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Department:
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REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

CONSUMER STUDIES

2021

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 19 pages

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	A✓	Remembering, easy (Focus, p.157; Successful, p.173)	(1)
	1.1.2	D✓	Remembering, easy (Focus, p.169; Successful, p.190)	(1)
	1.1.3	C✓	Understanding, easy (Focus, p.161; Successful, p.177)	(1)
	1.1.4	B✓	Remembering, easy (Focus, p.98; Successful, p.118)	(1)
	1.1.5	D✓	Remembering, easy (Focus, p.93; Successful, p.113)	(1)
	1.1.6	D✓	Remembering, easy (Focus, p.104; Successful, p.126)	(1)
	1.1.7	C✓	Understanding, moderate (Focus, p.73; Successful, p.82)	(1)
	1.1.8	B✓	Understanding, easy, (Focus, p.90; Successful, p.107)	(1)
	1.1.9	C✓	Applying, easy (Focus, p.50; Successful, p.51)	(1)
	1.1.10	D✓	Understanding, easy (Focus, p.47-50; Successful, p.50-51)	(1)
	1.1.11	C✓	Remembering, easy (Focus, p.120; Successful, p.139)	(1)
	1.1.12	B✓	Remembering, easy (Focus, p.130; Successful, p.149)	(1)
	1.1.13	A✓	Remembering, easy (Focus, p.148; Successful, p.162)	(1)
	1.1.14	D✓	Remembering, easy (Focus, p.128; Successful, p.146)	(1)
	1.1.15	A✓	Understanding, easy (Focus, p.126; Successful, p.171)	(1)
	1.1.16	B✓	Remembering, easy (Focus, p.22; Successful, p.29)	(1)
	1.1.17	A✓	Remembering, easy (Focus, p.41; Successful, p.42)	(1)
	1.1.18	D✓	Understanding, moderate (Focus, p.13; Successful, p.10-11)	(1)
	1.1.19	C✓	Understanding, moderate (Focus, p.19; Successful, p.22-24)	(1)
	1.1.20	B✓	Understanding, moderate (Focus, p.30; Successful, p.29)	(1)

- 1.2 1.2.1 B✓ (1)
- 1.2.2 G✓ (1)
- 1.2.3 D✓ (1)
- 1.2.4 C✓ (1)

Understanding, moderate (Focus p.127-128; Successful p.146-147)

- 1.3 1.3.1 Grey goods/ parallel imports✓
- 1.3.2 Phishing/ scam✓
- 1.3.3 Pyramid scheme✓
- 1.3.4 Exemption clause✓
- 1.3.5 Guarantee✓ (5)

Remembering, moderate (Focus, p.155-162; Successful, p.173-179)

- 1.4 B✓
D✓ (Any order) (2)

Understanding, moderate (Focus, p; 49-51; Successful, p.50-53)

- 1.5 A✓
C✓
F✓ (Any order) (3)

Understanding, moderate (Focus, p; 16 -19; Successful, p.21-25)

- 1.6 1.6.1 D✓ iii✓ (2)
- 1.6.2 A✓ v✓ (2)
- 1.6.3 E✓ ii✓ (2)

Analysing, difficult (Focus p.79-80; Successful p.91-94)

[40]

QUESTION 2: THE CONSUMER

2.1 Give THREE examples of indirect taxes that consumers pay on goods and services.

- Value added tax (VAT)✓¹
- Excise duty/ sin/ liquor/ cigarette tax✓²
- Import duty✓³
- Licences (car/ television/ fishing/ drivers/ hunting)✓⁴
- Fuel levy/ road accident fund/ emission tax✓⁵
- Environmental tax/ levy✓⁶
- Sugar tax✓⁷
- Air passenger tax✓⁸

(Any 3) (3)

Remembering, easy (Focus, p.164-165; Successful, p.181-183)

2.2 Name TWO ways of using energy more efficiently when lighting a home.

- Switch off lights when they are not used/ only light rooms that you are in/ use lamps with timers/ automatic switch control/ movement sensors.✓¹
- Use bulbs with a lower wattage.✓²
- Replace conventional light bulbs with energy saving/ compact fluorescent lamps (CFL)/ LED lights.✓³
- Install solar panels to charge batteries on which lights can work/ use solar bulbs that can be charged and used at night to light the house.✓⁴

(Any 2) (2)

