These marking guidelines consist of 16 pages.
### QUESTION 1: SHORT QUESTIONS

| 1.1 | 1.1.1 | C✓ | Remembering, easy (Focus, p. 171; Successful, p. 191) (1) |
| 1.1.2 | D✓ | Applying, easy (Focus, p. 165; Successful, p. 183) (1) |
| 1.1.3 | A✓ | Applying, moderate (Focus, p. 156; Successful, p. 173) (1) |
| 1.1.4 | C✓ | Remembering, moderate (Focus, p. 85; Successful, p. 100) (1) |
| 1.1.5 | B✓ | Remembering, easy (Focus, p. 77; Successful, p. 91) (1) |
| 1.1.6 | D✓ | Remembering, easy (Focus, p.104; Successful, p.126) (1) |
| 1.1.7 | A✓ | Applying, easy (Focus, p. 93; Successful, p. 113) (1) |
| 1.1.8 | D✓ | Understanding, moderate (Focus, p. 106; Successful, p.128-129) (1) |
| 1.1.9 | B✓ | Understanding, moderate (Focus, p. 49; Successful, p. 50) (1) |
| 1.1.10 | C✓ | Understanding, moderate (Focus, p. 56; Successful, p. 59) (1) |
| 1.1.11 | B✓ | Remembering, easy (Focus, p. 148; Successful, p. 130) (1) |
| 1.1.12 | D✓ | Remembering, easy (Focus, p. 135; Successful, p. 153) (1) |
| 1.1.13 | B✓ | Remembering, easy (Focus, p. 127; Successful, p. 146) (1) |
| 1.1.14 | A✓ | Understanding, easy (Focus, p. 134; Successful, p. 156) (1) |
| 1.1.15 | D✓ | Analysing, moderate (Focus, p. 142; Successful, p. 157) (1) |
| 1.1.16 | C✓ | Remembering, easy (Focus, p. 19; Successful, p. 23) (1) |
| 1.1.17 | A✓ | Remembering, easy (Focus, p. 16; Successful, p. 21) (1) |
| 1.1.18 | D✓ | Understanding, difficult (Focus, p. 15; Successful, p.13) (1) |
| 1.1.19 | A✓ | Understanding, moderate (Focus, p. 15; Successful, p. 13) (1) |
| 1.1.20 | D✓ | Understanding, moderate (Focus, p. 8; Successful, p. 12) (1) |
1.2 1.2.1 Grey goods/parallel imports✓  
(Focus, p. 158; Successful, p. 176) (1)

1.2.2 Scam/phishing/online scam✓  
(Focus, p. 159; Successful, p. 177) (1)

1.2.3 Cooling-off period✓  
(Focus, p. 157; Successful, p. 173) (1)

1.2.4 Stokvel/Grocery club✓  
(Focus, p. 161; Successful, p. 177) (1)

Understanding, moderate

1.3 1.3.1 skilled✓  
(Focus, p. 25; Successful, p. 17) (1)

1.3.2 fixed✓  
(Focus, p. 38; Successful, p. 36) (1)

1.3.3 feasibility study✓  
(Focus, p. 35-40; Successful, p. 35, 42) (1)

Understanding, easy

1.4 1.4.1 C✓  
(Focus, p.130; Successful, p.149) (1)

1.4.2 D✓  
(Focus, p.118; Successful, p.137) (1)

1.4.3 A✓  
(Focus, p.119; Successful, p.138) (1)

1.4.4 B✓  
(Focus, p.122; Successful, p.140) (1)

Understanding, moderate

1.5  B✓
C✓
E✓
H✓  (Any order) (4)

Applying, moderate (Focus, pages 49, 53-54; Successful, pages 51, 61-62, Grade 11)

1.6  D✓
E✓
F✓
H✓
I✓  (Any order) (5)

Analysing, difficult (Focus, pages 75-77, 79, 84-85, 95; Successful, pages 85, 89-91, 93-94, 100-111)
QUESTION 2: THE CONSUMER

2.1 2.1.1 • Inflation is the rise/increase in the price of goods and services over a specific period/in a year.✓✓

