



# basic education

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE12**

**CONSUMER STUDIES**

**NOVEMBER 2019**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 21 pages.**

**QUESTION 1: SHORT QUESTIONS**

- 1.1 1.1.1 C✓ *Remembering, easy (Focus, p.182; Successful, p.201-203)* (1)
- 1.1.2 B✓ *Remembering, easy (Focus, p.180; Successful, p.196)* (1)
- 1.1.3 A✓ *Applying, moderate (Focus, p.166; Successful, p.184)* (1)
- 1.1.4 C✓ *Remembering, easy (Focus, p.71; Successful, p.78)* (1)
- 1.1.5 A✓ *Remembering, easy (Focus, p.95; Successful, p.112-113)* (1)
- 1.1.6 B✓ *Analysing, moderate (Focus, p.73-74; Successful, p.83-84)* (1)
- 1.1.7 C✓ *Understanding, moderate (Focus, p.71; Successful, p.77)* (1)
- 1.1.8 D✓ *Understanding, moderate (Focus, p.140; Successful, p.159)* (1)
- 1.1.9 B✓ *Understanding, easy (Grade 11)* (1)
- 1.1.10 A✓ *Understanding, easy (Grade 11)* (1)
- 1.1.11 B✓ *Understanding, easy (Focus, p. 49; Successful, p.51)* (1)
- 1.1.12 B✓ *Understanding, easy (Focus, p. 53; Successful, p.57)* (1)
- 1.1.13 D✓ *Remembering, easy (Focus, p.125; Successful, p.146)* (1)
- 1.1.14 A✓ *Understanding, moderate (Focus, p.130; Successful, p.148,49)* (1)
- 1.1.15 D✓ *Understanding, moderate (Focus, p.97; Successful, p.117)* (1)
- 1.1.16 C✓ *Applying, moderate (Focus, p.36-37; Successful, p.38-39)* (1)
- 1.1.17 C✓ *Applying, moderate (Focus, p.36-37; Successful, p.38-39)* (1)

- 1.2 1.2.1 D✓ (1)
- 1.2.2 C✓ (1)
- 1.2.3 F✓ (1)
- 1.2.4 G✓ (1)
- 1.2.5 A✓ (1)

*Understanding, moderate (Focus p.163-165; Successful p.180-182)*

- 1.3 A✓ NOTE: minus (1) mark if the words are written.  
E✓ (Any order) (2)

*Understanding, moderate (CAPS p.32)*

- 1.4 1.4.1 F✓ (1)
- 1.4.2 B✓ (1)
- 1.4.3 G✓ (1)
- 1.4.4 E✓ (1)
- 1.4.5 C✓ (1)

*Remembering, moderate (Focus p.95; Successful p.113-114)*

- 1.5 C✓  
D✓  
F✓  
G✓  
H✓ (Any order)

*Remembering, easy (Focus, p.120; Successful, p.139)* (5)

- 1.6 1.6.1 (Product) specifications✓ (Focus p.16; Successful p.21)
- 1 6.2 Consumer/ Customer appeal / packaging ✓ (Focus p.13; Successful p.20)
- 1.6.3 Sustainable (production)/ sustainability ✓ (Focus p.26; Successful p.26)
- 1.6.4 Start-up/ pre-operational costs✓ (Focus p.35; Successful p.18)
- 1.6.5 Customer relations/ care/ service/ consumer rights✓ (Focus p.24; Successful p.25)
- 1.6.6 Overhead costs/ Operational/ running costs✓ (Focus p.37; Successful p.41)

*Understanding, difficult* (6)  
**Note: Do not accept examples** [40]

**QUESTION 2: THE CONSUMER****2.1 2.1.1 Name TWO forms of renewable sources of energy.**

- Solar power/ solar energy/ sun✓<sup>1</sup>
- Wind power/ turbines energy✓<sup>2</sup>
- Hydro power/ hydro energy/ water✓<sup>3</sup>
- Bio/ wood/ dung/ vegetable matter energy✓<sup>4</sup> (Any 2) (2)

*Remembering, easy (Focus, p.170-171; Successful, p.191-192)*

**2.1.2 State THREE advantages of using renewable sources of energy for the natural environment.**

- Less air pollution/ cleaner air/ no acid rain/ no sulphur dioxide/ no carbon dioxide gases/ less smoke/ fog.✓<sup>1</sup>
- Less water pollution/ underground water pollution.✓<sup>2</sup>
- Reduced/ no noise pollution.✓<sup>3</sup>
- Reduced need for fossil fuels/ coal/ energy.✓<sup>4</sup>
- Reduced soil pollution/ no land disruption/ digging for coal.✓<sup>5</sup>
- No habitat loss/ no animals will be displaced/ no plants harmed / fauna and flora not affected.✓<sup>6</sup>
- Will not harm the environment /environmentally friendly/ clean environment. ✓<sup>7</sup>

