145)

5.6.2 **Give reasons for your answer to QUESTION 5.6.1**

- From 2007 – 2009, the interest rate increased/ rose significantly/ by about 5%.^{✓1}
- Fixed interest rates mean that the home loan repayments remain constant/ did not change^{✓2} and the borrower is protected against upward fluctuations.^{✓3} (Any 2)

OR

- If a homeowner had a fixed interest rate in 2007, interest rates would have remained the same/at about 7%^{✓4} and the monthly repayments would have stayed the same/would not have increased.^{✓5} (Any 2) (2)

Applying, moderate (Focus, page 127; Successful, page 145)

5.7 5.7.1 **Discuss the disadvantages of renting out the house for Mr Bones.**

- Mr Bones is responsible for paying rates/ taxes^{✓1} and maintenance/ repairs.^{✓2}
- Tenants may not have the same pride^{✓3} as Mr Bones and damage the property which could result in more expenditure to fix damaged items/ untidy tenants^{✓4}
- Mr Bones lost income in the long run^{✓5} because tenants did not pay a deposit/ tenants moved out without prior notice^{✓6} that he could have used for repairing damages^{✓7} to the property.
- Mr Bones struggled to get tenants willing to occupy the house for a long period.^{✓8} They did not follow the terms and conditions for renting (contract/ lease)^{✓9}
- The house was in an old residential area/probably an old house/ area with a high crime rate.^{✓10}

(Any 4) (4)

Applying moderate (Focus, page 122; Successful, page 137)

NOTE: The answer must relate to the scenario.

5.7.2 **Mr Bones did not make a sound investment. Motivate the statement.**

- Buying a house in an old residential area is a risk there is a high crime rate^{✓1} did not have a guarantee that he could resell it.^{✓2}
- The old house requires more maintenance – is a risk.^{✓3}
- Buying a house is a long-term commitment/more expensive,^{✓4} and he may not have been able to afford the bond/loan repayments every month^{✓5} as he did not have regular rental income.^{✓6}
- He sold the house for a price slightly higher than the purchase price and that may not have been enough to purchase another house/low return on investment^{✓7} or to cover payment for capital gains tax.^{✓8}
- The rent expected was too high for the area in which the house was located.^{✓9}
- He may have made a loss.^{✓10} Allowing tenants to move in without paying the deposit was not a good investment.^{✓11}
- He did not have a constant rental income.^{✓12}
- He spent money on repairing^{✓13} the house and that money was never recovered when the house was sold for a small profit.^{✓14}
- Mr Bones responsible for all costs incurred with the break-in.^{✓15}

(Any 8)

(8)

Analysing, difficult (Focus, page 122; Successful, page 140)

[40]

QUESTION 6: ENTREPRENEURSHIP

6.1 **State FOUR factors an entrepreneur must consider when choosing a suitable product for small-scale production.**

- Availability of human skills✓
- Availability of financial resources/ start-up costs/ operational costs✓
- Available (work)space✓
- Available raw materials/ other resources✓
- Consumer appeal/ target market✓ (Any 4) (4)

Remembering, easy (Focus, pages 10–13; Successful pages 16–20; CAPS document)

6.2 **Give ONE example of each of the following types of media that could be used to advertise a product.**

6.2.1 **Print media**

- Newspaper/ flyers/ pamphlets/ brochures/ posters/ business cards/ magazines/ price lists/ catalogues/ labels/ packaging✓ (Any 1) (1)

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

6.2.2 **Electronic media**

- Internet/ Social media/ WhatsApp/ TV/ Radio/ Cinema/ Facebook/ Twitter/ Instagram/ Cell phone✓ (Any 1) (1)

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

6.3 **State the purpose of a financial feasibility study.**

- To discover the strengths✓¹ and weaknesses✓² of an existing business/ a new business idea.
- To find out whether a business will be a success✓³ after taking into consideration its total costs and probable revenues.✓⁴
- Will help the entrepreneur to decide objectively whether to proceed with his/her idea of a business.✓⁵
- Will help to identify how the business idea could be changed/ adapted to ensure profitability. ✓⁶
- To calculate how much start-up capital is needed✓⁷ where it can be obtained✓⁸ the type of return/ profit on investment.✓⁹ (Any 2) (2)

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

6.4 **Give reasons why it is important for a business to calculate the production cost and selling price of products accurately for sustainable profitability.**

- It will lead to realistic/ competitive pricing^{✓1} which will lead to stimulation of sales/ more sales,^{✓2} resulting in sustained profitability/sales.

