

## basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

# NATIONAL SENIOR CERTIFICATE

**GRADE12** 

**CONSUMER STUDIES** 

**NOVEMBER 2021** 

**MARKING GUIDELINES** 

**MARKS: 200** 

These marking guidelines consist of 19 pages.

### **SECTION A: SHORT QUESTIONS**

### **QUESTION 1**

1.1	1.1.1	B√	Remembering, easy (Focus, p.157, Successful, p.173)	(1)
	1.1.2	C√	Remembering, easy (Focus, p.158-159, Successful, p.175)	(1)
	1.1.3	B√	Remembering, easy (Focus, p.167, Successful, p.185)	(1)
	1.1.4	D√	Understanding, easy (Focus, p.170, Successful, p.193)	(1)
	1.1.5	A✓	Remembering, easy (Focus, p.166, Successful, p.184)	(1)
	1.1.6	A✓	Remembering, easy (Focus, p.72; Successful, p.79, 80)	(1)
	1.1.7	D√	Understanding, moderate (Focus, p. 89, Successful, p.103)	(1)
	1.1.8	B√	Remembering, easy (Focus, p.98; Successful, p.118)	(1)
	1.1.9	C√	Remembering, easy (Focus, p.71; Successful, p.77)	(1)
	1.1.10	B√	Understanding, easy (Focus, p.103; Successful, p.123)	(1)
	1.1.11	D√	Understanding, easy (Focus, p.49; Successful, p.53)	(1)
	1.1.12	A✓	Remembering, easy (Focus, p.54; Successful, p.57)	(1)
	1.1.13	C√	Remembering, easy (Focus, p.148; Successful, p.162)	(1)
	1.1.14	D√	Remembering, easy (Focus, p.118; Successful, p.137)	(1)
	1.1.15	C√	Remembering, easy (Focus, p.120; Successful, p.139)	(1)
	1.1.16	A✓	Remembering, easy (Focus, p.40; Successful, p. 42)	(1)
	1.1.17	C√	Remembering, easy (Focus, p. 35; Successful, p.35)	(1)
	1.1.18	A✓	Understanding, moderate (Focus, p.13; Successful, p.19)	(1)
	1.1.19	B√	Understanding, moderate (Focus, p.37; Successful, p.39)	(1)
	1.1.20	D√	Understanding, easy (Focus, p.10; Successful, p.17)	(1)

Consumer Studies		3 NSC – Marking Guid	DBE/November 202 <sup>-</sup> delines	1	
1.2	B√				
	E√				
	G√				
Remem	H√ nbering, ea	sy (Focus, p.121; Successful, p.1	(Any order)	(4)	
1.3	1.3.1	F√			
	1.3.2	C√			
	1.3.3	E√			
Unders	1.3.4 tanding, m	A√ oderate (Focus, p.12-18; Succes	sful, p.21-22)	(4)	
1.4	1.4.1	D✓			
	1.4.2	G√			
	1.4.3	A✓			
1.4.4 E√ Understanding, moderate (Focus, p.92-94; Successful, p.113-114)					
1.5	1.5.1	Exemption clause√	(Focus, p.156; Successful, p.173)		
	1.5.2	Phishing/ scam√	(Focus, p.159; Successful, p.177)		
	1.5.3	Grey goods/ Parallel imports√	(Focus, p.158; Successful, p.176)		
Unders	1.5.4 Unfair business practice√ (Focus, p.157; Success Understanding, moderate		(Focus, p.157; Successful, p.174)	(4)	
1.6	B√				
	C√				
	E√		/-	(4)	
G√ Analysing, difficult (Grade 11)			(Any order)	(4)	
				[40]	
			TOTAL SECTION A:	40	

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**Consumer Studies** 

#### **SECTION B: LONG QUESTIONS**

#### **QUESTION 2: THE CONSUMER**

### 2.1 Name the document that is a legal agreement between two or more parties.

Contract√ (1)

Remembering, easy (Focus, p.155; Successful, p.169)

- 2.2 Give TWO examples of fossil fuels as a form of energy.
  - Coal√¹
  - Oil/ paraffin/ kerosene√²
  - Natural Gas/ Gas√<sup>3</sup> (Any 2)

Remembering, easy (Focus, p.169-170; Successful, p.190)

#### 2.3 Define the term *repo rate.*

The interest rate at which the commercial banks √¹ can borrow money from the Reserve bank. √²

OR

The base  $\checkmark$  of the interest rate calculations by the South African Reserve Bank  $\checkmark$  Repurchase Rate (repo rate).