If only 'less pollution' is given, a mark can be allocated for tick  
1/2/3 (Any 3) (3)

*Understanding, moderate (Focus, p.170-171; Successful, p.191-192)*

**2.2 Define the terms below:****(a) Guarantee**

- The assurance<sup>✓1</sup> that the product will remain in working order<sup>✓2</sup> for a particular length of time.<sup>✓3</sup> (Any 2)

**OR**

- It is a promise from the manufacturer<sup>✓4</sup> that they will sort out any problems with the product<sup>✓5</sup> within the specific fixed period of time.<sup>✓6</sup> (Any 2)

**OR**

- A promise in writing<sup>✓7</sup> that the quality/ durability of a product/ service will meet certain standards<sup>✓8</sup> and that if the product/ service does not satisfy the terms of the guarantee, the money paid will be returned/ reimbursed.<sup>✓9</sup> (Any 2)

(2)

*Understanding, moderate (Focus, p.158; Successful, p.175)***(b) Exemption clause**

An exemption clause exonerates/ clears a party for any liability<sup>✓1</sup> should he/ she fails to honour the agreement/ when the agreed product does not serve the purpose for which it was acquired/ purchased.<sup>✓2</sup>

(2)

*Understanding, moderate (Focus, p.156; Successful, p.173)***2.3 Read the scenario below and identify the exemption clause that was stipulated in the contract.**No return policy.<sup>✓</sup>

(1)

*Understanding, moderate (Focus, p.156; Successful, p.173)***2.4 2.4.1 Explain the effects that the minimum wage will have on inflation.**

- As the cost of labour increases,<sup>✓1</sup> the wage bill/ employer's wage cost will increase.<sup>✓2</sup>
- It will cause an increase in inflation<sup>✓3</sup> as the price of goods and services will increase/ consumers will pay more.<sup>✓4</sup>

(4)

*Applying, moderate (Focus, p.167-168; Successful, p.184-185)*

**2.4.2 Predict the effects that the minimum wage will have on the finances of South African households.**

- As the cost of labour increases<sup>✓1</sup> many employers may not be able to employ the same number of employees<sup>✓2</sup> and many people could end up being unemployed.<sup>✓3</sup>
- More unemployment will put more strain on the economy/ household finances/ families will become poorer<sup>✓4</sup> and will in turn slow down economic growth.<sup>✓5</sup>
- Unemployed people in households will rely more on unemployment facilities/ UIF/ social assistance social grants.<sup>✓6</sup>
- Unemployed people in households will not be able to buy goods and services.<sup>✓7</sup>
- People who are unemployed cannot save money/ households cannot save money.<sup>✓8</sup>
- The lower level wage earner does not pay income tax.<sup>✓9</sup>
- Employer may reduce the working hours to pay the same wages for fewer hours which will not affect or change the finances of the household.<sup>✓10</sup>
- People who earned less than minimum wage will now earn more/ households will now have more money.<sup>✓11</sup> Poverty will be reduced.<sup>✓12</sup>
- People/ households will have more buying power and can now buy food for survival/ meet basic needs<sup>✓13</sup> and will have better living conditions<sup>✓14</sup> once they earn the minimum wage.

(Any 6) (6)

*Analysing, difficult (Focus, p.167-168; Successful, p.184-185)***[20]**

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

Food security is the ability of individuals to obtain sufficient/ enough food<sup>✓1</sup> on a daily basis.<sup>✓2</sup>

**OR**

Food security means getting enough/ adequate<sup>✓3</sup> food that is safe.<sup>✓4</sup>

**OR**

Access to safe<sup>✓5</sup> nutritious food to maintain a healthy active life<sup>✓6</sup>

*Remembering, easy (Focus, p.106; Successful, p.128)*

(2)

**3.2 Name the eating disorder characterised by eating large amounts of food or binge eating followed by self-induced vomiting.**

Bulimia (nervosa)<sup>✓</sup>

*Remembering, easy (Focus, p.82; Successful, p.95)*

(1)

**3.3 3.3.1 Identify the enzyme that is added to the milk.**

Lactase<sup>✓</sup>

*Remembering, easy (Focus, p.79; Successful, p.93)*

(1)

**3.3.2 Explain the advantage of adding the enzyme to the milk for a person suffering from lactose intolerance.**

The person will not suffer from the side effects<sup>✓1</sup> of lactose intolerance anymore because the (enzyme) lactase will help to breakdown/ digest<sup>✓2</sup> the lactose to glucose/ galactose<sup>✓3</sup> which are then absorbed into the bloodstream.<sup>✓4</sup>

