



# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**CONSUMER STUDIES**

**NOVEMBER 2017**

**MARKING GUIDELINES**

**MARKS: 200**

**These marking guidelines consist of 19 pages.**

**SHORT QUESTIONS****QUESTION 1**

1.1	1.1.1	B✓	<i>Remembering, easy (Focus, p.163; Successful, p.181)</i>	(1)
	1.1.2	A✓	<i>Remembering, easy (Focus, p.163; Successful, p.181)</i>	(1)
	1.1.3	A✓	<i>Remembering, easy (Focus, p.157; Successful, p.173)</i>	(1)
	1.1.4	D✓	<i>Remembering, easy (Focus, p.79; Successful, p.93)</i>	(1)
	1.1.5	A/D✓	<i>Remembering, easy (Focus, p.82; Successful, p.95)</i>	(1)
	1.1.6	D✓	<i>Remembering, difficult (Focus, p.101; Successful, p.119)</i>	(1)
	1.1.7	C✓	<i>Understanding, easy (Focus, p.91; Successful, p.109)</i>	(1)
	1.1.8	A/C✓	<i>Remembering, moderate (Focus, p.98; Successful, p.118)</i> <i>None correct</i>	(1)
	1.1.9	C✓	<i>Understanding, easy (Focus, p.61; Successful, p.67)</i>	(1)
	1.1.10	C✓	<i>Applying, easy (Focus, p.58; Successful, p.63)</i>	(1)
	1.1.11	B✓	<i>Remembering, easy (Focus, p.120; Successful, p.139)</i>	(1)
	1.1.12	C✓	<i>Remembering, moderate (Focus, p.127; Successful, p.146)</i>	(1)
	1.1.13	B✓	<i>Understanding, difficult (Focus, p.127; Successful, p.145)</i>	(1)
	1.1.14	D✓	<i>Applying, moderate (Focus, p.118; Successful, p.137)</i>	(1)
	1.1.15	B✓	<i>Applying, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.16	A✓	<i>Understanding, easy (Focus, p.13; Successful, p.19–20)</i>	(1)
	1.1.17	D✓	<i>Understanding, moderate (Focus, p.26; Successful, p.25)</i>	(1)
	1.1.18	B✓	<i>Applying, moderate (Focus, p.37; Successful, p.37)</i>	(1)
	1.1.19	C✓	<i>Applying, difficult (Focus, p.38; Successful, p.39)</i>	(1)
	1.1.20	B✓	<i>Understanding, difficult (Focus, p.39; Successful, p.41)</i>	(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; ✓<sup>1</sup> it is placed on the manufacture and sale of products/ fast-moving daily consumables, ✓<sup>2</sup> mostly non-essential items/ tobacco/ alcohol/ petrol. ✓<sup>3</sup> (Any 2) (2)

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

**2.2 Explain the term guarantee.**

- A guarantee is an assurance ✓<sup>1</sup> that a product will remain in working order ✓<sup>2</sup> for a particular length of time. ✓<sup>3\*</sup> A guarantee is a promise from the manufacturer that they will sort out any problems with a product or service ✓<sup>4</sup> within a specific and fixed period of time. ✓<sup>5\*</sup>
- OR**
- A guarantee is a promise ✓<sup>6</sup> in writing that the quality or durability of a product or service will meet certain standards ✓<sup>7</sup> and that if the product or service does not satisfy the terms of the guarantee, the money paid for it will be returned. ✓<sup>8</sup> It is therefore a safeguard against loss. ✓<sup>9</sup> (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. ✓ (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. ✓<sup>1</sup>
- Use grey water from the washing machine to water pot plants/ garden; this will reduce the amount of clean water needed. ✓<sup>2</sup>
- Use the correct programme/ automatic function adjustment ✓<sup>3</sup> to ensure that the minimum amount of water is used for the wash. ✓<sup>4</sup>
- Use the appropriate water level needed for the amount of clothes. ✓<sup>5</sup>
- Front loaders/ twin tubs use less water/ more efficient regarding water use. ✓<sup>6</sup>
- Use a high efficiency washing machine as they use 30% less water. ✓<sup>7</sup>
- Check washing machine for leaks and drips. ✓<sup>8</sup> (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.✓<sup>1</sup>
- Use cold water (with cold-water detergents) to reduce electricity consumption✓<sup>2</sup>, by not having to heat water in the geyser.
- Avoid many small loads/ wash full loads, thus reducing electricity consumption. ✓<sup>3</sup>
- Make sure the machine is switched off after use✓<sup>4</sup> because if indicator lights are left on electricity is used.✓<sup>5</sup>
- A-rated washing machines are more energy efficient/ use less electricity.✓<sup>6</sup>