(2)

(2)

Remembering, easy (Focus, p.166; Successful, p.184)

- 2.4 State THREE ways in which consumers can save electricity when using household lights.
  - Switch lights off when not in use. ✓¹
  - Use bulbs with lower wattage where possible/ use less bulbs with higher wattage.√²
  - Replace conventional light bulbs with energy saving/ compact-florescent lamps (CFL)/ LED lights.√<sup>3</sup>
  - Use low energy/ energy saving lamps/ sensors/ A energy rating bulbs.√<sup>4</sup>
  - Solar lights in the home/ garden. √5 (Any 3)

Remembering, easy (Focus, p.173; Successful, p.192)

#### 2.5 2.5.1 Name who should pay provisional tax.

Taxpayers whose income is not fixed/ taxpayers with an irregular income/ people with income other than a regular salary/ farmers/ business owners.✓

(1)

Applying, moderate (Focus, p. 163; Successful, p.181)

### 2.5.2 Explain how provisional tax is paid to SARS.

 Provisional tax is paid in the form of two payments/ twice a year√¹ from income received during the first year (instead of in the form of a single large sum after the end of the year).

Tax is paid twice a year based on the estimated √² taxable income.

(2)

Understanding, moderate (Focus, p.163; Successful, p.181)

### 2.6 2.6.1 Identify the type of club described above.

Stokvel/ community based savings club√

(1)

(3)

Understanding, easy (Focus, p.161-165; Successful, p.177)

### 2.6.2 State THREE requirements that Siyabuthana must meet in order for them to be a legal club.

- All the members must know how much√¹ money everyone will invest how√² the money will be invested and who will manage√³ the money.
- All members must agree on the risks they are prepared to take.✓<sup>4</sup>
- All contributions must be made to a common fund. √<sup>5</sup>
- All members must benefit from the club. √<sup>6</sup>
- Due date for payment of monthly contributions should be agreed upon.√<sup>7</sup>
- All members must know how often meetings will be held.
  √<sup>8</sup>
- All members must know how often pay outs will be made√9
   and when it will be a specific member's turn to benefit from the money.√10
   (Any 3)

Understanding, moderate (Focus, p.161-162; Successful, p.178)

### 2.7 Advise the community on how to use the following effectively to save water:

### 2.7.1 Taps

- Make sure that there are no dripping taps/ fix dripping taps/ leaks.√¹
- Fit tap aerators as these reduce the water flow by 50 −70%.√²
- Turn off the water while brushing your teeth/ rinsing clothes/ washing dishes/ washing hands.√³
- Put a bucket under a leaking tap and use the water for other purposes.√<sup>4</sup>
- Use a cup or a glass when drinking water, do not drink from a running tap.√<sup>5</sup>
- Use sensor taps.  $\checkmark$ <sup>6</sup> (Any 3)

Understanding, easy (Focus, p.180; Successful, p.199)

### •

#### 2.7.2 Toilets

- Place a plastic bottle filled with water/ a brick into the cistern to reduce the amount of water per flush.√¹
- Make sure that the toilet/ cistern/ pipes does/ do not leak.√²
- Lift the handle after flushing the liquids to reduce the amount of water flushed.
  √³
- Use water from the bath/ shower/ washing machines/ swimming pools to flush the toilet.√<sup>4</sup>
- Install a dual flush system. √<sup>5</sup>
- Flush only when necessary. √<sup>6</sup> (Any 3)

Understanding, easy (Focus, p.180; Successful, p.199)

#### 2.8 2.8.1 Define the term scam.

**A scam** is a false and fraudulent business deal  $\checkmark$ <sup>1</sup> that is often linked to organised crime.  $\checkmark$ <sup>2</sup>