( Any 2)

*Remembering, moderate (Focus, p.79; Successful, p.93)*

(2)

**3.3.3 Explain the reason why Nolak milk is suitable for a person with osteoporosis.**

- (Nolak milk contains calcium which) strengthens the bones/ increase bone density.<sup>✓1</sup>
- (It contains vitamin D which) helps with the absorption of calcium.<sup>✓2</sup>

*Remembering, easy (Focus, p.76; Successful, p.90)*

**NOTE: No marks for naming the nutrients as they are stated in the question.**

(2)

**3.3.4 State if Nolak milk is suitable for a person with milk allergies. Motivate your answer.**

- Nolak milk is not suitable.✓<sup>1</sup> (1)
- Nolak milk contains protein/ an allergen in milk.✓<sup>2</sup>  
If consumed, the body will wrongfully think that the protein is harmful✓<sup>3</sup> and the immune system will react✓<sup>4</sup> against the protein by building up antibodies.✓<sup>5</sup> (Any 2) (2)

*Understanding, moderate (Focus, p.76; Successful, p.91-92)*

**3.4 Recommend, with reasons, FOUR dietary guidelines for the management of obesity.**

- Eat more foods high in fibre.✓<sup>1</sup> This will fill you up/ delay the feeling of hunger✓<sup>2</sup> so that you will eat less.✓<sup>3</sup>
- Eat at least three meals a day/ do not skip breakfast.✓<sup>4</sup> Skipping meals can lead to over eating later in the day.✓<sup>5</sup> Skipping breakfast slows down metabolism.✓<sup>6</sup>
- Reduce the intake of fat/ eat lean meat/ fish/ chicken✓<sup>7</sup> as this will reduce the total energy intake✓<sup>8</sup> and contribute to weight loss.
- Grill/ bake/ steam food✓<sup>9</sup> as frying adds more energy/ kilojoules✓<sup>10</sup> that could be stored as adipose fat.✓<sup>11</sup>
- Eat low GI food✓<sup>12</sup> as this will help with blood glucose control✓<sup>13</sup> and delay the feeling of hunger.✓<sup>14</sup>
- Increase the intake of pulses✓<sup>15</sup> as they are filling✓<sup>16</sup> and low in fat.✓<sup>17</sup> This will reduce overeating.✓<sup>18</sup>
- Snack on healthy foods/ choosing less junk/ fewer sweets in between meals✓<sup>19</sup> this will reduce the total kJ intake.✓<sup>20</sup>
- Drink lots of (clean) water✓<sup>21</sup> will make them feel fuller✓<sup>22</sup> so that they will eat less.✓<sup>23</sup>
- Eating at least 5 serving/ plenty of fruit and vegetables per day✓<sup>24</sup> as they are rich in fibre✓<sup>25</sup> and will reduce hunger.✓<sup>26</sup> Therefore they will eat less.✓<sup>27</sup>
- Reduce alcohol intake✓<sup>28</sup> as it is high in energy/ kilojoule value.✓<sup>29</sup>
- Eat small amounts/ portions of food✓<sup>30</sup> as this will reduce the total energy intake ✓<sup>31</sup> and contributes to weight loss. (Any 4 x 2) (8)

*Understanding, moderate (Focus, p.83; Successful, p.97-98)*

**NOTE: Not exercise or active lifestyle as it is about dietary guidelines.**



**3.5 3.5.1 Name TWO symptoms that the flood victims may have shown.**

- Jaundice/ (yellow skin/ eyes) ✓<sup>1</sup>
- Fever/ sweats ✓<sup>2</sup>
- Fatigue/ tiredness ✓<sup>3</sup>
- Loss of appetite ✓<sup>4</sup>
- Diarrhoea/ running stomach ✓<sup>5</sup>
- Nausea ✓<sup>6</sup>
- Dark urine ✓<sup>7</sup>
- Clay-coloured stools/ faeces ✓<sup>8</sup>
- Vomiting ✓<sup>9</sup>
- Joint pains ✓<sup>10</sup>
- Abdominal pains ✓<sup>11</sup>
- Discomfort around the liver area. ✓<sup>12</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.89; Successful, p.103)***3.5.2 Give a reason why the symptoms only appeared after they returned home.**

The incubation period of Hepatitis A is 15 to 50 days/ with an average of 28 days/ 3-5 weeks after infection. ✓<sup>1</sup>

**OR**

It takes a while for the symptoms to show/ be evident. ✓<sup>2</sup>

(1)

*Understanding, moderate (Focus, p.89; Successful, p.103)***3.5.3 Write a paragraph explaining how the disease could spread so easily amongst the flood victims.**