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

2.3 Discuss the impact of the production of eco-bricks on:

2.3.1 Water pollution

Less water pollution✓¹ and the plastic won't end up in rivers and dams.✓²

2.3.2 Municipal service delivery

- Municipalities are responsible for refuse removal.✓¹
- There will be less refuse to remove✓² as plastic waste will be used for making eco-bricks.✓³

(Any 2) (2)

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

2.4 Explain the role that communities should play to help reduce the debt of their municipality.

- Pay for the water✓¹ and electricity/ avoid illegal connections✓² to reduce the debt of municipalities.
- Install pre-paid water/ electricity metres as it is paid for in advance.✓³
- Pay for their rates and taxes on time✓⁴ in order for municipalities not to get into debt.
- Do not destroy the infrastructure✓⁵ in order to avoid the cost of repairs for the municipality.
- Clean up campaigns/ community clean-up projects/ recycle projects in communities will lessen the financial burden on municipal resources/ communities should not litter.✓⁶

(Any 3) (3)

Applying, difficult (Focus, p.185; Successful, p.205)

2.5 Identify TWO unfair business practices by the shop owner.

- The shop owner made a false promise/ misrepresentation about the bed supporting one's back while sleeping.✓¹
- The bed had a two-year guarantee but the retailer refused to repair or replace the bed.✓²

(2)

Understanding, easy (Focus, p.157; Successful, p.174)

2.6 2.6.1 Explain the term *interest rate*.

- Interest is the amount/ money/ percentage✓¹ that a financial institution or credit provider charges for the use of money.✓²

OR

- The rate at which borrowers pay interest for the money they borrow✓³ from lenders expressed as a percentage✓⁴ of the total sum borrowed/ the principle amount for a specific period.

(2)

Remembering, easy (Focus, p.166; Successful, p.183)

2.6.2 **Analyse how consumers with home loans are affected by the change in the repo rate.**

- When the repo rate decreases, the bank/ financial institution decrease the interest rate payable on home loans./ Interest rates decreased from 10% to 9,75%/ decrease by 0,25%.✓¹ Consumers thus pay less✓² interest on their home loans.
- Consumers will have more disposal income✓³ that will contribute to increasing their buying power.✓⁴
- Consumers may take out more loans/ second bond to buy a second property/ to improve their properties since the interest rate will be lower and they may be able to afford to pay back their loans.✓⁵
- If consumers do not reduce their current bond instalment/ keep on paying the same instalment✓⁶ they will be able to pay off their bond in a shorter period.✓⁷

(Any 4)

(4)

Analysing, difficult (Focus, p.166; Successful, p.183-184)

[20]

QUESTION 3: FOOD AND NUTRITION

3.1 3.1.1 Define the term *hypoglycaemia*.

A condition in which the blood glucose level drops/ falls^{✓1}
abnormally low.^{✓2}

(2)

Remembering, easy (Focus, p.71; Successful, p.78)

3.1.2 Name TWO ways to prevent hypoglycaemia.

- Eat regular meals and snacks.^{✓1}
- Eat low-GI foods (with every meal and snack).^{✓2}
- Avoid eating high-GI foods/ carbohydrates/ high energy drinks/ high energy snacks between meals.^{✓3}
- Combine high-GI with low-GI/ with protein rich foods.^{✓4}

(Any 2) (2)

Remembering, easy (Focus, p.71; Successful, p.79)

3.2 Suggest how a person can control his/her salt intake to manage hypertension.

- Use salt/ sodium/ sodium chloride sparingly/ do not use more than 5g of salt per day/ avoid eating too much salt.^{✓1}
- Herbs and spices can be used to flavour food instead of salt.^{✓2}
- Reduce the intake of processed/ fast food/ take-aways/ convenience food^{✓3} as they contain hidden salt.
- Do not add extra salt to food.^{✓4}

(Any 2) (2)

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

3.3 Discuss how the nutrients lacking in a vegan diet could lead to the following:

3.3.1 Osteoporosis

- Calcium will be lacking✓¹ because vegans do not eat dairy✓² therefore the bones will be brittle/ weak/ less dense.✓³
- Calcium builds strong bones/ increases bone density✓⁴ and therefore helps to prevent osteoporosis.
- Vegans may lack phosphorus and vitamin D✓⁵ which helps with the absorption of calcium✓⁶ these are found in oily fish✓⁷ and dairy products. (Any 3) (3)

3.3.2 Anaemia

- Animal products are the best source of iron✓¹ and are lacking in a vegan diet.
- Iron is necessary for the formation of haemoglobin/ red blood cells to prevent anaemia/ lack of Iron will lead to insufficient formation of haemoglobin/ formation of red blood cells.✓² as a result a reduced amount of oxygen is carried to the body cells.✓³
- Vitamin B₁₂✓⁴ is only found in animal sources✓⁵ and a lack of Vitamin B₁₂ may cause anaemia. (4)

Understanding, moderate (Focus, p.75-76; Successful, p.89-91)

3.4 3.4.1 Name THREE symptoms of tuberculosis.