OR

(2)

**A scam** is a dishonest scheme ✓³ that usually involves an unsuspecting consumer who is cheated into paying an excessive price/ amount for goods or services. ✓⁴

Remembering, easy (Focus, p.159; Successful, p.176-177)

### 2.8.2 Identify and explain THREE warning signs that indicate this is a scam.

- It is an online designer clothing store/ has no name/ address/ website ✓¹ that may not exist/ cannot be researched. ✓²
- A certified ID copy√3 which could be used for identity theft.√4
- WhatsApp is used as a communication method√<sup>5</sup> it is an unofficial communication platform for job applications.√<sup>6</sup>
- Deposit of R250 through instant money/ cash send/ e-wallet√<sup>7</sup> there will not be a trace of the money trail if this given contact number is discarded.√<sup>8</sup>
- The first 30 potential models to respond receive a full cash back√9 there may not be a cash back given to anyone/ fraudster(s) may disappear with the money.√10
- Banking details √<sup>11</sup> may be used to steal money √<sup>12</sup> from applicants. (Any 3 x 2)

Applying, moderate (Focus, p.159; Successful, p.176-177; Newspaper article)

### 2.9 Discuss how the lack of refuse removal will have a negative impact on a community.

- If refuse is not removed/collected regularly, it will contribute to the creation of an unhealthy environment/ causing diseases ✓¹ more pests/ flies/ rodents/ micro-organisms/ unsightly/ bad smell. ✓²
- It creates an unsafe
  √
  <sup>3</sup> living environment because people/ animals can scratch through the rubbish.
  √
  <sup>4</sup>
- It can be a physical danger to children.
  √<sup>5</sup>
- Poor refuse removal services will make it difficult to attract business/ industry/ tourists to an area√<sup>6</sup> and will limit job opportunities√<sup>7</sup> for residents and impact negatively on the economy.√<sup>8</sup>
- It may have a negative effect on the morale of the community.
  √9
- It can cause water/ soil pollution. ✓<sup>10</sup>
- Plastic lying around may be dangerous to animals. ✓<sup>11</sup>
- The property in the area will lose value √12 due to the lack of service delivery.
- Lack of service delivery may lead to protest action. ✓ <sup>13</sup>
- Uncollected refuse might end up in storm water drains causing flooding.√<sup>14</sup>

(Any 3) (3)

Applying, moderate (Focus, p.182-183; Successful, p.203)

### 2.10 Write a paragraph to justify the increase in food prices from 2019 to 2020.

Inflation  $\checkmark$  1 caused the prices of goods and services to increase. As wages go up the cost of labour increases/ and the salary bill will increase.  $\checkmark$  2 Production costs and the price of raw material increase  $\checkmark$  3 and these increases are passed on to the consumer. The cost of petrol/ diesel has increased  $\checkmark$  4 thus increasing the transport cost of the items.  $\checkmark$  5 Electricity prices increased over the years,  $\checkmark$  6 which resulted in increases in production costs  $\checkmark$  7 of food which led to an increase in basic retail prices.  $\checkmark$  8 Certain retail outlets inflated their food prices during the hard-national lockdown.  $\checkmark$  9 Limited stock of certain food items led to price increases.  $\checkmark$  10 Reduced production of food items led to price increase.  $\checkmark$  11 Drought  $\checkmark$  12 in certain parts of the country lead to an increase in food prices. (Any 8)

Analysing, difficult (Focus, p.166-168; Successful, p.184-185)

**NOTE:** Deduct ONE mark if the answer is not written in paragraph format.

[40]

(8)

#### **QUESTION 3: FOOD AND NUTRITION**

#### 3.1 Define the term food additives.

Food additives are natural/ chemical substances/ ingredients ✓¹ intentionally added to food products during processing/ production process to perform specific functions. ✓²

OR

Food additives are substances/ ingredients ✓³ added to food to preserve/ improve their flavour/ texture/ appearance. ✓⁴

Remembering, easy (Focus, p.92; Successful, p.110)

(2)