They shared toilets/ ablution/ washing facilities/ eating utensils/ poor sanitation/ lack of personal hygiene. ✓<sup>1</sup> If people have not been vaccinated/ unvaccinated people ✓<sup>2</sup> are susceptible/ vulnerable so they contract hepatitis A easily. ✓<sup>3</sup> People housed in close contact easily infect each other/ spread from person to person/ people in confined spaces. ✓<sup>4</sup> There was no/ not enough running/ clean water for personal hygiene/ washing themselves. ✓<sup>5</sup> There was no/ not enough running/ clean water for washing eating utensils. ✓<sup>6</sup> Prepared food could have been prepared by infected people who did not wash their hands after visiting the toilet. ✓<sup>7</sup> Available food/ water could have been contaminated. ✓<sup>8</sup>

(Any 4) (4)

*Applying, moderate (Focus, p.89; Successful, p.103)***NOTE: Deduct ONE mark if not written in paragraph format.**

**3.6 3.6.1 Discuss why it is not likely that Colin will suffer from anaemia.**

- The chicken/ lean meat/ fish/ leafy vegetables/ prunes/ whole wheat products provides enough iron<sup>✓1</sup> to build red blood cells/ haemoglobin in the red blood cells<sup>✓2</sup> to carry oxygen to the body cells.<sup>✓3</sup>
- The chicken/ lean meat/ fish are rich in vitamin B<sub>12</sub><sup>✓4</sup> which is necessary for the formation of red blood cells.<sup>✓5</sup>
- The dark green leafy vegetables/ whole grain products provide folic acid<sup>✓6</sup> that assist in the formation of red blood cells.<sup>✓7</sup>
- The orange/ berry juice contains vitamin C<sup>✓8</sup> which helps with the absorption of iron.<sup>✓9</sup>
- The iron will be absorbed well<sup>✓10</sup> in the body as he does not drink coffee.<sup>✓11</sup> (Any 3 x 2) (6)

*Applying, moderate (Focus, p.76; Successful p.90-91)*

**NOTE: If only the correct nutrients are mentioned, and there is no discussion NO mark should be awarded.**

**3.6.2 Propose, with reasons, why Colin is not at risk of developing diabetes.**

- Colin eats a low-fat diet<sup>✓1</sup> (skinless chicken/ lean meat/ fish/ dairy products) that helps to control body weight<sup>✓2</sup> and this helps with the management of the blood-glucose levels<sup>✓3</sup>
- The fresh green leafy vegetables/ whole grain products/ prunes are rich in fibre<sup>✓4</sup> digests slowly/ gradually<sup>✓5</sup> and will prevent large fluctuations in the blood-glucose levels.<sup>✓6</sup>
- The unsweetened dairy products/ unsweetened pure orange juice/ berry juice/ salad is low in sugar<sup>✓7</sup> and may be low in GI<sup>✓8</sup> that will prevent a rapid increase of blood-glucose level<sup>✓9</sup> and will prevent the pancreas from producing too much insulin.<sup>✓10</sup>
- He runs 10 km daily/ exercises<sup>✓11</sup> which helps to burn the kilojoules he consumes<sup>✓12</sup> and reduces the blood-glucose levels/ helps with the functioning of insulin<sup>✓13</sup>

(Any 8) (8)

*Analysing, moderate (4); Analysing, difficult (4) (Focus, p.72-73; Successful p.80-83)*

**[40]**

**QUESTION 4: CLOTHING****4.1 Give TWO examples of eco-friendly fabrics.**

- Hemp✓<sup>1</sup>
- Bamboo✓<sup>2</sup>
- Soya fabric✓<sup>3</sup>
- Organic✓<sup>4</sup> cotton
- Flax/ linen✓<sup>5</sup>
- lyocell ✓<sup>6</sup>
- Silk✓<sup>7</sup>
- (Angora) mohair✓<sup>8</sup>
- Alpaca wool✓<sup>9</sup>
- Wool✓<sup>10</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.62; Successful, p.67)***4.2 4.2.1 Define the term fashion trend.**Fashion trend is the direction fashion/ style/ silhouette moves in.✓<sup>1</sup> (1)*Remembering, easy (Focus, p.49; Successful, p.51)***4.2.2 Give THREE reasons why denim jeans can be regarded as a classic fashion.**

- The denim jeans remain popular for a long time/ period/ over many seasons/ years/ timeless.✓<sup>1</sup>
- They are accepted by a large group of people/ different age groups/ they are tasteful/ suitable for most people.✓<sup>2</sup>
- Almost everyone looks good in jeans.✓<sup>3</sup>
- They are characterized by simplicity/ simple lines.✓<sup>4</sup>
- Now and then denim jeans have a subtle change in the style/ silhouette/ outline.✓<sup>5</sup>