- Chest pains✓¹
- (Severe) cough✓²
- Blood in sputum✓³
- (Muscle) weakness✓⁴
- Night sweats✓⁵
- Fever✓⁶
- Loss of appetite✓⁷
- Weight loss✓⁸
- Shortness of breath✓⁹
- Tiredness/ fatigue✓¹⁰ (Any 3) (3)

Remembering, easy (Focus, p.89; Successful, p.104)

3.4.2 Write a paragraph to explain how so many learners could have been infected by the disease.

Learners could have been infected with TB when an infected person coughed/ sneezed on their hands✓¹ without covering their mouths.✓² Tiny droplets of mucus and saliva could have spread in the air✓³ and these droplets transmitted the disease to others who inhaled them. Learners at the boarding school live close to each other✓⁴ and they breathe the same air for prolonged periods of time and therefore they could have infected each other, due to little/ no ventilation.✓⁵ The learners could have eaten food on which tiny droplets of mucus/ saliva had landed✓⁶ and the disease could have spread.✓⁷ Staff preparing the food could have been infected and spread the disease to the food.✓⁸ (Any 5) (5)

Applying, moderate (Focus, p.89; Successful, p.104)

NOTE: Deduct ONE mark if not written in paragraph format

3.5 Give FOUR reasons why a person suffering from anorexia nervosa ends up losing weight to a dangerous point.

- A distorted body image/ wants a perfect body image/ the person saw themselves as being overweight✓¹ and tried to lose weight to become thinner and thinner.✓²
- Irrational/ intense fears of gaining weight/ becoming fat, obsession with kilojoule intake although the person is underweight.✓³
- Exercise excessively.✓⁴
- Purging: over use of diet pills/ laxatives/ enemas/ vomiting.✓⁵
- Restricted food intake/ kilojoules much less than required✓⁶ to the point of dangerous and excessive weight loss.
- Eat very little/ starve excessively.✓⁷ (Any 4) (4)

Understanding, moderate (Focus, p.82; Successful, p.94-95)

3.6 Explain how food irradiation can help South African households to be food secured.

- Irradiation reduces/ destroys micro-organisms therefore food will last longer,✓¹ this reduces wastage/ disposal of food ✓² and more food will be available to South African households.
- Delays the ripening of fruit/ sprouting/ greening of potatoes/ onions/ garlic✓³ thus the shelf-life/ eating quality/ freshness of food is lengthened.✓⁴ It makes it easier to transport/ less damage during transporting.✓⁵ Households can therefore have food for longer as food spoilage is reduced.✓⁶
- It destroys pathogenic bacteria✓⁷ which prevents food-borne diseases✓⁸ and the food is safe to eat ✓⁹ and available for longer.
- Destroys salmonella bacteria✓¹⁰ so it improves the shelf life of raw meat, fish and chicken.✓¹¹

(6)

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

3.7 3.7.1 Identify the type of fat abundant in the dishes above.

Saturated/ animal fats/ trans fatty acids✓

(1)

Remembering, easy (Focus, p.74; Successful, p.84)

3.7.2 Evaluate the suitability of the fast foods above for the prevention and management of coronary heart disease.

- Patties/ cheese/ fries/ milk shake are all high in saturated fats/ animal fat/ lots of fat✓¹ and trans fat✓² which causes the cholesterol/ low-density lipoprotein (LDL) to build up in the arteries/ increase the risk of coronary heart disease.✓³
- This causes the gradual narrowing of the blood vessels,✓⁴ the cholesterol eventually forms plaque which causes the arteries to narrow, thicken and harden leading to atherosclerosis.✓⁵
- The single burger is more suitable than the other burgers as it contains less cheese and fewer patties.✓⁶
- White bread rolls contain little fibre,✓⁷ fibre is necessary to lower cholesterol levels.✓⁸
- The take away dishes contain too much salt✓⁹ that increases the blood pressure✓¹⁰ which is a risk factor of coronary heart disease.
- Coke/ soda/ candy/ sweets/ milks shakes increase the kilojoule/ sugar intake✓¹¹ that will contribute to obesity,✓¹² increasing the risk of coronary heart disease.✓¹³ (Any 7)