### 3.2 State the cause of Type 1 diabetes.

- The pancreas cells are damaged/ unable √1 to produce insulin. √2
- There is genetic/ hereditary √3 component. (Any 2) (2) Remembering, easy (Focus, p.72; Successful, p.80)

### 3.3 Name THREE ways in which *E. coli* is transmitted in the food environment.

- Eating/ drinking contaminated food. ✓<sup>1</sup>
- Eating undercooked meat.√²
- Using unpasteurised (raw) milk.√³
- Eating vegetables contaminated through animal faeces. ✓<sup>4</sup>
- Drinking contaminated water. ✓<sup>5</sup>
- Rinsing food with contaminated water. √<sup>6</sup>
- Not washing hands properly after going to the toilet/ before handling food √<sup>7</sup>
- Cross-contamination/ apparatus not washed properly. ✓ 8 (Any 3) (3) Remembering, easy (Focus, p.90; Successful, p.106)

### 3.4 Discuss the benefits on the natural environment when producing organically grown foods.

- Soil quality is improved. ✓¹
- Water supply is improved as it remains cleaner because there is no runoff of poisonous chemicals/ ground water is kept free of chemicals.√²
- There is no/ less environmental pollution/ reduced carbon footprint.
  √³
- Environmentally friendly practices such as crop rotation/ not using chemical fertilizers/ only using natural fertilizers/ manure are used in order to sustain the environment. ✓<sup>4</sup>
- Less fuel√<sup>5</sup> is used as little/ no fuel is used to manufacture organic fertilizers.√<sup>6</sup> (Any 4)

Understanding, difficult (Focus, p.104; Successful, p.125)

## 3.5 Explain how the THREE nutrients in the foods listed below will assist in preventing osteoporosis.

- Calcium√¹ in milk/ bones of the fish will strengthen the bones/ increase bone density.√²
- Phosphorus√³ in the milk will strengthen the bones/ assist with the absorption of calcium.√⁴
- The vitamin  $D\sqrt{5}$  in the milk/ canned fish will assist with the absorption of calcium. $\sqrt{6}$
- Protein<sup>7</sup> in fish/ milk assist with connective tissue/ collagen synthesis.<sup>8</sup>

(Any 3x2) (6)

Understanding, moderate (Focus, p.76; Successful, p.90)

**NOTE**: Strengthen the bones can only be awarded a mark once.

## 3.6 Use the table to compare the dietary related conditions hypoglycaemia and hyperglycaemia with reference to the following aspects.

	ASPECT	HYPOGLYCAEMIA	HYPERGLYCAEMIA
3.6.1	Blood glucose		
	levels	Low <b>√</b> (1)	High <b>√</b> (1)
3.6.2	Causes	<ul> <li>Skipping meals/irregular eating√¹</li> <li>Over exercising√²</li> <li>Eating high GI foods on their own√³</li> <li>Pancreas produces too much insulin√⁴         (Any 2) (2)</li> </ul>	<ul> <li>Diabetes/ sugar builds up in the blood instead of being converted into energy√1</li> <li>Eating a large amount of high GI food in one meal√2</li> </ul>

Remembering, moderate (Focus, p.71; Successful, p.78-79)

**NOTE:** A mark must be deducted if the answer is not written in a table format.

### 3.7 State FOUR ways in which food irradiation increases the shelf life of food.

- It delays the ripening of fruit. ✓¹
- Controls the sprouting of onions/ garlic/ potatoes.√²
- Delays the greening of potatoes.
  √³
- It destroys insects infecting cereals. ✓<sup>4</sup>
- Processed meat needs fewer preservatives when processed.√<sup>5</sup>
- It destroys/ deactivate Salmonella/ pathogenic bacteria/ harmful organisms. √<sup>6</sup>
- Destroys insects in or on tropical fruit that is imported or exported.√<sup>7</sup>

(Any 4) (4)

(6)

Understanding, moderate (Focus, p.105; Successful, p.127)