(Any 3) (3)

*Understanding, moderate (Focus, p.49; Successful, p.51)***4.2.3 Identify TWO years (eras) when denim jeans were a retrospective fashion of the 1960s.**

- 1970/ flared✓<sup>1</sup>
- 1995/ boot cut/leg✓<sup>2</sup>
- 2005/ embellished✓<sup>3</sup>

(Any 2) (2)

*Understanding, easy (Focus, p.51; Successful, p.53)***4.2.4 The denim jeans of 2019 is an example of a fashion revival from a previous year. Name the year.**1950✓<sup>1</sup> (1)*Understanding, easy (Focus, p.51; Successful, p.53)*

**4.2.5 Discuss how technological factors have brought about changes in the textile and trends of denim jeans.**

- It led to better textiles/ fabrics<sup>✓1</sup> and creation of stretch fabrics for denim/ skinny jean.<sup>✓2</sup>
- Better computerised patterns<sup>✓3</sup> led to the creation of more/ new/ different styles and features.<sup>✓4</sup>
- Improved machines<sup>✓5</sup> make mass production <sup>✓6</sup> possible to cope with new trends
- Improved dyeing and colourfast processes<sup>✓7</sup>/ acid wash<sup>✓8</sup> increased variety/ range of colours available.<sup>✓9</sup>
- Better sewing/ embroidery machines<sup>✓10</sup> allowed for embroidery on the denim.<sup>✓11</sup>
- Denim jeans can be decorated with studs/ beads<sup>✓12</sup> using embellishment machines.<sup>✓13</sup>
- Ripped jeans became fashionable<sup>✓14</sup> as a result of technological developments as machines are ripping the jeans<sup>✓15</sup> after the jeans have been manufactured.

(Any 3 x 2) (6)

*Applying, difficult (Focus, p.51; Successful, p.54)*

**4.3 4.3.1 Identify the practice that the retail giant was found guilty of.**

- Counterfeiting<sup>✓1</sup> (1)

*Understanding, moderate (Focus, p.64-65; Successful, p.72)*

**4.3.2 Predict the impact that the retail giant could have had on the original business.**

- The original owner/ business will lose income/ loss of sales/ customers/ profit <sup>✓1</sup> as the market will be flooded with a similar product that is cheaper than the original product.<sup>✓2</sup>
- The image and reputation of the owner/ business could be tarnished,<sup>✓3</sup> as it is not exclusive anymore<sup>✓4</sup> as there is a cheaper version available.<sup>✓5</sup>
- Consumers may lose faith in the original product.<sup>✓6</sup>
- The owner/ business will miss opportunities to expand<sup>✓7</sup> will be lost due to the retail giant flooding the market with cheap copies.<sup>✓8</sup>

(Any 4) (4)

*Evaluating, difficult (Focus, p.64; Successful, p.72)*

**[20]**

**QUESTION 5: HOUSING AND INTRIOR**

**5.1 5.1.1 Name the type of housing ownership where a levy is paid each month.**

Sectional –title ownership✓<sup>1</sup>

*Remembering, easy (Focus, p.122; Successful, p.140)*

(1)

**5.1.2 State to whom the levy is paid.**

The body corporate.✓<sup>1</sup>

*Remembering, easy (Focus, p.122; Successful, p.140)*

(1)

**5.2 Name THREE documents that will be required by a bank to grant a prospective homeowner a home loan.**

- (Certified) copy of a buyer's South African identity document or passport✓<sup>1</sup>
- Proof of income (recent salary slips or banking statements) for the last three months/ letter from employer✓<sup>2</sup>
- Copy of offer to purchase/ Deed of sale✓<sup>3</sup>
- Proof of current residential address/ utility bill✓<sup>4</sup>
- Income tax reference number✓<sup>5</sup>
- Fully completed and (signed) application forms✓<sup>6</sup>

(Any 3)

(3)

*Remembering, easy (Focus, p.129; Successful, p.147)*

**5.3 Define the term lease.**

A lease is a contract/ agreement ✓<sup>1</sup> between a property owner/ landlord/ lessee and the tenant/ lessor.✓<sup>2</sup>

*Remembering, easy (Focus, p.118; Successful, p.137)*

(2)

**5.4 Refer to the information above and discuss THREE benefits of renting property and THREE benefits of buying property.**