*Remembering easy (Focus page 167; Successful page 184)*

2.1.2 • Inflation decreases the purchasing power of the Rand.✓
• Fewer goods/services can be bought with the same amount of money/due to decreased value of the Rand.✓
• Goods and services will be more expensive.✓

*Remembering moderate (Focus page 167; Successful page 185)*

2.1.3 • Pay as you earn/PAYE✓
• Provisional tax/tax from irregular income earners✓

*Remembering, easy (Focus, page 163; Successful, page 181)*

2.1.4 • The levy/fuel tax is used for the Road Accident Fund/Third party victims of motor vehicle accidents compensation✓

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

2.1.5 • Food producers using petrol/diesel in the production process may have an increase in the production costs.✓
• Wholesalers and retailers will then increase their food prices, to make a profit therefore consumers will have to spend more of their income on food.✓
• Imported food prices may also increase as a result of the increased petrol/diesel/transport costs.✓

*Applying, difficult (Focus, page 165; Successful page 182)*

2.2 2.2.1 • Neo should not flush/dispose old medication/dirty soapy water down the toilet/dispose it in an acceptable ethical manner.✓
• He should use environmentally safe/friendly cleaning agents.✓

*Understanding, moderate (Focus, page 180-181; Successful page 198)*

2.3 2.3.1 • Supplying household water✓
• Refuse removal✓
• Sanitation/Sewage collection/disposal✓

*Understanding, easy (Focus, page 183-184; Successful, page 202-203)*

2.3.2 • Yes✓
• Jake never defaulted in paying for municipal services/water/electricity/rates/taxes✓

*Applying, easy (Focus, page 183-184; Successful, page 202-203)*
2.3.3 • Jake fulfilled his responsibility as a consumer✓ he paid for the consumption of his services/electricity✓ from the municipality.
• The municipality did not fulfil✓ its responsibility of service delivery towards Jake as far as electricity is concerned✓.
• The service provider/supplied electricity for certain periods✓ but cut the electricity supply because the municipality did not pay the service provider✓.

(Any 2 x2)

Analysing, difficult (Focus, page 185; Successful, page 205/Scenario)
QUESTION 3: FOOD AND NUTRITION

3.1 • Use salt sparingly/reduce the amount of salt in your diet/no more than one teaspoon of salt should be consumed per day/herbs and spices can be used to flavour food instead of salt.✓
• Cut down on the consumption of processed foods/salty foods/smoked meat/bacon/macarron/biltong/potato crisps/salted nuts/salted popcorn.✓
• Watch your weight/lose weight✓ if overweight/limit saturated fat/carbohydrate intake to prevent weight gain.
• Consume enough calcium/potassium/magnesium.✓
• Limit the consumption of alcohol.✓
• Cut down on the intake of coffee and tea.✓
• Eat a healthy diet low in saturated fats and cholesterol.✓
• Eat plenty of fresh fruit and vegetables.✓
• Choose high-fibre whole-grain cereals rather than refined cereal products.✓
• Use low-fat or skimmed dairy products.✓ (Any 5) (5)

Remembering, easy (Focus, page 77; Successful, page 87-88)

3.2 • Inadequate iron intake/not enough iron-rich foods.✓
• Lost through bleeding during heavy menstruation.✓
• A bleeding ulcer/blood loss after an injury/nose bleeding.✓
• Poor absorption of iron.✓
• Chronic kidney disease.✓ (Any 4) (4)

Remembering, moderate (Focus, page 76; Successful, page 91)

3.3 Foods with a high GI tend to be digested fast✓ and thus supply a sudden/rapid rise✓ in blood-glucose levels. This provides instant energy.✓ This triggers the excessive release/over secretion of insulin✓ to stimulate the removal of glucose from the bloodstream. The sudden removal of glucose then causes the blood glucose level to drop quickly.✓ This then leaves the blood with too little glucose for immediate energy✓ (Any 2)
Low GI food is digested slowly✓ thus the glucose is supplied/released gradually/slowly/steadily✓ into the blood stream. This means there is a steady/continuous supply of glucose for energy✓ for a prolonged time/over a long period✓ The pancreas is not stimulated to produce too much insulin✓ (Any 2) (4)

Understanding, moderate (Focus, page 71; Successful, page 77)