(7)

Conclusion: The foods are not suitable for the prevention and management of coronary heart disease.✓¹⁴

(1)

Evaluating, difficult (Focus, p.74; Successful, p.83)

[40]

QUESTION 4: CLOTHING**4.1 Explain the term *fashion*.**

Style/type of clothing^{✓1} worn by the majority/ most/ many people^{✓2} at a specific time and place.^{✓3} (Any 2) (2)

Remembering, easy (Focus, p.48; Successful, p.49)

4.2 Describe the stage in the fashion cycle of the shirt when it was sold for:**4.2.1 R399.00. (Peak)**

- Fashion reaches the height of it's popularity/ many people wear it.^{✓1}
- Fashion is produced in growing numbers.^{✓2}
- Advertised in stores/ magazines /social media.^{✓3}
- Mass production stimulate sales.^{✓4}
- Cheaper^{✓5} than at fashion show/ introduction as mass production takes place.^{✓6} (Any 2) (2)

4.2.2 R259.00 (Decline)

- A new fashion trend has begun^{✓1} and interest in the old trend is waning/ people are bored with the fashion.^{✓2}
- The item is now "out of fashion"^{✓3} and fewer consumers want to buy it.^{✓4} (Any 2) (2)

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

NOTE: No mark to be allocated for naming the stage of fashion cycle.

4.3 The revival of vintage clothing can be considered to be an environmentally sustainable practice.

Motivate the statement above.

- Buying/ wearing old clothes from a previous era^{✓1} means that new fabrics do not have to be produced to manufacture new garments.^{✓2}
- This ensures that fewer natural resources will need to be used/depleted^{✓3} as fabrics/ garments are reused.^{✓4}
- Less clothes are thrown away/ less waste/ less clothing will appear on land fill sites.^{✓5}
- Less water and electricity are needed/ lowers carbon footprint^{✓6} as less clothing needs to be made because old clothing items are being reused.
- Less water is wasted^{✓7} as less fabric/textiles are manufactured than usual.
- Land is preserved^{✓8} as fewer plants are planted to manufacture new fabrics/ textiles.^{✓9} (Any 4) (4)

Understanding, difficult (Focus, p.51; Successful, p.53, 67-68)

4.4 4.4.1 **Define the term *dress-code*.**

It is a set of rules^{✓1} about the type of clothing that the company expects^{✓2} its employees to wear to work.

(2)

Remembering, easy (Focus, p.54; Successful, p.57)

4.4.2 **Suggest THREE items that can be worn with the three-piece suit to create a neutral colour combination.**

- Black/ white/ grey shirt/ blouse^{✓1}
- Black/ white/ grey tie/ scarf^{✓2}
- Black/ white/ grey handkerchief/ pocket square^{✓3}
- Black/ grey pair of socks/ shoes^{✓4}
- Black/ grey belt^{✓5}
- Black/ grey handbag/ brief case^{✓6}
- Black/ white/ grey (Fedora) hat^{✓7}

(Any 3)

(3)

Applying, moderate (Focus, p.58-59; Successful, p.61-65)

NOTE: A neutral colour must accompany the clothing item for a mark to be awarded.

4.4.3 **Evaluate the suitability of the three-piece suit for a person who works at a law firm.**

- The suit is suitable.^{✓1} (Conclusion)
- It is formal/ professional/ neat/ presentable^{✓2} and people will take the wearer seriously.
- It will give the impression that the wearer is ready to work/ will do a good job/ assertive/ confident.^{✓3}
- It is classic^{✓4} and will last for many seasons/ years/ it is timeless/ it has simple lines/ accepted by large group of people.^{✓5}
- It is versatile because of its neutral colour and can be worn with a variety of shirts/ accessories/ can be mixed and matched.^{✓6}
- It is versatile as the pants can be worn on its own/ the suit can also be worn without the waistcoat.^{✓7}
- It is not offensive/ not revealing.^{✓8}

(Any 4)

(4)

Evaluating, moderate (Focus, p.58-59; Successful, p.61-65)