**Benefits of renting:**

- With so many units being empty, rent can be negotiated. ✓<sup>1</sup>
- Will not be difficult ✓<sup>2</sup> to find property to rent as many places are available. ✓<sup>3</sup>
- Renting is a more affordable option than before ✓<sup>4</sup> while you are saving/ waiting to buy/ build. ✓<sup>5</sup>
- A ready furnished property/ unit/ apartment/ flat can be rented ✓<sup>6</sup> and it will be more affordable than buying furniture as well as paying a bond. ✓<sup>7</sup>

(Any 3)

**Benefits of buying:**

- It is cheaper ✓<sup>8</sup> to buy now than a year ago.
- Selling prices can be negotiated ✓<sup>9</sup> as sellers are not selling property easily.
- Transfer cost/ bond registration costs will be lower ✓<sup>10</sup> if property prices are lower.
- Buying property at a lower price ✓<sup>11</sup> is a sound investment ✓<sup>12</sup> as the value will increase over time ✓<sup>13</sup>
- Larger variety of houses to choose from ✓<sup>14</sup>

(Any 3) (6)

*Understanding, moderate (Focus p.117-122; Successful p.137-140)*

**NOTE: General advantages and disadvantages of renting/buying must not be included.**

**5.5 5.5.1 Name FOUR universal design features that can be found on freezers.**

- Reversible doors ✓<sup>1</sup>
- Automatic door closing function ✓<sup>2</sup>
- Height- adjustable racks/ different size compartments ✓<sup>3</sup>
- Easy to clean interior ✓<sup>4</sup>
- Glass shelves with anti-spill trim ✓<sup>5</sup>
- Drawers with rollers that are easy to remove/ pull out drawers/ baskets that are easy to remove ✓<sup>6</sup>
- Temperature control ✓<sup>7</sup>
- Warning/ alarm to close the door when it is open ✓<sup>8</sup>
- No frost system/ auto defrosts ✓<sup>9</sup>
- A light goes on when the door is opened ✓<sup>10</sup>

(Any 4) (4)

*Remembering, easy (Focus, p.137; Successful, p.159)*

**5.5.2 State the advantages of a freezer that has a no-frost option.**

No-frost option saves electricity<sup>✓1</sup> time<sup>✓2</sup> and human energy<sup>✓3</sup> as you do not have to defrost the freezer/ easy to clean. <sup>✓4</sup>

(2)

*Understanding, moderate (Focus, p.145; Successful, p.159)*

**5.5.3 Give THREE reasons why buying a freezer for cash will be the cheapest option.**

- Deposit is not required.<sup>✓1</sup>
- No administration fees payable.<sup>✓2</sup>
- No insurance fees payable.<sup>✓3</sup>
- A cash discount can be asked for/ negotiated<sup>✓4</sup> therefore the freezer can become cheaper than the original price.<sup>✓5</sup>
- No interest is paid.<sup>✓6</sup>

(Any 3) (3)

*Understanding, easy (Focus, p.148; Successful, p.162)*

**5.5.4 Explain the advantages of buying a freezer on an instalment sales transaction.**

- The freezer can be paid off in instalments over a period of time.<sup>✓1</sup>
- It is more affordable to pay smaller instalments over a period of time.<sup>✓2</sup>
- A broken/ faulty freezer can be replaced immediately with a new one.<sup>✓3</sup>
- The freezer can be taken home while paying it off / while using it.<sup>✓4</sup>

(Any 2) (2)

*Understanding, easy (Focus, p.148; Successful, p.162)*

**5.5.5 Compare the upright freezer and the chest freezer below with regard to the following criteria and give a reason for EACH answer.**

<b>CRITERIA</b>	<b>UPRIGHT FREEZER</b>	<b>CHEST FREEZER</b>
<b>(a) Non-human energy consumption</b>	Upright freezers use more electricity. ✓ <sup>1</sup> (1) <b>Reason:</b> More cold air escapes when the door is opened ✓ <sup>2</sup> (1)	Chest freezers uses (10-25%) less electricity ✓ <sup>3</sup> (1) <b>Reason:</b> They are more insulated/ air does not escape when the door is opened ✓ <sup>4</sup> (1)
<b>(b) Human energy consumption</b>	Easy to organise/ require less energy to remove items/ easier to clean/ saves time ✓ <sup>5</sup> (1) <b>Reason:</b> Items are organized/ packed on shelves that can be removed/ accessed easily ✓ <sup>6</sup> (1)	Not always easy to organise/ require more human energy to remove items / require more energy to clean/ takes more time ✓ <sup>7</sup> (1) <b>Reason:</b> Baskets/ other items must be removed to get to frozen food at the bottom. ✓ <sup>8</sup> (1)

(8)