NOTE: Learners can get a maximum of 2 marks for the explanation of high GI foods and a maximum of 2 marks for the explanation of low GI foods.
NOTE: One mark must be deducted if the answer is not written in paragraph format.
3.4 3.4.1 Potato crisps exchanged with popcorn

- Crisps are high in fat✓ and trans fatty acids✓ Popcorn is lower in fat and does not contain trans fatty acids✓ therefor it has a lower impact/deposits less fat in the arteries/lessens blockage of arteries✓ and contributes to a healthier heart. ✓
- Total fat and trans fatty acids increase cholesterol levels✓

*Understanding, moderate (Focus, page 74-75; Successful, page 84-85)*

(Any 2) (2)

3.4.2 Butter exchanged with canola oil for food preparation

- Saturated fat increases low density lipoprotein levels (LDL) which carry cholesterol to the arteries where it is deposited✓ This increases cholesterol levels which may lead to atherosclerosis (is a risk factor for coronary heart disease).✓
- Canola oil is high in (mono) unsaturated fat✓ This increases high density lipoprotein levels (HDL) which carry cholesterol to the liver where it is excreted from the body✓ This decreases cholesterol levels, which is beneficial for heart health✓

*Understanding, moderate (Focus, page 74-75; Successful, page 84-85)*

(Any 4) (4)

3.4.3 White, refined flour exchanged with brown, whole wheat flour

- Whole wheat flour contains more fibre✓ Fibre has a cholesterol-lowering effect✓ and thus less cholesterol deposits in the arteries thus a healthier heart.

*Understanding, moderate (Focus, page 74-75; Successful, page 84-85)*

(2)

3.5 3.5.1 E.coli infection✓

*Understanding, moderate (Focus, page 90; Successful, page 106)*

3.5.2 • The best approach is to rest✓
- Prevent dehydration✓ by drinking plenty of fluids/good quality water to replace the fluid lost as a result of diarrhoea✓
- Do not take anti-diarrheal medication/medication to stop the diarrhoea✓ as this would prevent the person’s intestines from getting rid of the E.coli bacteria/as the body needs to get rid of the germ as soon as possible✓
- People who become seriously dehydrated may need to be hospitalised✓ so that they can be given fluids by drip/have fluids and electrolytes put into their veins intravenously✓

*Understanding, moderate (Focus, page 90; Successful, page 107)*

(Any 4) (4)
3.5.3

- The raw milk could have been contaminated as it was not pasteurised.
- The meat could have been contaminated during slaughtering and when the meat was minced, germs could have been mixed throughout the mince.
- The mince could have been undercooked as they ran out of gas while preparing lunch.
- The vegetables could have been contaminated with animal faeces/dung as farmers used organic ways of farming/no pesticides/herbicides for their crops.
- The vegetables may not have been washed well/properly/washed in possible contaminated water from the dam.
- The buckets of drinking water could have been possible contaminated dam water.

(Any 5)

Applying, moderate (Focus, page 90; Successful, page 106-107)

3.6

3.6.1

- Bulimia/bulimia nervosa

Understanding, easy (Focus, page 82; Successful, page 95)

3.6.2

(a) Psychological treatment

- Sonia will need counseling and support from family and friends for depression and feelings of guilt.
- She may need to get medication for depression/anti-depressants.
- The treatment must address Sonia’s feelings of guilt and psychological needs so that her physical health and normal eating pattern can be restored.

(Any 4)

(b) Nutritional education and treatment

- Nutritional education/a dietician will guide her on her eating habit and behavioral management. This will assist her to stop binge eating/eating large amounts of food/purging. This will result in healthier alternatives to manage/stabilise/control her weight.
- Sonia will be encouraged to eat a balanced diet with enough carbohydrate and fats to give her energy and proteins to sustain the body.