[20]

QUESTION 5: HOUSING AND INTERIOR

5.1 Name TWO responsibilities of EACH of the following in terms of a housing complex:

5.1.1 Tenant/Lessee

- Pays/ buys electricity for their own units. ✓¹
- Take care of the inside/ look after/ keep their own unit clean. ✓²
- Pay deposit before moving in. ✓³
- Pay rent on time. ✓⁴
- Abide by the rules/ terms and conditions of the complex. ✓⁵

(Any 2) (2)

Understanding, easy (Focus p.122; Successful p.140-141)

5.1.2 Body corporate

- Responsible for the election of trustees. ✓¹
- Controls/ administer/ manage the block/ conducts day to day business of running the complex. ✓²
- Pay rates and taxes to the municipality for the complex. ✓³
- Pay insurance for the complex. ✓⁴
- Pay water and electricity of common areas. ✓⁵
- Repair and maintain the common areas/ gardens/ swimming pool. ✓⁶
- Taking care of waste disposal. ✓⁷
- Provide security for the complex. ✓⁸

(Any 2) (2)

Remembering, easy (Focus p.122; Successful p.140-141)

5.1.3 Lessor/Landlord

- Draws up a lease agreement. ✓¹
- Maintenance of the interior part of the unit. ✓²
- Pays a monthly levy to the body corporate. ✓³
- Pay rates and taxes if this is not included in the levy. ✓⁴ (Any 2) (2)

Understanding, easy (Focus p.122; Successful p.140-141)

5.2 Discuss the benefits of building a new home.

- It can cost less if the owner is the builder✓¹ as the owner will not be paid.
- The house can be designed to the owner's specifications/ can have everything they want/ suit their needs.✓²
- Latest designs and technology can be included.✓³
- An environmentally friendly house can be created/ use and select materials and systems that are eco-friendly.✓⁴
- The house can be finished per the owner's schedule✓⁵
- Building work can be halted for a while when there are no funds.✓⁶
- Building a house is an investment/ the value of the house increases over time.✓⁷
- There is no inheritance of old problems/ there are no old problems to be dealt with.✓⁸
- The owner can design own garden.✓⁹
- New houses are built in growing/ new developing areas which will help with the resale value of the house.✓¹⁰

(Any 6) (6)

Remembering, moderate (Focus, p.121; Successful, p.138)

5.3 5.3.1 Name Naz's type of home ownership.

- Freehold.✓¹
- Full-title ownership.✓²

(Any 1) (1)

Remembering, easy (Focus, p.121; Successful, p.139)

5.3.2 Describe the type of home ownership named in QUESTION 5.3.1.

The owner/ buyer/ Naz becomes the legal owner✓¹ of the entire property✓² the land and all the structures/ buildings on it.✓³

(Any 2) (2)

Remembering, easy (Focus, p.121; Successful, p.139)

5.3.3 Explain the term **deposit**.

A deposit is a down payment✓¹ made at the time of purchase.✓²

OR

The amount of money a buyer has available to contribute✓³ towards the purchase of the home.✓⁴

OR

The amount of money you are required to give in advance ✓⁵ to show your intention to complete a purchase/ to serve as security/ partial payment of a property.✓⁶

(Any 2) (2)

Remembering, easy (Focus, p.126; Successful, p.144)

5.3.4 State the pre-cautionary measures that Naz took with regard to safety after she bought the house.

- Naz installed an alarm system ✓¹ to make it safer.
- She built a wall ✓² around the property.

(2)

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

5.3.5 In terms of Naz's house, name and explain the following:

(a) TWO types of insurances Naz should have.

- Bond/ Mortgage protection insurance ✓¹
This is life assurance ✓² to settle the home loan if something unexpected should happen to her.
- Homeowner's (comprehensive) insurance ✓³
This will cover any losses should the structure suffer damage as a result of a natural disaster/ accident/ burst geyser/ political unrest/ fire. ✓⁴

(4)

(b) ONE type of insurance the tenant should have.