*Understanding, moderate (Focus, p.145; Successful, p.159)*

**NOTE: Deduct one mark if not written in table format.**



### 5.6 Evaluate the suitability of purchasing the portable/mobile freezer above to comply with the needs of the family.

- It can be used when they go on camping trips<sup>✓1</sup> and double up as a second freezer<sup>✓2</sup> at home (multipurpose).
- It is smaller than a standard freezer and will fit in into the townhouse.<sup>✓3</sup>
- The freezer can serve as a coffee table for TV at home (multipurpose).<sup>✓4</sup>
- Stainless-steel finishing is durable/will last longer/ will not rust.<sup>✓5</sup>
- Baskets are included which makes organization of food easier.<sup>✓6</sup>
- Polyurethane insulation will ensure the appliance keeps its low temperature while being transported.<sup>✓7</sup>
- LED light is environmentally friendly/ long lasting.<sup>✓8</sup>
- LED light will ensure that food can easily be seen inside in the dark.<sup>✓9</sup>
- The lid opening alarm will warn them if the appliance is open for too long and too much cold air is lost/ when the food is taken.<sup>✓10</sup>
- Can be easily transported on the trailer<sup>✓11</sup> when they go camping.
- It is more expensive than a conventional chest freezer.<sup>✓12</sup>
- The temperature can be adjusted (-22°C to 10°C) <sup>✓13</sup> so it can be used as a freezer or a refrigerator. <sup>✓14</sup>
- It is easy to set the digital thermostat if the temperature is adjusted/ it is easy to read the digital thermostat.<sup>✓15</sup>
- The locks mean that the fridge can be locked while camping/ transporting.<sup>✓16</sup>
- The double handles mean that the fridge/ freezer can be handled easily.<sup>✓17</sup>
- The source of energy is not indicated and therefore it is unclear that the freezer will be able to keep food for days.<sup>✓18</sup>
- The mobile freezer is not portable,<sup>✓19</sup> the size is too big<sup>✓20</sup> and it won't fit onto the trailer.<sup>✓21</sup>
- There may not be enough storage space for the freezer in the house.<sup>✓22</sup>
- The size is too big to be used for camping<sup>✓23</sup> and also for the family of four.
- It will consume a lot of electricity/ gas and a lot of fuel for the car that is pulling the trailer.<sup>✓24</sup>
- The price is suitable as compared it to the features and the size of the freezer.<sup>✓25</sup>

(Any 7)

#### Conclusion:

This appliance would be suitable for this family even though it is expensive. It has many purposes.<sup>✓26</sup>

OR

The freezer is not suitable for the family of 4 and camping as the size is too big<sup>✓27</sup>

(7)

(1)

*Evaluating, difficult (Focus, p 133-137, 145; Successful, p.152-155)*

NOTE: Learners can combine positives and negatives aspects

**[40]**

**QUESTION 6: ENTREPRENEURSHIP****6.1 State TWO requirements that must be considered to ensure quality products.**

- Appropriate for the target group✓<sup>1</sup>
- Presentation of the product✓<sup>2</sup>
- Quality of raw materials✓<sup>3</sup>
- Quality and design of packaging✓<sup>4</sup>
- Quality of storing✓<sup>5</sup>
- Safety✓<sup>6</sup>
- Labelling✓<sup>7</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.20-24; Successful, p.24)***6.2 Explain why a quality product should have a competitive edge.**

- A competitive edge will ensure that the product has something special/ different✓<sup>1</sup> that the competition/ competing business/ product does not have and therefore it is more attractive to buy.✓<sup>2</sup>

**OR**

- A product with a competitive edge will have an advantage over a similar product of the competition/ competing business/ product✓<sup>3</sup> and therefore it is more attractive to buy.✓<sup>4</sup>

(Any 2) (2)

*Remembering, easy (Focus, p.13; Successful, p.11)***6.3 Give FOUR reasons why it is advisable for an entrepreneur to use locally produced products.**

- They are easy to obtain.✓<sup>1</sup>
- It stimulates the local economy/ support local businesses.✓<sup>2</sup>
- Freshly produced products will be of good quality.✓<sup>3</sup>
- It is cheaper than to purchase products from other areas.✓<sup>4</sup>
- Does not need to be transported so there is less carbon emissions/ is less pollution.✓<sup>5</sup>
- Save on transport costs.✓<sup>6</sup>

(Any 4) (4)

*Remembering, easy (Focus, p.13; Successful, p.32)***6.4 Describe the stage at which an entrepreneur should do a financial feasibility study.**

A financial feasibility study should be done before a new business is started/ bought/ before a new product is introduced✓<sup>1</sup> or before spending any money on a business idea/ business plan/ or to continue with the business or product.✓<sup>2</sup>

(2)