(Any 2) (2)

*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)

(1)

*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.✓<sup>1</sup>
- Cash/ groceries are received on a rotating basis.✓<sup>2</sup>
- All members benefit.✓<sup>3</sup>

(Any 1) (1)

*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.✓<sup>1</sup>
- Families may have non-perishable groceries/ food over a longer period to feed them/ More food security for these families/ extended relatives.✓<sup>2</sup>
- Buying groceries in bulk may reduce the impact of food inflation over a period of time.✓<sup>3</sup>
- Buying in bulk reduces transport costs/ taxi/ bus fare.✓<sup>4</sup>
- More disposable income will be available for other needs.✓<sup>5</sup>

(Any 3) (3)

*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.✓<sup>1</sup>  
This results in consumers having less disposable income to buy goods and services.✓<sup>2</sup> This leads to slow economic growth✓<sup>3</sup> and slows down inflation✓<sup>4</sup> as the prices of goods and services increase very little.✓<sup>5</sup>

(Any 4) (4)

*Analysing, difficult (Focus, page 166–168; Successful, page 184–186)**NOTE: Deduct one mark if not written in paragraph format.***[20]**

**QUESTION 3: FOOD AND NUTRITION****3.1 Describe the term *organic food*.**

Organic foods are grown:

- in an environmentally friendly way<sup>✓1</sup>
- without pesticides<sup>✓2</sup>
- without herbicides<sup>✓3</sup>
- without synthetic fertilisers/ chemicals<sup>✓4</sup>
- without hormones<sup>✓5</sup>
- without growth regulators<sup>✓6</sup>
- without livestock feed additives<sup>✓7</sup>

(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,<sup>✓1</sup> and prevent them from separating/ form stable emulsions.<sup>✓2</sup>
- Provide a consistent/ homogenous texture/ improve texture.<sup>✓3</sup>

(Any 2) (2)

*Remembering, easy (Focus, page 93; Successful, page 113)***3.2.2 Antioxidants**

- Lengthen the shelf life<sup>✓1</sup> of food.
- Prevent the oxidation of food.<sup>✓2</sup>
- Prevent rancidity/ fatty foods from turning rancid/ developing an unpleasant taste and smell.<sup>✓3</sup>
- Prevent discolouration/ delay the enzymatic browning in fruits and vegetables that have been exposed to air when peeled or cut.<sup>✓4</sup>

(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<sup>✓1</sup> 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.<sup>✓2</sup>
- It destroys or deactivates organisms<sup>✓3</sup> that cause food spoilage/ contamination.
- It delays the sprouting of potatoes/ onions/ garlic/ greening of potatoes.<sup>✓4</sup>
- It delays the ripening of fruit/ enzymatic reaction.<sup>✓5</sup>
- It destroys insects<sup>✓6</sup> in cereals/ tropical fruit that is imported or exported.
- It reduces losses from damage during transport/ storage.<sup>✓7</sup> (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.<sup>✓1</sup> They can produce the food themselves<sup>✓2</sup> or people can buy food from producers in the community at a lower price than in shops.<sup>✓3</sup> If the producers sell<sup>✓4</sup> fruit and vegetables, it will provide them with an income which they can use to buy food that they cannot produce.<sup>✓5</sup> This programme could ensure that enough food/food in sufficient/ adequate quantities will be available/accessible<sup>✓6</sup> on a consistent/ sustainable basis/ seasonal crops.<sup>✓7</sup> The food will be safe<sup>✓8</sup> to eat as it can be sold/ eaten immediately. The fruit and vegetables don't have to be kept cold.<sup>✓9</sup> 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.<sup>✓10</sup> Employment in community gardens provide income for those working there.<sup>✓11</sup> (Any 5) (5)