(Any 4)

Analysing, difficult (Focus, page 82; Successful, page 96)
QUESTION 4: CLOTHING

4.1 • Economic factors: inflation/recessions/depression/wealth/poverty✓
• Social factors: geographical/living patterns/educational level/wars/disasters/religious beliefs/current events/fashion show/lifestyle✓/Consumers get bored/need something new✓/Blurring of gender boundaries/unisex clothing✓
• Technological factors: new textiles/new manufacturing methods/better communication methods✓/Need for sustainability/eco-fashion✓
• Political/judicial climate: laws/trading regulations✓ (Any 4) (4)

Remembering, easy (Focus, page 49, 51; Successful, page 53-55)

4.2 • The fashion reaches the height of popularity. ✓
• Many people wear it. ✓
• It is produced in growing numbers/mass produced. ✓
• Advertised by clothing stores in magazines/window displays. ✓ (Any 2) (2)

Remembering, easy (Focus, page 63; Successful, page 68)

4.3 • Versatile items can be worn in more than one season.✓
• Versatile items can be easily mixed-and-matched.✓ This extends your wardrobe/ensures that you get lots of use out of them.✓ (Any 2) (2)

Understanding, easy (Focus, page 55; Successful, page 62)

4.4 • **Standard fashion trends** form the basis of the wardrobe for the world of work✓/can add interest✓/can be updated/complimented with new accessories/changing hemlines/collars/sleeves✓ and should be less expensive items such as shirts.✓

• **Classic styles** should form the basis/foundation/80%✓ of a wardrobe for work as they are timeless/long lasting/good quality.✓

• **Fashion fads** can add interest✓ in the form of accessories/jewelry/scarves/ties/shoes.✓ The basic items should not be fashion fads✓ as they are short-lived/are in fashion for a short time.✓ Fashion fads often do not look professional/can change basic items/new look to be fashionable✓ and saves money✓ (3 x 2) (6)

Applying, moderate (Focus, page 49, 52, 53; Successful, page 62)
4.5 4.5.1 Weather conditions:
- In summer when it is very hot/hot ✓ John will have to choose light weight ✓ pants/tops/shirts.
- He has to choose fabrics such as cotton/linen ✓ that can breathe/let air through ✓ in order to release perspiration/not retain perspiration/sweat ✓.
- He may also need protective clothes against elements of the weather ✓ such as a hat/cap/raincoat (on rainy days)/head gear for protection ✓ (Any 2 x 2) (4)

4.5.2 Colour of clothing:
- John must choose light/tint colours ✓ that will not show dirt easily/khaki/light blue/light green for summer as it reflects light ✓ and will look ✓ and feel cool ✓ (Any 2) (2)

Analysing, difficult (Successful p 59; Focus p 56-57)
QUESTION 5: HOUSING

5.1 • By paying wages and salaries that will enable the employees to pay rent and save towards buying their own homes.✓
• By giving employees the option of staying in company-owned houses at a lower rent/rent out company-owned houses to employees.✓
• By assisting in arranging home loans.✓
• By assisting with the purchase of building materials/by buying building materials in bulk.✓
• By helping employees to use their pensions/provident funds as collateral for loans.✓
• Provide employees with a monthly housing allowance/subsidy.✓
• Subsidise part of the interest on an employee’s home loan.✓
• Offer guarantees to lenders on an employee’s housing loan.✓
• Help with relocating costs.✓
• Provide housing consumer education and advice to employees.✓

(Any 5) (5)

Understanding, easy (Focus, page 132; Successful, page 150)

5.2 • Bond/Mortgage protection insurance:✓ Life insurance to settle the home loan if something unexpected should happen to the buyer./ Covers repayments if the bondholder is unable to pay the bond instalments as a result of death, retrenchment or disability.✓
• Homeowner’s (comprehensive) insurance:✓ Cover any losses should the home structure suffer damage as a result of a natural disaster/storm/flood/an accident/a burst geyser/political unrest/fire.✓

(2 x 2) (4)

Remembering, easy (Focus, page 127-128; Successful, page 145)

5.3 5.3.1 • Sectional title✓

Remembering, easy (Focus, page 122; Successful, page 140)

5.3.2 • A tax✓ collected by the Receiver of Revenue on behalf of the government.✓ The tax is paid every time a property changes hands.✓ It is based on the value of the property.✓

(Any 3)

OR

• It is a government tax✓ on the property to transfer it to the buyer’s name✓ and is based on the value of the property.✓

(3)

Remembering, easy (Focus, page 128; Successful, page 146)
5.3.3 • The apartment is bought from a developer.
• It doesn’t get transferred from one owner to the next/the property is not changing hands as there is no previous owner.