## 3.8 Explain how food security was ensured by the government and communities during the 2020 national lockdown.

- The shops remained opened√¹ so that people could have access to buy food every day.√²
- People who were unemployed were given social grant relief/ R350.00√³ to purchase food√⁴ and other social grants were increased and expanded√⁵ so that people could purchase basic foods.
- People who were retrenched or not earning a salary received UIF/TERS√<sup>6</sup> so that they could continue to purchase food.
- School feeding schemes/ nutritional programmes continued during the closure of schools.
- Neighbours/ communities started supporting one another with food.
  √9
- Community members started their own vegetable gardens. √<sup>10</sup>
- Farmers continued farming even during the national lockdown. √11

(Any 5) (5)

Applying, moderate (Focus, p.106-107; Successful, p.128-129)

### 3.9 Analyse the suitability of the food items in the meal plan for a diabetic.

- Plain low fat yoghurt contains very little sugar/ carbohydrates/ fat√<sup>1</sup> which will not increase blood glucose levels.√<sup>2</sup>
- Brown rice has a low GI√<sup>5</sup> and is rich in fibre√<sup>6</sup> which improves carbohydrate metabolism√<sup>7</sup> because glucose is released slowly into the blood.√<sup>8</sup> This provides a steady supply of glucose instead of a sudden energy rush.√<sup>9</sup>
- Diabetes is a risk factor for coronary heart disease. ✓ <sup>10</sup> Red meat is high in saturated fat/ LDL (low density lipoproteins) ✓ <sup>11</sup> which increases the risk of heart disease/ stroke. ✓ <sup>12</sup>
- Ice cream is high in sugar/ high GI,√<sup>13</sup> which will rapidly increase/ spike the blood glucose levels.√<sup>14</sup> (Any 7)

Conclusion: The meal plan is suitable √15 as most food items are low GI/ rich in fibre and helps to regulate blood glucose levels. (1) (8)

Analysing, difficult (Focus, p.72-73; Successful, p.82-83)

[40]

#### **QUESTION 4: CLOTHING**

4.1 Explain the term *fashion fad*.

 A style that catches on amongst a (large) group of people√¹ with great enthusiasm and then disappears very quickly.√²

OR

(2)

 Something that has high demand√³ but lasts for a very short time/ has a very short lifespan/ one season.√⁴

Remembering, easy (Focus, p.49; Successful, p.51)

4.2 Give THREE guidelines to consider when buying shoes for the world of work.

- Buy good quality (leather/ suede)/ long lasting shoes. ✓¹
- Choose classic style shoes/ shoes with clean, simple lines.√²
- Choose comfortable shoes/ well fitting.
  √<sup>3</sup>
- Buy shoes that can match with garments in your wardrobe/ neutral colours are more versatile. ✓<sup>4</sup>
- Shoes should be the same colour/ darker than trousers/ hemline of skirts/ dresses and should blend with the colour of the belt.√5
- Suitable for the working environment/ type of work. ✓ 6 (Any 3) (3) Remembering, easy (Focus, p.55; Successful, p.62)

4.3 4.3.1 Name TWO stages in the fashion cycle that cloth/fabric masks have been through since March 2020.

- The beginning/ launch/ introduction √¹
- The rise√<sup>2</sup>
- The peak√³ (Any 2)

Understanding, easy (Focus, p.49-50; Successful, p.50)

### 4.3.2 Explain each of the stages mentioned in QUESTION 4.3.1 The beginning/ launch/ introduction

- Face masks were introduced. ✓¹
- Few people/ celebrities/ leaders (Ministers/ President) started wearing face masks.√²
- Expensive. √<sup>3</sup>
- Limited stock is available. ✓<sup>4</sup> (Any 2)

#### The rise

- Face masks gained popularity/ necessity. √<sup>5</sup>
- More and more people accepted wearing face masks. √<sup>6</sup>
- Masks became more available to consumers. √<sup>7</sup> (Any 2)

#### The peak

- Face masks were produced in growing numbers/ mass produced.√<sup>8</sup>
- Face masks reached the height in popularity/ all people wore them as it is compulsory/ mandatory. √9
- Face masks became available in shops/ from street vendors.√<sup>10</sup>
- Price decreased/ cheaper/ more affordable. ✓<sup>11</sup>
- Huge variety is available. ✓ 12 (Any 2)