(2)

Understanding, moderate (Focus, page 18; Successful, page 22)

6.5 6.5.1 **How does Nelly ensure that the design of the packaging for the hair bands is appealing to customers.**

- The envelopes are attractive^{✓1} as she uses coloured^{✓2} paper and buttons^{✓3} to decorate the envelopes.
- The envelopes are handmade/ unique.^{✓4}
- The envelopes can be re-used.^{✓5}
- The packaging is cheap^{✓6} as she uses recycled/ cheap packaging materials.^{✓7}
- The packaging is environmentally friendly/ eco-friendly as she uses recycled paper/ buttons/ raw materials.^{✓8}
- The packaging is easy to open and close/ well designed.^{✓9}
- The envelopes keep the hair bands clean.^{✓10}

(Any 6)

(6)

Understanding, moderate (Focus, page 30; Successful, page 29)

6.5.2 (a) **Name the distribution method Nelly uses to sell the hair bands.**

- Direct distribution/ selling[✓]

(1)

Remembering, easy (Focus, page 33; Successful, page 32)

(b) **Discuss TWO advantages of the distribution method that Nelly uses to sell her product.**

- There is no middle man that must be paid/ shares in the profits^{✓1}
- Doesn't have to pay for a stall.^{✓2}
- Additional transport costs not required as she goes to school every day.^{✓3}
- She can interact directly with the customers/ talk to them/ build a relationship with them.^{✓4}
- Hair bands can be customised according to the needs of the target market.^{✓5}

(Any 2)

(2)

Applying, moderate (Focus, page 33; Successful, page 32)

6.5.3 Discuss ways in which Nelly maintains sustainable production.

Target market needs:

- Nelly produces hair bands in a variety of patterns to satisfy a wider target market's needs.✓¹
- She crochets every day thus sustains the production of hair bands.✓²
- She makes a profit that will sustain production.✓³
- She buys stock with the profit earned which will sustain production.✓⁴
- Good record keeping keeps her informed and enhances sustainable production.✓⁵

Environmentally friendly:

- She uses coloured, recycled paper✓⁶ and she re-uses buttons from old clothes✓⁷ for packaging, therefore reduces the use of natural resources/ new paper/ new buttons.✓⁸
- She uses patterns from magazines/ re-uses shoe boxes/ old buttons✓⁹, thus reducing waste✓¹⁰ and pollution.✓¹¹
- She reused her grandmother's crochet hooks.✓¹²
- Paper is biodegradable which enhances sustainability.✓¹³
- No toxic material/ no need for extra paint/ colouring/ chemicals/ new buttons.✓¹⁴This reduces harm to the environment/ reduces the carbon footprint.✓¹⁵

(Any 6) (6)

Applying, difficult (Focus, page 26; Successful, page 2

6.5.4 **Calculate the production cost and selling price of ONE hair band. Show ALL calculations and round off the final amount to the nearest rand.**

Yarn for one hair band = $R36,00/5 = R7,20$ ✓

Glue for 1 envelope = $R25,00/20 = R1,25$ ✓

Labour for one hair band = R6,00

Total production cost for one hair band = $R7,20 + R1,25 + R6,00$
= R14,45✓

$R14,45 \times 65\%$ ✓ = R9,39✓

$R14,45 + R9,39 = R23,84$ ✓

= R24,00✓

(7)

NOTE: The Rand (R) value must be indicated at the selling price. No mark for only 24,00.

Applying, moderate (Focus, pages 35–40; Successful, pages 36–37)

6.5.5 **Analyse how Nelly ensures efficient production of quality items.**

- **(Planning):** Nelly plans her time/ production✓¹ as she performs all her duties and still produces quality products/ hair bands.✓²
- **(Adhering to specifications):** She uses patterns from magazines to produce beautiful hair bands,✓³ according to specifications.✓⁴
- **(Quality control):** She applies quality control✓⁵ as the hair bands are beautiful/ neatly crocheted/ finished off/ makes her own envelopes/ packaging.✓⁶
- **(Tidy workspace):** Yarn/ crochet hooks/ packaging/ envelopes/ buttons are stored in shoe boxes/ patterns in flip file✓⁷ leaving her workspace tidy.✓⁸
- **(Stock control):** Nelly's storage methods✓⁹ helps her with stock control✓¹⁰ and makes it easy to determine how much yarn/ envelopes/ buttons/ glue/ raw materials she needs.✓¹¹
- **(Careful control of finances):** she records her income and expenses✓¹² and she doesn't spend much money on packaging.✓¹³

(Any 8)

(8)

Analysing, difficult (Focus pages 15–19; Successful pages 21–23)

[40]

TOTAL: 200