*Remembering, moderate (Focus, p.35; Successful, p.35)*

**6.5 6.5.1 Identify Nellie's target market.**

- Learners✓<sup>1</sup>
- Teachers✓<sup>2</sup>
- Co-workers✓<sup>3</sup>
- Parents✓<sup>4</sup>
- People having weddings✓<sup>5</sup>
- People having funerals✓<sup>6</sup>
- Community members/ neighbours✓<sup>7</sup>

(Any 3) (3)

*Understanding, easy (Focus, p.20; Successful, p.11)***6.5.2 Name the non-human resources that Nellie had to consider when she chose her product for small scale production.**

- (Availability) of start-up money/ costs✓<sup>1</sup>/ she earns a salary as she is a general worker.
- (Availability) of equipment/ stove/ gas stoves/ biscuit mixer/ a freezer.✓<sup>2</sup>
- (Availability) of raw materials/ ingredients.✓<sup>3</sup>
- (Availability) of work/ storage space (outside rooms).✓<sup>4</sup>

(4)

*Understanding, moderate (Focus, p.20; Successful, p.11)***6.5.3 Give TWO reasons why Nellie bought her ingredients in bulk.**

- It is cheaper.✓<sup>1</sup>
- Saves on transport costs.✓<sup>2</sup>
- Saves time as she does not have to shop often.✓<sup>3</sup>
- She has storage space.✓<sup>4</sup>
- Most ingredients have a long shelf life.✓<sup>5</sup>
- Prevents shortages/ break in production.✓<sup>6</sup>
- She has large orders.✓<sup>7</sup>

(Any 2) (2)

*Understanding, moderate (From the scenario)***6.5.4 Name the distribution method used by the shopping outlet where Nellie bought her ingredients.**Indirect selling/ through a middleman.✓<sup>1</sup>

(1)

*Understanding, easy (Focus, p.29; Successful, p.32)*

**6.5.5 Nellie's biscuit sales were consistent during the year but were best in November.****(a) Consistent sales:**

- Consumers purchase the biscuits in all seasons/ throughout the year/ not a seasonal product.✓<sup>1</sup>
- Weddings and funerals take place throughout the year✓<sup>2</sup> and are attended by many people.✓<sup>3</sup>
- She offered a variety of biscuits.✓<sup>4</sup>

(Any 3) (3)

**(b) Peaking in November:**

- November is the start of the festive season✓<sup>5</sup> and people entertain more/ families visit each other✓<sup>6</sup>/ some people may use biscuits as seasonal gifts✓<sup>7</sup> therefore people stock up biscuits in November.✓<sup>8</sup>

(3)

*Understanding, moderate (Scenario) (Focus, p.39-41; Successful, p.41-42)***6.5.6 Identify FOUR stages in Nellie's biscuit production process during which she will need to do quality control.**

- When she selects the ingredients for production/ input✓<sup>1</sup>
- During the production/ making of the biscuits/ process✓<sup>2</sup>
- The completed biscuits✓<sup>3</sup>
- The packaged product, ready for sale/ output✓<sup>4</sup>

(4)

*Understanding, moderate (Focus, p.16; Successful, p.22)*

**6.5.7 Analyse the impact that load shedding could have had on the efficient production of Nellie's products if she did not buy a generator.**

- If there is load shedding there is no electricity<sup>✓1</sup> but she could still bake still produce the biscuits.<sup>✓2</sup>
- Nellie would have been unable to mix the biscuit dough with the electric mixer<sup>✓3</sup> resulting in more effort to physically mix the biscuit dough/ more human energy consumption/ physical labour/ time consuming.<sup>✓4</sup>
- If there was no electricity the freezer would not work<sup>✓5</sup> which could lead to spoilage of raw materials/ perishable raw materials/ margarine/ milk.<sup>✓6</sup> This leads to a loss of money.<sup>✓7</sup>
- There could be stoppage in production<sup>✓8</sup> while the fulltime employees still had to be paid.<sup>✓9</sup>
- They probably had to work longer hours<sup>✓10</sup> to meet the delivery times/ dates, thus had to be paid more/ overtime<sup>✓11</sup> leading to a loss of money for the business.<sup>✓12</sup>
- This could have reduced her production<sup>✓13</sup> and delayed her timeous deliveries.<sup>✓14</sup>
- This could have resulted in a loss of orders<sup>✓15</sup> thus loss of income and profit.<sup>✓16</sup>
- There could be a reduced profit margin<sup>✓17</sup> with the business not breaking even.<sup>✓18</sup>
- Not meeting the best sale scenario<sup>✓19</sup> which could mean that they could make a loss.<sup>✓20</sup>

(Any 5 x 2) (10)

*Analysing, difficult (Focus p.15; Successful p.21)*

**[40]**

**GRAND TOTAL: 200**