**NOTE:** Learners can write on any two stages *Applying, moderate (Focus, p.49-50; Successful, p.50)* 

### 4.4 Discuss the versatility of the blazer as an item of clothing to wear to work.

- It can be mixed and matched√¹ with different colour shirts/ pants/ skirts/ dresses/ tie.√²
- It can be worn in all seasons. ✓<sup>3</sup>
- It can be worn with casual/ formal pants/ skirts/ dresses/ shirts/ blouses. ✓<sup>4</sup>
- It can be worn with black/ brown/ navy blue shoes.
  √<sup>5</sup>
- The simplicity of the blazer makes it suitable to be worn professionally or casually.
   √6
- It is a classic√<sup>7</sup> item that could be worn for many years/ with different fashions.√<sup>8</sup> (Any 5)

Applying, moderate (Focus, p.57-59; Successful, p.64-65)

### 4.5 Discuss how reusing clothing items contributes to a sustainable environment.

- Reusing clothes means new clothing/ fabrics/ textiles do not have to be produced√¹as fewer new garments will be made.√² This ensures that less natural resources need to be used√³ as fabrics/ garments are reused.
- Less chemicals/ dyes/ bleaches are used as less new clothes will be manufactured. √<sup>6</sup> This will decrease soil pollution √<sup>7</sup> and water pollution. √<sup>8</sup>
- Less water
   <sup>9</sup> and electricity
   <sup>10</sup> are used as the manufacturing of new clothing is reduced.
- Less transport √<sup>11</sup> needed to transport new clothes which will reduce air pollution.√<sup>12</sup> (Any 4)

Analysing, difficult (Focus, p.62; Successful, p.71)

[20]

(4)

#### **QUESTION 5: HOUSING AND INTERIOR**

#### 5.1 Name THREE expenses that are paid using the levy.

- Pay wages and salaries of staff that work for the complex. ✓¹
- Maintain the buildings/ common areas.√2
- Paying water for the common areas. ✓<sup>3</sup>
- Paying electricity for the common areas. ✓<sup>4</sup>
- Pay rates and taxes (for the complex).  $\sqrt{5}$
- Pay insurance (for the complex).  $\checkmark^6$
- Accidents or damages to the property/ complex. √7
- Safety and security \$\sqrt{8}\$ (of the complex).

(Any 3) (3)

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

#### 5.2 Redraw the table below and explain the advantages of buying and renting a property under the following headings:

	5.2.1 OWNERSHIP	5.2.2 INVESTMENTS
Buying	Become the owner of the property. ✓¹	Sound investment/ accumulate wealth/ value of property increases/
	(1)	can be left to the children. $\checkmark$ 3 (1)
Renting	Not the owner of the property therefore there is less responsibility/ maintenance/ fewer monthly expenses/ easier to move. ✓² (1)	It is cheaper to rent as there are fewer monthly expenses and the money saved can be invested. ✓⁴  (1)

Remembering, easy (Focus, p.118, 122; Successful, p.137, 140)

**NOTE:** A mark must be deducted if the answer is not written in a table format.

#### 5.3 5.3.1 Identify the stove that uses the most non-human energy.

(1) Stove A√

Understanding, easy (Focus, p.139; Successful, p.160)

#### 5.3.2 Give a reason for the answer in 5.3.1

Stove A uses both gas and electricity, ✓ while stove B only uses (1) gas.

Understanding, easy (Focus, p.139; Successful, p.160)

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(4)

### 5.3.3 Explain why stove B will be most suitable choice.

- Gas cooks fast/ provides instant heat and will save time. ✓¹
- It can be used during load shedding. ✓<sup>2</sup>
- The whole stove use gas and this will save electricity
  √³ and cost as gas is cheaper√⁴ than electricity. (Any 3)

Understanding, moderate (Focus, p.134,136; Successful, p.160)

### 5.3.4 Calculate the total price of the stove B if it is bought on an instalment sale transaction. Show ALL calculations