(Any 2) (2)

Understanding, easy (Focus, page 128; Successful, page 146)

5.3.4 • To pay for the security, which include salaries of the guards and electric fencing.
• To maintain the communal facilities such as the (rooftop splash) pool, gym, braai facilities and common entertainment area.

(Any 4) (4)

Remembering, easy (Focus, page 140; Successful, page 122)

5.3.5 • It is cheaper to buy from a new development as no transfer duty is payable. This saves money/ensures a larger profit when it is sold.
• As it is a brand new apartment, no/very little maintenance will have to be done in the first few years. This saves money/ensures a larger profit when it is sold.
• As it is near the university, it will be easy for the owner to find tenants/students to rent the apartment.
• Once the bond is paid off, the owner/landlord can earn a good, steady income if the apartments are rented out.
• The value of the apartment will increase over time and thus have a greater value.
• The owner will be able to sell the apartment for a profit over the long-term/after a few years.
• The apartment can form part of the owner’s estate after his/her death, so they will benefit from the investment/benefit from the increased value of the property/can inherit the property.

(Any 8) (8)

Applying, difficult (Focus, page 122; Successful, page 141)

5.4 5.4.1 • Read the warranty.
• Follow the manufacturer’s instructions.
• Do not complain if the instructions were not followed.
• Fill in the registration card and return to the manufacturer.
• Keep/read the warranty/keep receipts in a safe place.
• Record serial numbers in the instruction book.
• Use all of the features of the microwave oven several times during the warranty period to make sure that it continues to operate as it should.

(Any 3) (3)

Understanding, easy (Focus, page 150; Successful, page 165)
5.4.2  

- Although the convection microwave oven is expensive✓, it is cheaper than buying a microwave oven and an oven/the young working adult gets two appliances in one.✓
- The convection microwave oven saves space✓ as the young working adult doesn’t need a separate space for the convection oven as the kitchen is very small.✓
- The diverse/different cooking modes help to cook food quicker✓ and this saves time.*✓
- The diverse/different cooking modes help to achieve a better texture/appearance✓ than using a standard microwave oven.
- The diverse/different cooking modes will enable the young working adult to experiment✓ with different dishes as it is possible to make/produce a variety of dishes✓ such as cooking, baking and making yoghurt.✓
- The diverse/different cooking modes/different power levels are convenient✓ help to reduce energy usage/saves electricity costs.✓
- The enamel cavity/interior/steam clean makes it easy to clean,✓ this saves time considering he/she is working long hours.*✓
- The oven is easy to operate✓ thus no problems wasting time getting to know how to operate/work the oven. ✓
- The Smart Sensor technology makes it easy to cook✓ food to perfection. The Smart Sensor technology saves time*✓ as the young adult doesn’t have to set the cooking time and power.

(Evaluating, difficult (Focus, page 141; Successful, page 159-160)  
NOTE: The positives in the scenario overshadow the negatives thus only a positive response in the memo.

Saving time* can only be awarded a mark once.

(Any 5) (5 x 2) (10)
QUESTION 6: ENTREPRENEURSHIP

6.1 • Cost-based pricing ✓
• Demand-based pricing ✓
• Competitive pricing ✓
• Market skimming pricing ✓
• Premium pricing ✓
• Value-for-money pricing ✓
• Undercut pricing ✓

(Any 3) (3)

Remembering, easy (Focus, page 32; Successful, page 31)

6.2 • To create awareness/attract customers ✓
• Create interest in the product/service ✓
• Create a desire for the product/service/persuade/convince consumers to buy the product/promote the use the service ✓
• Expand the market to new customers ✓
• Announce modification/expansion of the product/service/business ✓
• Provide information about the product/service/business ✓
• Maintain/improve sales ✓

(Any 3) (3)

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

6.3 • To ensure there are enough raw materials available ✓ to produce the required products for a given time ✓
• To minimize the cost of storing the completed products ✓ because more products have been made than required/prevent over stocking of raw materials ✓
• The correct quality of raw materials is purchased for the product ✓ and thus reduces wastage ✓
• To prevent stock exceeding the sell by date in storage ✓ and become of a poorer quality for the buyer ✓ prevent loss of income for the producer ✓
• To avoid cash flow problems as a result of money invested in unused/excess stock ✓ thus running out of cash flow for other pressing needs ✓