- Household content insurance ✓¹
Which covers the contents of a home, e.g. furniture/ clothing, against loss or damage. ✓²

(2)

Understanding, moderate (Focus, p.127-128; Successful, p.145)

5.3.6 Suggest FOUR reasons why Naz was able to rent out her property so quickly.

- 3-bedrooms are suitable for a family with children. ✓¹
- Renovated interiors made the house attractive/ modern. ✓²
- Has good security/ high walls/ alarm system. ✓³
- Close to a school which is convenient for a family with children. ✓⁴
- Close to a shopping mall ✓⁵ which is convenient.
- There was a demand for rentals in the area as she rented out quickly. ✓⁶

(Any 4)

(4)

Understanding, moderate (From the scenario)

5.4 5.4.1 Select the most suitable washing machine for Sam and Cecelia's needs.

Front loader ✓

(1)

Analysing, moderate (Focus, p.137; Successful, p.156-157)

5.4.2 **Support your choice in QUESTION 5.4.1.**

- The alarm will notify them when the load is finished/ do not need to watch the machine.✓¹
- The machine is fully automatic✓² reducing human energy consumption.✓³ Easier to use for Cecelia who has arthritis.✓⁴
- The size of the machine is suitable for their needs.✓⁵
- The size is most suitable for a small house.✓⁶
- It is affordable.✓⁷
- It is (non-human) energy efficient/ saves non-human energy/ uses less electricity.✓⁸
- Easy to clean because of metallic finish.✓⁹
- 10 Programmes will suit their needs/ allow choices.✓¹⁰
- Uses the least water/ less water than a top loader.✓¹¹
- Stainless steel drum is durable/ won't chip.✓¹² (Any 6) (6)

Analysing, difficult (Scenario)

5.4.3 **Give reasons why the other TWO washing machines are not suitable for Sam and Cecelia's needs.**

- Front loader is bigger/ need more space/ less suitable for a small two-bedroom house.✓¹
- Top loader is very expensive✓² to buy compared to the front loader and twin tub.
- Top loader uses more water than a front loader.✓³
- Top loader will show dirt/ marks easily because of its white colour.✓⁴
- Twin tub is bigger/ need more space/less suitable for a small two-bedroom house.✓⁵
- The twin tub uses more human/ physical energy/ requires too much time/ not fully automatic✓⁶ which is not suitable for Cecelia's arthritis.
- The twin tub uses more (non-human) energy/ electricity.✓⁷
- The twin tub will show dirt/ marks easily because of its white colour.✓⁸
- The enamel drums can chip more easily than the stainless steel drum.✓⁹
- The twin tub has no alarm.✓¹⁰
- The twin tub has only 3 programme cycles which limit their choices.✓¹¹ (Any 4) (4)

Analysing, difficult (Scenario)

NOTE: TWO marks must be allocated for each washing machine.

[40]

QUESTION 6: ENTREPRENEURSHIP**6.1 Define the following terms:****6.1.1 Target market**

A specific group of people^{✓1} who may want to purchase your product^{✓2}/ with common needs and interest.^{✓3}

(Any 2) (2)

Remembering, easy (Focus, p.20; Successful, p.11)

6.1.2 Sustainable production

Sustainable production is the production of goods to satisfy basic needs^{✓1} of consumers and improve their quality of life^{✓2} without harming the environment/ reducing the use of natural resources/ toxic material/ chemicals/ reducing waste and pollution.^{✓3}

(3)

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

6.2 State why it is important for an entrepreneur to adhere to product specifications.

- This ensures that the product is always the same^{✓1} in terms of appearance/ quality/ size/ weight/ colour and style^{✓2} and that the quality is consistent.^{✓3}
- Customers will get what they expected.^{✓4}
- The products will be successful and an entrepreneur will not lose profit because of failures.^{✓5}

(Any 3) (3)

Remembering, easy (Focus, p.16; Successful, p.21)

6.3 6.3.1 State THREE human resources that Lelethu had.

- Passion/ interest in fashion^{✓1}
- Sewing skills^{✓2}
- Knowledge of fashion and dressmaking^{✓3}
- Creativity^{✓4}

(Any 3) (3)

Understanding, moderate (Focus, p.10; Successful, p.17)

6.3.2 Explain why it is important for Lelethu to do a financial feasibility study.

- It will discover the strengths^{✓1} and weaknesses^{✓2} of the business idea.
- It will help her decide whether to continue with the business or not/ will give a clear picture of whether the business has the potential for success.^{✓3}
- If the revenue will be enough to cover the costs^{✓4} and make a reasonable profit^{✓5} the business will be viable.
- To determine the start-up costs/ needs of the business.^{✓6}

(Any 3) (3)

Remembering, easy (Focus, p.35; Successful, p.35)