R 
$$400,00 \times 24^{-1} = R9600 + R395^{-2}$$
 (deposit)  
= R9 995,00 $^{-3}$   
OR  
R395 $^{-4}$  + (R400,00 x 24) $^{-5}$   
R395 + R9 600,00  
= R9 995,00 $^{-6}$  (3)

Applying, moderate (Focus, p.148; Successful, p.162)

### 5.4 Explain the possible financial impact of the 2020 national lockdown on property landlords.

#### Landlords:

- Tenants could not have been evicted if they could not pay the rental.
- Lost income from the rental properties √<sup>2</sup> if tenants could not pay the rent.
- It could have been difficult to get new tenants √³ if tenants moved out.
- Some tenants could have left to live with family members and properties could have been left without supervision. ✓<sup>4</sup> This could have resulted in vandalism, ✓<sup>5</sup> leading to unforeseen expenditure to fix damages. ✓<sup>6</sup>
- Landlords could have been forced to reduce the rental amount √<sup>7</sup> to attract new tenants. √<sup>8</sup>
- Landlords might not have been able to pay rates and taxes/ maintenance.√9
- Landlords may not have been able to afford property bonds/home loans√<sup>10</sup> and asked for payment deferral/ holidays resulting in more debt /interest on bond payments.√<sup>11</sup>
- They may have to sell the property at reduced/ below market value prices√12 and suffer a loss on the original property purchase/ market value price.√13
- Interest rates were lowered which resulted in lower bond repayments√<sup>14</sup> which could lead to paying off the bond quicker.√<sup>15</sup> (Any 5)

Analysing, difficult (Statement)

[20]

#### **QUESTION 6: ENTREPRENEURSHIP**

### 6.1 Define the term *mark-up*.

The amount/ percentage ✓ ¹ added to the cost price of goods to cover overhead expenses/ running costs ✓ ² and still leave money for profit. ✓ ³

(Any 2) (2)

Remembering, moderate (Focus, p.37; Successful, p.39)

### 6.2 Explain why the hygiene of workers is very important in a work environment.

- Regular washing of hands prevents the spread of possible diseases. ✓¹
- Hygiene is very important so that workers are safe and healthy whilst working.√²
- Healthy workers reduce absenteeism/ ensures continuous productivity.√³
- Hygiene ensures cleanliness in the workplace which prevents contamination by micro-organisms in a food environment/ keeps thread and fabric clean.√<sup>4</sup>
- To ensure that the products being manufactured are safe and healthy for consumers.  $\checkmark^5$
- Hygiene of an individual is also important so that other colleagues are not affected by poor hygiene.
   (Any 3)

Understanding, moderate (Focus, p.18; Successful, p.22)

### 6.3 Explain how regular/ routine maintenance of equipment would benefit any business.

- Prevent unexpected breakdowns during production. ✓¹
- Ensure the continuous production flow. ✓<sup>2</sup>
- Reduces repairs and unscheduled maintenance.
  √³
- Regular maintenance is cheaper than corrective maintenance. ✓<sup>4</sup>
- Will prevent a loss of income.
  √<sup>5</sup>
- The lifespan of the equipment will be much longer. √<sup>6</sup>
- Can prevent accidents in the work place. 7 (Any 3)

Applying, moderate (Focus, p.25; Successful, p.25)

Understanding, moderate (Focus, p.19; Successful, p.23)

### 6.4 Explain the purpose of stock control in a business.

- To ensure that the business does not overstock √¹ as more storage space might be needed √² and stock might get damaged/ spoiled. √³
- To prevent cash flow problems due to money tied up in stock.√<sup>4</sup>
- To prevent theft or stealing of stock.
  √<sup>5</sup>
- Production will not stop because of a shortage of raw materials/ no shortage of raw materials.√6
- To ensure that the right quantity/ quality of raw materials are purchased.√<sup>7</sup>
- To reduce waste/ loss of income. ✓<sup>8</sup>
- To minimizes the cost of storing final/ end products.√<sup>9</sup>
   (Any 3)

### 6.5 6.5.1 Explain how his business came into existence.

- He saved a bit of money to buy fresh flowers. ✓<sup>1</sup>
- Khanye admired beautiful flowers. ✓<sup>2</sup>
- He started making flower arrangements for his place of worship.√³ (Any 2)