*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<sup>✓1</sup> through vitamin C,<sup>✓2</sup> vitamin B<sub>6</sub>,<sup>✓3</sup> selenium in corn/ maize/ mealies,<sup>✓4</sup> flavenoids<sup>✓5</sup> and phytosterols.<sup>✓6</sup>
  - Vitamin C/ A/ selenium are anti-oxidants<sup>✓7</sup> and help people suffering from HIV/Aids to recover from infections/ to improve their health.<sup>✓8</sup>
  - Fruit and vegetables contain fibre that assists with digestion.<sup>✓9</sup>
  - Water in fruit and vegetables assists in replacing fluids lost due to diarrhoea/ vomiting.<sup>✓10</sup>
  - Many fruit and vegetables are high in vitamin A.<sup>✓11</sup> This helps to keep the lining of the skin/ lungs/ gut healthy/ intact<sup>✓12</sup> to make it difficult for germs to enter the body and cause infections.<sup>✓13</sup> Fruit and vegetables replace the vitamin A that is lost during infections.<sup>✓14</sup>
  - Vitamin B<sub>6</sub> helps to maintain a healthy nervous system.<sup>✓15</sup> (Any 8) (8)

*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,<sup>✓1</sup> thus infected people might not seek treatment in good time. This infects more people.<sup>✓2</sup>
- Poor nutrition due to unemployment leads to weakened immunity which is a risk factor.<sup>✓3</sup>
- TB is airborne<sup>✓4</sup> and spreads easily in crowded/ spaces. Ventilation and aeration of homes are not done.<sup>✓5</sup> TB can easily spread when people don't cover their mouths when they cough.<sup>✓6</sup>
- TB control is problematic - TB cases are identified but they are not treated well enough/ irregular availability of appropriate medication.<sup>✓7</sup>
- TB patients do not complete their medication/ treatment/ Health facilities do not follow-up patients/ no supervision<sup>✓8</sup> 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.<sup>✓9</sup>
- 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.<sup>✓10</sup>

(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<sup>✓1</sup> thus discouraging the diabetic from purchasing these products.<sup>✓2</sup>
- Sugar-sweetened beverages increase the blood glucose level rapidly.<sup>✓3</sup> as they are high GI (glycaemic index).<sup>✓4</sup> This stimulates the release of insulin from the pancreas - either too much/ too little/ cannot be used effectively.<sup>✓5</sup> This make it difficult to control Type 2 diabetes.<sup>✓6</sup>
- Not consuming these products they may start drinking more water/ 100% unsweetened fruit juice,<sup>✓7</sup> may lead to more stable/ less fluctuating blood glucose/ sugar levels.<sup>✓8</sup>

(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,<sup>✓1</sup> however, this iron is not as well absorbed as iron from animal sources.<sup>✓2</sup>
- The salad does not contain iron-rich sources.<sup>✓3</sup>
- The salad contains no vitamin B12<sup>✓4</sup> as it doesn't contain food from animal origin.<sup>✓5</sup>
- Vitamin C promotes the absorption of iron<sup>✓6</sup> but this salad doesn't contain vitamin C rich sources.<sup>✓7</sup>
- No rich sources of folic acid<sup>✓8</sup> – 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.✓<sup>1</sup> This is beneficial in the management of hypertension✓<sup>2</sup> that can lead to coronary heart disease.✓<sup>3</sup>
- The salad is high in (soluble) fibre✓<sup>4</sup> which is beneficial as it lowers cholesterol levels✓<sup>5</sup> and helps/ will be beneficial in the management of coronary heart disease.
- The salad has low cholesterol content,✓<sup>6</sup> and it will not increase blood cholesterol levels.✓<sup>7</sup>
- The carbohydrate content/sugar content is low✓<sup>8</sup> 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✓<sup>9</sup> which is beneficial in the management of coronary heart disease, as there is less build-up of fatty deposits.✓<sup>10</sup> Saturated fat and trans-fatty acids, increase cholesterol levels.✓<sup>11</sup> (Any 6)
- The nutrient content of the salad is suitable for the management of coronary heart disease.✓<sup>12</sup> (1) (7)