6.3.3 Identify FOUR factors that gave Lelethu's business a competitive edge in the market.

- Her outfits are unique/ are her own designs.✓¹
- The garments are made to fit the individual customer/ personalised/ satisfy their needs/ fill the gap in the market.✓²
- None of her customers will wear the same designs.✓³
- Price is reasonable/ affordable.✓⁴
- She covers bags and shoes to match her garments.✓⁵
- She uses 100% Proudly South African produced cotton fabric.✓⁶

(Any 4) (4)

Applying, moderate (Focus, p.8; Successful, p.11)

6.3.4 Name THREE ways in which Lelethu could advertise her business in the community.

- Electronic media/ radio/ cell phones/ internet✓¹
- Social media/ Facebook/ Instagram/ Twitter/ WhatsApp/ Tik-Tok✓²
- Print media/ local community newspaper/ flyers/ brochures/ posters/ pamphlets/ billboards✓³
- Fashion shows/ display in the community✓⁴
- Customers wearing her garments/ telling others/ word of mouth/ self-advertisement (she wears her own clothes)✓⁵

(Any 3) (3)

Understanding, moderate (Focus, p.30; Successful, p.29-30)

6.3.5 State TWO ways in which Lelethu managed her time effectively.

- She doesn't delay/ postpone tasks.✓¹
- Used holiday time to keep up with orders.✓²
- She didn't take on more orders than she could manage/ she takes a few orders.✓³

(Any 2) (2)

Understanding, moderate (Focus, p.24; Successful, p.25, Scenario)

6.3.6 Comment on the impact of the quality and the availability of the fabric for Lelethu's business.

- The fabric that she uses is produced in South Africa and will therefore always be available✓¹ at a reasonable price.✓² She will not have to wait for fabric to be imported✓³ and doesn't have to pay import tax/ doesn't have to obtain an import licence.✓⁴
- The fabric is 100% cotton which will ensure a good quality end product.✓⁵ It is cool and comfortable to wear in summer.✓⁶

(Any 4) (4)

Understanding, moderate (Focus, p.13, 21; Successful, p.19, 24)

6.3.7 **Calculate the total cost of ONE dress with a mark-up of 30%. Show ALL calculations.**

$$3 \times R70.00\checkmark^1 = R 210.00$$

$$R210.00 + R 10.00 + R 250.00 = R 470.00\checkmark^2$$

$$R470.00 \times 30\%\checkmark^3 = R 141.00\checkmark^4 \text{ OR } R470.00 \times \frac{30}{100}\checkmark^5 = R141.00\checkmark^6$$

$$\text{Total cost} = R 470.00 + R 141.00 = R 611.00\checkmark^7$$

OR

$$R470.00 \times \frac{130}{100}\checkmark^8\checkmark^9 = R611.00\checkmark^{10}$$

(R monetary value must be in the answer to receive the **final mark**)

(5)

Applying, moderate (Focus, p. 37-38; Successful, p. 220-221)

6.3.8 **Analyse why Lelethu's business is likely to show sustainable profitability.**

- She makes garments by order \checkmark^1 which means all the products/ garments that she makes are already sold \checkmark^2 and no middleman takes a cut/ no cost payable for a place to sell the products. \checkmark^3
- All the garments are unique/ personalized/ suit her customers \checkmark^4 and this gives her a competitive advantage/ ensure that she meets her customers' needs. \checkmark^5
- The garments are affordable \checkmark^6 and this ensure further future orders \checkmark^7 which will keep the business sustainable.
- The customers are happy/ satisfied \checkmark^8 and this will ensure that they come back/ spread the news by word-of-mouth \checkmark^9 and this will sustain her business.
- Low overheads/ expenses \checkmark^{10} as she is working from home. \checkmark^{11}
- Her garments fulfil a need in the market \checkmark^{12} as they are popular for traditional celebrations. \checkmark^{13}
- The fabric she uses is locally produced/ 100 % Proudly South African produced cotton fabric/ quality fabric \checkmark^{14} and will always be available, \checkmark^{15} this also fulfil the need of consumers who want to buy locally made products. \checkmark^{16}
- She offers accessories/ shoes/ bags \checkmark^{17} which is an additional service \checkmark^{18} that consumers are looking for and this will ensure a sustainable business.

(Any 8)

(8)

Analysing, difficult (Focus, p.35; Successful, p.44)

[40]

GRAND TOTAL: 200