(Any 3) (3 x 2) (6)

Remembering, moderate (Focus, page 19; Successful, page 23)
6.4 6.4.1
- Quantity/weight/kg of the meat✓
- Ingredients/spices/marinade/additives used✓
- Date stamps/manufacturing/use-by/best before date✓
- Heating/storage instructions✓
- Serving suggestions✓
- Nutritional information✓
- Name/Trade name/Farm Inn and address of the business✓
- Contact details/email address✓

(Any 4) (4)

Remembering, easy (Focus, page 29, 97; Successful, page 29, 117)

6.4.2
- He sells a variety of raw meats and char-grilled meats✓
- Customers can order char-grilled meat and collect it to take away✓
- The restaurant/butcher is the first of its kind in his community. There is no other butchery/restaurant in a shopping mall that sells char-grilled meat to take away/allow sit-in meals✓
- He produces meat on his farms✓ and does not need to pay prices demanded by other meat producers✓
- His restaurant caters for sit-in char-grilled meat meals✓
- The product/meat/restaurant/service is of good/high quality✓
- He employs skilled personnel✓ consumers can be assured of good service✓
- It offers consumers the convenience of not having to char-grill meat themselves at home✓

(Any 4) (4)

Applying, moderate (Focus, page 13; Successful, page 11)

6.4.3
- Hygiene of the workers will prevent food contamination✓ through micro-organisms✓ that could result in food-borne diseases✓
- It will ensure that the meat/food served/sold is safe✓ and healthy for the customers/consumer✓ he is known/has the reputation for selling good quality meat✓

(Any 2) (2)

Understanding, moderate (Focus, page 18; Successful, page 22)
6.4.4 (a) **Routine/preventative** maintenance will prevent the machinery from breaking down.✓ does not result in break-down in production✓ loss of earnings prevented.✓

(b) **Corrective maintenance** production will stop/lower income/profit✓ as machinery is only fixed if it breaks down.✓
A stop in production will lead to lower stock levels/char-grilled meat and this will cause a lower income/profit.✓

(Any 2) (4)

**Applying, moderate (Focus, page 25; Successful, page 25)**

6.4.5

\[
\begin{align*}
\text{R6.00} + \text{R8.00} + \text{R12.00} &= \text{R26.00}\checkmark \\
\text{R26.00} \times 10\checkmark &= \text{R260.00}\checkmark \\
\text{R260.00} \times 80\%\checkmark &= \text{R208.00}\checkmark \\
\text{R260.00} + \text{R208.00} &= \text{R468.00}\checkmark \\
\end{align*}
\]

OR

\[
\begin{align*}
\text{(R6.00 x10) + (R8.00 x10) + (R12.00 x10)}
&= \text{R60.00}\checkmark + \text{R80.00}\checkmark + \text{R120.00}\checkmark \\
&= \text{R260.00} \\
\text{R260.00} \times 80\%\checkmark &= \text{R208.00}\checkmark \\
\text{R260.00} + \text{R208.00} &= \text{R468.00}\checkmark \\
\end{align*}
\]

**Applying, moderate (Focus, page 37-38; Successful, page 39-40)**

**NOTE:** NO mark must be given for the selling price of R468.00 if there is not an R.

6.5.6

- He has business skills✓ has a business management degree✓ he employs skilled personnel – waiters/chef/butcher✓
- The meat/product/service meets the needs of the target market✓ as it can be bought raw/char-grilled, eaten in the Farm Inn restaurant/ordered for collection and take-away✓
- His business/product has a competitive edge✓ as it is the only butchery that sells char-grilled meat which can be ordered and collected for take away✓
- The customers are prepared to pay the prices✓ because of the good quality of meat✓ and the convenience of not having to char-grill meat themselves✓
- The location of the business is suitable✓ as the Farm Inn restaurant is in an upmarket shopping mall/the butchery is in the local town✓
- He had enough capital/start-up money✓ as he inherited an existing small cattle farm✓

(Any 4 x 2) (8)

**Analysing, difficult (Focus, page 7–8; Successful, page 10–12)**

[40]

**TOTAL:** 200

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