*Evaluating, difficult (Focus, page 74–75; Successful, page 83–85)*

**[40]**

**QUESTION 4: CLOTHING**

- 4.1 **Explain the term *counterfeit goods*.** (1)  
 • 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✓ (1)
- 4.2.2 **Standard trends**  
 • Standard trends last for two to three years/ seasons✓ (1)
- 4.2.3 **Classic**  
 • Classic fashions last for many seasons/ years/ long period/ timeless✓ (1)  
*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✓<sup>1</sup>  
 • End/ obsolescence/ obsolete✓<sup>2</sup> (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.✓<sup>1</sup>  
 • In both stages a new fashion trend has begun.✓<sup>2</sup> (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.✓<sup>1</sup>  
 • The person is working with the public and accessories must not be distracting/ too bulky/ excessive.✓<sup>2</sup>  
 • Accessories must be acceptable to colleagues/ must not offend clients/ colleagues.✓<sup>3</sup>  
 • 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.✓<sup>4</sup>  
 • Accessories can provide interest/style✓<sup>5</sup> to complement the corporate clothing.  
 • The colour of the accessories must fit in with the bank's corporate clothing.✓<sup>6</sup>  
 • Accessories can help him/ her to put his/ her individual stamp/ personality on his/ her appearance.✓<sup>7</sup> (Any 3) (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.<sup>✓1</sup>
  - Up-cycled/ taken apart and stitched into an entirely new item.<sup>✓2</sup>
  - Donated,<sup>✓3</sup> sold,<sup>✓4</sup> swapped<sup>✓5</sup> to give further life to a garment.
  - Cut up to be used for household items.<sup>✓6</sup>
- (Any 3) (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.<sup>✓1</sup>
  - This makes his legs/ knees/ thighs appear broader/ wider<sup>✓2</sup> and shorter.<sup>✓3</sup>
- (Any 2) (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<sup>✓1</sup> as it is not professional.
- Wear dark blue/ black/ grey formal long pants.<sup>✓2</sup>
- Wear a long-sleeved white/ light blue shirt with buttons and a collar.<sup>✓3</sup>
- Wear a navy blue/ light blue tie.<sup>✓4</sup>
- Wear black/ brown/ grey/ navy blue (formal) shoes.<sup>✓5</sup>
- Wear black/ brown/ grey/ navy blue socks.<sup>✓6</sup>

NOTE: One mark allocated if all the colours are monochromatic.<sup>✓7</sup>

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

(Any 4) (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<sup>✓1</sup>
- Water<sup>✓2</sup>
- Refuse/ waste/ sewerage removal/ municipal utilities<sup>✓3</sup>
- Electricity<sup>✓4</sup>
- Household contents insurance<sup>✓5</sup> (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<sup>✓1</sup> by the buyer and seller,<sup>✓2</sup> it becomes a contract/ legally binding,<sup>✓3</sup> called the deed of sale. It contains all the points on which the parties agreed/ written, formal agreement between buyer and seller.<sup>✓4</sup> (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<sup>✓1</sup>
- (Accredited) municipality<sup>✓2</sup> (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.<sup>✓</sup> (1)

