These marking guidelines consist of 19 pages.
SHORT QUESTIONS

QUESTION 1

1.1  1.1.1  B✓  Remembering, easy (Focus, p.163; Successful, p.181) (1)
1.1.2  A✓  Remembering, easy (Focus, p.163; Successful, p.181) (1)
1.1.3  A✓  Remembering, easy (Focus, p.157; Successful, p.173) (1)
1.1.4  D✓  Remembering, easy (Focus, p.79; Successful, p.93) (1)
1.1.5  A/D✓  Remembering, easy (Focus, p.82; Successful, p.95) (1)
1.1.6  D✓  Remembering, difficult (Focus, p.101; Successful, p.119) (1)
1.1.7  C✓  Understanding, easy (Focus, p.91; Successful, p.109) (1)
1.1.8  A/C✓  Remembering, moderate (Focus, p.98; Successful, p.118) None correct (1)
1.1.9  C✓  Understanding, easy (Focus, p.61; Successful, p.67) (1)
1.1.10  C✓  Applying, easy (Focus, p.58; Successful, p.63) (1)
1.1.11  B✓  Remembering, easy (Focus, p.120; Successful, p.139) (1)
1.1.12  C✓  Remembering, moderate (Focus, p.127; Successful, p.146) (1)
1.1.13  B✓  Understanding, difficult (Focus, p.127; Successful, p.145) (1)
1.1.14  D✓  Applying, moderate (Focus, p.118; Successful, p.137) (1)
1.1.15  B✓  Applying, easy (Focus, p.122; Successful, p.140) (1)
1.1.16  A✓  Understanding, easy (Focus, p.13; Successful, p.19–20) (1)
1.1.17  D✓  Understanding, moderate (Focus, p.26; Successful, p.25) (1)
1.1.18  B✓  Applying, moderate (Focus, p.37; Successful, p.37) (1)
1.1.19  C✓  Applying, difficult (Focus, p.38; Successful, p.39) (1)
1.1.20  B✓  Understanding, difficult (Focus, p.39; Successful, p.41) (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.\(^3\) \(\text{(Any 2)}\) (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.\(^9\) \(\text{(Any 3)}\) (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.\(\checkmark\) (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.\(^8\) \(\text{(Any 3)}\) (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. √
- Use cold water (with cold-water detergents) to reduce electricity consumption √, by not having to heat water in the geyser.
- Avoid many small loads/ wash full loads, thus reducing electricity consumption. √
- Make sure the machine is switched off after use √ because if indicator lights are left on electricity is used. √
- A-rated washing machines are more energy efficient/ use less electricity. √

**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)

**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. √
- Cash/ groceries are received on a rotating basis. √
- All members benefit. √

**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. √
- Families may have non-perishable groceries/ food over a longer period to feed them/ More food security for these families/ extended relatives. √
- Buying groceries in bulk may reduce the impact of food inflation over a period of time. √
- Buying in bulk reduces transport costs/ taxi/ bus fare. √
- More disposable income will be available for other needs. √

**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. √
This results in consumers having less disposable income to buy goods and services. √
This leads to slow economic growth √ and slows down inflation √ as the prices of goods and services increase very little. √

**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 √
- without pesticides √
- without herbicides √
- without synthetic fertilisers/ chemicals √
- without hormones √
- without growth regulators √
- without livestock feed additives √

(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, √ and prevent them from separating/ form stable emulsions. √
- Provide a consistent/ homogenous texture/ improve texture. √

(Any 2) (2)

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

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

(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 √ 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. √
- It destroys or deactivates organisms √ that cause food spoilage/ contamination.
- It delays the sprouting of potatoes/ onions/ garlic/ greening of potatoes. √
- It delays the ripening of fruit/ enzymatic reaction. √
- It destroys insects √ in cereals/ tropical fruit that is imported or exported.
- It reduces losses from damage during transport/ storage. √

(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. They can produce the food themselves or people can buy food from producers in the community at a lower price than in shops. If the producers sell fruit and vegetables, it will provide them with an income which they can use to buy food that they cannot produce. This programme could ensure that enough food/food in sufficient/ adequate quantities will be available/accessible on a consistent/ sustainable basis/ seasonal crops. The food will be safe to eat as it can be sold/ eaten immediately. The fruit and vegetables don't have to be kept cold. 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. Employment in community gardens provide income for those working there.