Remembering, easy (Focus, p.7-8; Successful, p.10-11; Scenario)

### 6.5.2 Identify Khanye's target market.

- Congregants√¹
- People organising weddings/ parties/ event planners√<sup>2</sup>
- Gift shops√³ (Any 2)

Remembering, easy (Focus, p.34; Successful, p.11; Scenario)

### 6.5.3 Discuss the following factors that contributed to the success of Khanye's business:

#### (a) Financial resources

He used his savings (finance) $\checkmark^1$  to buy flowers when he started the business and he does not have to pay rent. $\checkmark^2$  (2)

### (b) Available workspace

He used his mother's dining room $\checkmark$ <sup>3</sup> for arranging the flowers and the garden to grow greenery. $\checkmark$ <sup>4</sup> (2)

Applying, easy (Focus, p.35-36; Successful, p.18, Scenario)

### 6.5.4 Give the benefits of training the unemployed neighbour.

- It created a job opportunity/ income for the neighbour. √¹
- It is cheaper to train the neighbour than to hire a professional florist.√²
- It improved the quality of work/ flower arrangements. ✓<sup>3</sup>
- It created increased productivity. ✓<sup>4</sup>
- The neighbour can work independently/ improved the skills.√<sup>5</sup>
- It helped to reduce waste of flowers/ packaging materials. √<sup>6</sup>
- It improved worker /neighbour's morale/ job satisfaction/ motivated the neighbour.√<sup>7</sup> (feel better about himself)

(Any 3) (3)

Remembering, easy (Focus, p.25; Successful, p.26)

### 6.5.5 Explain why his business is appealing to his customers.

- Khanye always keeps up to date with flower arrangement trends√¹ thus remain relevant/ fashionable/ trendy.√²
- He arranges the flowers exactly as his customers wants them√³ thus creating customer satisfaction/ meet customers' needs.√⁴
- The flowers were always fresh√<sup>5</sup> as he sourced them from a local farmer.√<sup>6</sup>
- The flowers are delivered early on weekends √<sup>7</sup> thus customers do not have to spend money/ transport costs on collection/ convenient for customers. √<sup>8</sup>
- He uses a variety of attractive packaging.√9
- Biodegradable packaging is eco-friendly ✓ 10 (Any 6) (6)

Applying, moderate (Focus, p.13; Successful, p.20; Scenario)

#### 6.5.6 Give reasons for each of the following:

#### (a) Consistent profitability throughout the year.

- Places of worship/ congregants buy flowers throughout the year. ✓¹
- Weddings/ parties happen throughout the year.√²
- Gift shops operate throughout the year. √<sup>3</sup> (Any 2)

### (b) Drastic increase in profitability at certain times of the year.

- On Mother's Day/ Valentine's day people normally buys more flowers for their loved ones. ✓¹
- He had a contract with gift shops to provide flowers. ✓<sup>2</sup>
- There are more weddings/ parties at the end of the year. ✓<sup>3</sup>

(Any 2) (2)

Applying, moderate (Focus, p.35; Successful, p.34; Scenario

### 6.5.7 Justify the following statement

### Khanye is a responsible consumer.

- Khanye uses/ reuses leaves from the flowers as compost√¹ thus reducing waste.√²
- He buys flowers from an organic farm
  √³ thus contributing to sustainable consumption/ protecting the environment.√⁴
- He uses bamboo strings√<sup>5</sup> that are eco-friendly/ do not require pesticides/ herbicides/ do not pollute the soil.√<sup>6</sup>
- He plants his own greenery √<sup>7</sup> and buys flowers locally √<sup>8</sup> reducing the need for transportation that causes pollution/ contribute to the carbon footprint. √<sup>9</sup>
- Khanye uses biodegradable packaging √<sup>10</sup> that does not harm the environment. √<sup>11</sup> (Any 8)

Analysing, difficult (Focus, p.28; Successful, p.26; Scenario)

[40]

(8)

TOTAL SECTION B: 160 GRAND TOTAL: 200