*Remembering, easy (Focus, page 130; Successful, page 149)*

5.4.2 **Age**

- The applicant must be at least 18/ 21 years old.<sup>✓</sup> (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.<sup>✓1</sup>
- It is possible to create an environmentally friendly house; this may save water/ electricity costs.<sup>✓2</sup>
- If there are not enough funds, the work on the building can be halted for a while.<sup>✓3</sup>
- The house can be finished according to the owner's own schedule.<sup>✓4</sup>
- Building a house is an investment/ a form of forced saving towards an asset that may increase in value.<sup>✓5</sup>
- The house/ components/ fittings/ appliances are new and should work. This saves maintenance costs.<sup>✓6</sup>
- New houses are generally built in areas that are growing rather than declining. This helps with the future resale value.<sup>✓7</sup> (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.✓<sup>1</sup>
- Inspect the property✓<sup>2</sup> and make a list/ take photographs of any defects.✓<sup>3</sup>

(Any 2) (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.✓<sup>1</sup>
- The expenses for the maintenance of the common areas are shared.✓<sup>2</sup>
- There is better security/ safety as there is controlled entry/ access into the complex.✓<sup>3</sup>
- You can use the common areas✓<sup>4</sup> but do not have to maintain them on your own. It is done collectively.✓<sup>5</sup>
- You are part of a community/ sense of community/ belonging/ support groups.✓<sup>6</sup>
- Complexes often have easy access to highways/ closer to town centres.✓<sup>7</sup>
- The maintenance of the whole property cannot be neglected✓<sup>8</sup> since it is the responsibility of many people at the same time and is done in agreement with the Body Corporate.✓<sup>9</sup>

(Any 4) (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.✓<sup>1</sup>
- A buyer must repay a mortgage bond/ home loan✓<sup>2</sup> over 20 (to 30) years✓<sup>3</sup>
- A house must be kept for a couple of years before a profit can be made when selling it. ✓<sup>4</sup>
- Maintaining the house is a long-term commitment/ responsibility/ requirement.✓<sup>5</sup>
- Rates and taxes✓<sup>6</sup> must be paid for as long you own the house.

(Any 2) (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:✓<sup>1</sup> 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 home owner dies, this insures that the mortgage bond is paid off.✓<sup>2</sup>
- Homeowner's (comprehensive) insurance:✓<sup>3</sup> 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/ protects the structure and permanent fixtures in the house against fire, flooding and other disasters.✓<sup>4</sup>
- Maintenance:✓<sup>5</sup> 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.✓<sup>6</sup>
- (Property) Rates and taxes:✓<sup>7</sup> Payable to the municipality for municipal services/ tax on the ownership of property/ based on market value of the property✓<sup>8</sup>
- Bond repayments:✓<sup>9</sup> This includes paying the capital amount and interest on a monthly basis over a period of 20-30 years.✓<sup>10</sup>

(Any 3 x 2) (6)

*Remembering (3), Understanding (3), easy/moderate (Focus, page 124, 127–128; Successful, page 142–145)*

5.9 5.9.1 **Name TWO possible disadvantages of this oven.**

- It is expensive/ more expensive than a single oven.✓<sup>1</sup>
- It takes up a lot of space/ is high.✓<sup>2</sup>
- Cannot be installed under a counter.✓<sup>3</sup>
- Only the main oven has a thermo-fan.✓<sup>4</sup>

(Any 2) (2)

*Understanding, moderate (Focus, page 133; Successful, page 152)*

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✓<sup>1</sup>
- There is less load on the national grid.✓<sup>2</sup>
- Using less energy is good for the environment/ more environmentally friendly/ reduces air pollution/ helps to conserve natural resources/ low carbon footprint.✓<sup>3</sup>
- You can bake on more than one level in a thermo-fan oven.✓<sup>4</sup>

(Any 2) (2)

*Remembering, easy (Focus, page 134; Successful, page 155)*

- 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✓<sup>1</sup>
  - has easy-to-use control buttons✓<sup>2</sup>
  - saves time when cooking in bulk/ entertaining as many dishes/  
all cooking can be done at once.✓<sup>3</sup>
  - is on eye-level and you don't have to bend down.✓<sup>4</sup>
- (Any 2) (2)