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 through vitamin C, vitamin B6, selenium in corn/ maize/ mealies, flavenoids and phytosteroles.
- Vitamin C/ A/ selenium are anti-oxidants and help people suffering from HIV/AIDS to recover from infections/ to improve their health.
- Fruit and vegetables contain fibre that assists with digestion.
- Water in fruit and vegetables assists in replacing fluids lost due to diarrhoea/ vomiting.
- Many fruit and vegetables are high in vitamin A. This helps to keep the lining of the skin/ lungs/ gut healthy/ intact to make it difficult for germs to enter the body and cause infections. Fruit and vegetables replace the vitamin A that is lost during infections.
- Vitamin B6 helps to maintain a healthy nervous system.

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/Barlotti 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. This is beneficial in the management of hypertension that can lead to coronary heart disease.
- The salad is high in (soluble) fibre which is beneficial as it lowers cholesterol levels and helps will be beneficial in the management of coronary heart disease.
- The salad has low cholesterol content and it will not increase blood cholesterol levels.
- The carbohydrate content/sugar content is low 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 which is beneficial in the management of coronary heart disease, as there is less build-up of fatty deposits. Saturated fat and trans-fatty acids, increase cholesterol levels. (Any 6)
- The nutrient content of the salad is suitable for the management of coronary heart disease. (1)

*Evaluating, difficult (Focus, page 74–75; Successful, page 83–85)*
QUESTION 4: CLOTHING

4.1 Explain the term counterfeit goods.
   • 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✓

  4.2.2 Standard trends
       • Standard trends last for two to three years/ seasons✓

  4.2.3 Classic
       • Classic fashions last for many seasons/ years/ long period/ timeless✓
   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
   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
   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
   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, ✓
- Up-cycled/ taken apart and stitched into an entirely new item. ✓
- Donated, ✓ sold, ✓ swapped ✓ to give further life to a garment.
- Cut up to be used for household items. ✓

(Any 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. ✓
- This makes his legs/ knees/ thighs appear broader/ wider and shorter. ✓

(Any 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 ✓ as it is not professional.
- Wear dark blue/ black/ grey formal long pants. ✓
- Wear a long-sleeved white/ light blue shirt with buttons and a collar. ✓
- Wear a navy blue/ light blue tie. ✓
- Wear black/ brown/ grey/ navy blue (formal) shoes. ✓
- Wear black/ brown/ grey/ navy blue socks. ✓

NOTE: One mark allocated if all the colours are monochromatic. ✓

In order to obtain a mark the colour/s must be mentioned.

(Any 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✓
   • Water✓
   • Refuse/ waste/ sewerage removal/ municipal utilities✓
   • Electricity✓
   • Household contents insurance✓
   (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✓ by the buyer and seller,✓
     it becomes a contract/ legally binding,✓ called the deed of sale. It
     contains all the points on which the parties agreed/ written, formal
     agreement between buyer and seller.✓
   (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✓
   • (Accredited) municipality✓
   (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✓
   • It is possible to create an environmentally friendly house; this may save
     water/ electricity costs✓
   • If there are not enough funds, the work on the building can be halted for a
     while✓
   • The house can be finished according to the owner’s own schedule✓
   • Building a house is an investment/ a form of forced saving towards an
     asset that may increase in value✓
   • The house/ components/ fittings/ appliances are new and should work.
     This saves maintenance costs✓
   • New houses are generally built in areas that are growing rather than
     declining. This helps with the future resale value✓
   (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. $\checkmark$\(^1\)
- Inspect the property $\checkmark$\(^2\) and make a list/ take photographs of any defects. $\checkmark$\(^3\) (Any 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. $\checkmark$\(^1\)
- The expenses for the maintenance of the common areas are shared. $\checkmark$\(^2\)
- There is better security/ safety as there is controlled entry/ access into the complex. $\checkmark$\(^3\)
- You can use the common areas $\checkmark$\(^4\) but do not have to maintain them on your own. It is done collectively. $\checkmark$\(^5\)
- You are part of a community/ sense of community/ belonging/ support groups. $\checkmark$\(^6\)
- Complexes often have easy access to highways/ closer to town centres. $\checkmark$\(^7\)
- The maintenance of the whole property cannot be neglected $\checkmark$\(^8\) since it is the responsibility of many people at the same time and is done in agreement with the Body Corporate. $\checkmark$\(^9\) (Any 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. $\checkmark$\(^1\)
- A buyer must repay a mortgage bond/ home loan $\checkmark$\(^2\) over 20 (to 30) years $\checkmark$\(^3\)
- A house must be kept for a couple of years before a profit can be made when selling it. $\checkmark$\(^4\)
- Maintaining the house is a long-term commitment/ responsibility/ requirement. $\checkmark$\(^5\)
- Rates and taxes $\checkmark$\(^6\) must be paid for as long you own the house. (Any 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:**
  - 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 homeowner dies, this insures that the mortgage bond is paid off.