*Analysing, moderate*

- 5.10.2 **Saving non-human energy**  
This oven saves non-human energy as it:
- is (eco)-energy efficient.✓<sup>1</sup>
  - has different functional options/ can switch on one or two  
elements as desired/ can be used with or without the fan.✓<sup>2</sup>
  - defrosting can be done quickly.✓<sup>3</sup>
  - electricity is saved as many dishes/ all cooking can be done at  
once (no need to use the oven for an extended time)✓<sup>4</sup>
- (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)✓<sup>1</sup>
  - has illuminated control knobs which makes it easy to use✓<sup>2</sup>
  - has an oven light✓<sup>3</sup> which makes it easy to see inside
  - reversible door opening (door can be attached to open to the  
right or the left)✓<sup>4</sup>
  - side door opening which is easier to use✓<sup>5</sup>
  - safe to use as it has an air-cooled oven door/ the glass does  
not heat up✓<sup>6</sup>
  - is multifunctional/ different functions/ used for more than one  
purpose✓<sup>7</sup>
- (Any 5) (5)

*Analysing, difficult (Focus, page 137, 140; Successful, page 153, 159)*

**[40]**

**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.✓<sup>1</sup>
- Should stand out✓<sup>2</sup> from other similar products/ brands on the same shelf.
- Suit the product shape/ size✓<sup>3</sup>
- Safe/ hygienic✓<sup>4</sup>
- Strong✓<sup>5</sup> for transportation/ handling
- Convenient✓<sup>6</sup> for distribution
- Easy to open/ handle/ use✓<sup>7</sup>
- Airtight if goods are likely to absorb moisture/ maintain the shelf life✓<sup>8</sup>
- Carry information about the product✓<sup>9</sup>
- Must be easy to place on the shelves of different retailers✓<sup>10</sup>
- Must be cost effective✓<sup>11</sup>
- Protect the product✓<sup>12</sup>
- Environmentally friendly/ eco-friendly/ recyclable/ sustainable✓<sup>13</sup>

(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,✓<sup>1</sup> fires,✓<sup>2</sup> and creates a safe working environment.✓<sup>3</sup>
- It provides a healthy/ hygienic working environment/ minimise risk of cross contamination.✓<sup>4</sup>
- If it is clear of clutter it helps to work faster/ find things easily.✓<sup>5</sup>
- Helps to work more accurately.✓<sup>6</sup>
- Easier to keep clean.✓<sup>7</sup>
- Improves morale/ dignity of workers/ productivity.✓<sup>8</sup>
- It is easier to control theft/ stock.✓<sup>9</sup>

(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.✓<sup>1</sup>
- The correct quality raw materials are purchased for the product.✓<sup>2</sup>
- Wastage is reduced/ Stock won't become obsolete/ use before expiry date/ can apply the principle of "first in, first out" (FIFO).✓<sup>3</sup>
- Money spent on stock is limited/ carefully controlled/ assists with cash flow.✓<sup>4</sup>
- Minimise the cost of storing the final products.✓<sup>5</sup>
- To prevent theft/ loss of stock/ identify stock shrinkage.✓<sup>6</sup>