- **Homeowner’s (comprehensive) insurance:**
  - 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. It protects the structure and permanent fixtures in the house against fire, flooding and other disasters.

- **Maintenance:**
  - 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.

- **(Property) Rates and taxes:**
  - Payable to the municipality for municipal services and tax on the ownership of property based on market value of the property.

- **Bond repayments:**
  - This includes paying the capital amount and interest on a monthly basis over a period of 20-30 years.

(Any 3 x 2) (6)

5.9 5.9.1 Name TWO possible disadvantages of this oven.

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

(Any 2) (2)

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.
- There is less load on the national grid.
- Using less energy is good for the environment/ more environmentally friendly/ reduces air pollution/ helps to conserve natural resources/ low carbon footprint.
- You can bake on more than one level in a thermo-fan oven.

(Any 2) (2)
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)
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. ✓
- Should stand out ✓ from other similar products / brands on the same shelf.
- Suit the product shape / size ✓
- Safe / hygienic ✓
- Strong ✓ for transportation / handling
- Convenient ✓ for distribution
- Easy to open / handle / use ✓
- Airtight if goods are likely to absorb moisture / maintain the shelf life ✓
- Carry information about the product ✓
- Must be easy to place on the shelves of different retailers ✓
- Must be cost effective ✓
- Protect the product ✓
- Environmentally friendly / eco-friendly / recyclable / sustainable ✓

(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 ✓, fires ✓ and creates a safe working environment ✓
- It provides a healthy / hygienic working environment / minimise risk of cross contamination ✓
- If it is clear of clutter it helps to work faster / find things easily ✓
- Helps to work more accurately ✓
- Easier to keep clean ✓
- Improves morale / dignity of workers / productivity ✓
- It is easier to control theft / stock ✓

(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 ✓
- The correct quality raw materials are purchased for the product ✓
- Wastage is reduced / Stock won’t become obsolete / use before expiry date / can apply the principle of “first in, first out” (FIFO) ✓
- Money spent on stock is limited / carefully controlled / assists with cash flow ✓
- Minimise the cost of storing the final products ✓
- To prevent theft / loss of stock / identify stock shrinkage ✓

(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

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

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 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

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, sets up very early on the day/ the night before the event/ delivers on time. ✓⁵
- Collects the equipment the next morning. ✓⁶
- He sets up the equipment according to the clients' needs/ requirements/ specifications. ✓⁷
- He offers the latest trends in events/ entertainment ideas. ✓⁸
- Bookings in advance prevent double bookings which will prevent disappointments and the customers will be happy. ✓⁹
- He is personally involved/ manages his business himself and he can thus ensure good quality service delivery. ✓¹⁰

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 he 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.✓

• He keeps his equipment well maintained therefore reduces the need to cancel events due to damage/ repairing equipment.✓

• He promotes his products/ service effectively (internet/ flyers/ business cards/ delivery van).✓

• He caters for different events/ weddings/ parties/ funerals/ end of the year business functions therefore always has an event/ business/ satisfies customer needs.✓

• He can plan events throughout the year as he has industrial heaters for winter.✓

• Keeps up with latest events and entertainment ideas.✓

• He filled a gap/ need in the market.✓

• His equipment is reusable/ no short term waste.✓

• He has a good work ethic/ works hard and this will help to grow/ sustain the business.✓ (Any 9)

Evaluating, difficult (Focus page 35; Successful page 34)

[40]

TOTAL: 200