(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.✓<sup>1</sup>
  - Printed media/ flyers.✓<sup>2</sup>
  - Outdoor media/ delivery van.✓<sup>3</sup>
- Remembering, easy (Focus page 31; Successful page 30)* (3)
- 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'✓<sup>1</sup>
  - 'Tables and table clothes round/ square/ rectangle/ variety of colours – white and black.'/ 'Chair covers – variety of colours – white and black'✓<sup>2</sup>
  - 'White crockery.'✓<sup>3</sup>
  - 'Portable industrial heaters'✓<sup>4</sup>
- Understanding, easy (Focus page 8; Successful page 21)* (Any 2) (2)
- 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✓<sup>1</sup> where he was exposed to the promotion/ marketing and selling of products.✓<sup>2</sup>
  - He did not earn much at the bank and thought this idea would help to supplement his salary.✓<sup>3</sup>
  - He saw the need/ gap in the market for entertainment equipment in and around his community.✓<sup>4</sup>
  - He could work from his mother's home/ garage to start up his venture.✓<sup>5</sup>
  - He conducted a financial feasibility study.✓<sup>6</sup>
- Understanding, moderate (Focus page 7–9, 83; Successful page 10–14)* (Any 3) (3)
- 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.✓<sup>1</sup>
  - The advertisement provides complete information about his service for the customers to make an informed decision about his service.✓<sup>2</sup>
  - He has efficient storage procedures/ keeps storage units organised and therefore Vuyo can deliver quick service.✓<sup>3</sup>
  - His friends are competent to set up events as they helped him before he employed them.✓<sup>4</sup>
  - Vuyo has a delivery strategy,✓<sup>5</sup> sets up very early on the day/ the night before the event/ delivers on time.✓<sup>6</sup>
  - Collects the equipment the next morning.✓<sup>7</sup>
  - He sets up the equipment according to the clients' needs/ requirements/ specifications.✓<sup>8</sup>
  - He offers the latest trends in events/ entertainment ideas.✓<sup>9</sup>
  - Bookings in advance prevent double bookings which will prevent disappointments and the customers will be happy.✓<sup>10</sup>
  - He is personally involved/ manages his business himself and he can thus ensure good quality service delivery.✓<sup>11</sup>
- (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<sup>✓1</sup> of his business idea.
- It gave him a clear picture whether the business had the potential to succeed/ to proceed with the idea.<sup>✓2</sup>
- It made him see if he would make a reasonable profit over a long time/ sustainable profit/ financial projection (forecast).<sup>✓3</sup>
- It saved him time<sup>✓4</sup> and money<sup>✓5</sup> going into a business that may not have been successful.<sup>✓6</sup>
- It showed Vuyo how to change/ adapt the idea to make it a success.<sup>✓7</sup>

(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:<sup>✓1</sup> Vuyo had marketing/ financial management skills<sup>✓2</sup> and he showed his unemployed friends to set up tents and events.<sup>✓3</sup>
- Financial resources:<sup>✓4</sup> He took a loan from the bank to start the business/ buy equipment.<sup>✓5</sup>
- Availability of workspace:<sup>✓6</sup> He started the business from his mother's house and garage.<sup>✓7</sup>
- Consumer appeal:<sup>✓8</sup> 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.<sup>✓9</sup>

(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 had knowledge of marketing products.<sup>✓1</sup>
- He has a diploma in public management; therefore he can manage his business<sup>✓2</sup> 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.<sup>✓3</sup>
- He did a financial feasibility study that indicated if the business had the potential for success.<sup>✓4</sup>
- He took a bank loan and paid it off before he resigned from the bank, therefore the business could sustain itself financially.<sup>✓5</sup>
- He started the business from his mother's house and garage while the business grew; therefore he saved on renting storage units.<sup>✓6</sup>
- He bought most of his equipment from auctions; therefore he saved a lot of money, instead of buying brand new equipment.<sup>✓7</sup>

- His business grew quickly/ there is a high demand for his rental equipment/ event organising therefore he makes a profit. ✓<sup>8</sup>
- He keeps his equipment well maintained therefore reduces the need to cancel events due to damage/ repairing equipment. ✓<sup>9</sup>
- He promotes his products/ service effectively (internet/ flyers/ business cards/ delivery van). ✓<sup>10</sup>
- He caters for different events/ weddings/ parties/ funerals/ end of the year business functions therefore always has an event/ business/ satisfies customer needs. ✓<sup>11</sup>
- He can plan events throughout the year as he has industrial heaters for winter. ✓<sup>12</sup>
- Keeps up with latest events and entertainment ideas. ✓<sup>13</sup>
- He filled a gap/ need in the market. ✓<sup>14</sup>
- His equipment is reusable/ no short term waste. ✓<sup>15</sup>
- He has a good work ethic/ works hard and this will help to grow/ sustain the business. ✓<sup>16</sup>

(Any 9)

(9)

*Evaluating, difficult (Focus page 35; Successful page 34)***[40]****TOTAL: 200**