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GRADE 12

CONSUMER STUDIES

NOVEMBER 2024

MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 20 pages.

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	A✓	<i>Remembering, easy (Focus, p.165; Successful, p.182)</i>	(1)
	1.1.2	C✓	<i>Remembering, easy (Focus, p.166; Successful, p.184)</i>	(1)
	1.1.3	B✓	<i>Understanding, easy (Focus, p.176; Successful, p.195)</i>	(1)
	1.1.4	D✓	<i>Remembering, easy (Focus, p.181; Successful, p.199)</i>	(1)
	1.1.5	C✓	<i>Remembering, easy (Focus, p.158; Successful, p.175)</i>	(1)
	1.1.6	B✓	<i>Understanding, easy (Focus, p.98; Successful, p.118)</i>	(1)
	1.1.7	C✓	<i>Understanding, easy (Focus, p.106; Successful, p.129)</i>	(1)
	1.1.8	D✓	<i>Understanding, easy (Focus, p.76; Successful, p.90)</i>	(1)
	1.1.9	A✓	<i>Understanding, easy (Focus, p.71; Successful, p.78)</i>	(1)
	1.1.10	D✓	<i>Understanding, easy (Focus, p.72; Successful, p.82)</i>	(1)
	1.1.11	C✓	<i>Understanding, easy (Focus, p.64; Successful, p.72)</i>	(1)
	1.1.12	B✓	<i>Understanding, easy (Focus, p.55; Successful, p.62)</i>	(1)
	1.1.13	B✓	<i>Understanding, easy (Focus, p.49; Successful, p.51)</i>	(1)
	1.1.14	D✓	<i>Remembering, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.15	C✓	<i>Remembering, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.16	A✓	<i>Understanding, easy (Focus, p.24; Successful, p.25)</i>	(1)
	1.1.17	B✓	<i>Remembering, easy (Focus, p.25; Successful, p.25)</i>	(1)
	1.1.18	D✓	<i>Analysing, moderate (Focus, p.35; Successful, p.34)</i>	(1)
	1.1.19	C✓	<i>Analysing, easy (Focus, p.27; Successful, p.26)</i>	(1)
	1.1.20	D✓	<i>Analysing, moderate (Focus, p.16; Successful, p.22)</i>	(1)

1.2	1.2.1	Inflation✓		
	1.2.2	Interest✓		
	1.2.3	Repo/ repurchase rate✓		
	1.2.4	Consumer Price Index/ CPI✓		(4)
<i>Remembering, easy (Focus, p.166-167; Successful, p.183-185)</i>				
1.3	1.3.1	B✓		(1)
	1.3.2	C✓		(1)
	1.3.3	A✓		(1)
	1.3.4	G✓		(1)
	1.3.5	E✓		(1)
<i>Remembering, moderate (Focus, p.93-95; Successful, p.112-114)</i>				
1.4	1.4.1	Target market/ group✓		(1)
	1.4.2	Overheads/ operational/ operating/ running costs✓		(1)
	1.4.3	Selling price✓		(1)
	1.4.4	(Product) Specifications✓		(1)
<i>Remembering, moderate (Focus, p.16,20,37,38; Successful, p.11,21,28-39)</i>				
1.5	B✓			
	C✓			
	F✓		(Any order)	(3)
<i>Understanding, easy (Focus, p.51; Successful, p.54)</i>				
1.6	A✓			
	C✓			
	F✓			
	H✓		(Any order)	(4)
<i>Understanding, moderate (Focus, p.150; Successful, p.161)</i>				

TOTAL SECTION A: 40

SECTION B: LONG QUESTIONS**QUESTION 2: THE CONSUMER**

2.1 Name the type of scam where an email is sent to a consumer pretending to be from a bank or financial institution.

Phishing/ bank/ online scam✓

(1)

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

2.2 Explain the following terms:

2.2.1 Regenerative forms of energy

- Sources of energy that are present in nature such as the sun/ wind/ water/ wood.✓¹ They are continually replenished/ replaced✓² thus should never run out/ it is sustainable.✓³

(Any 2) (2)

Remembering, moderate (Focus, p.170; Successful, p.191)

2.2.2 Cooling – off period

- An amount of time/ FIVE business/ working days✓¹ the law gives a consumer who has signed a contract to cancel✓² the contract without a reason/ financial implications.✓³
- It applies to all transactions that resulted from direct marketing/ that the consumer did not start.✓⁴
- The business has SEVEN to FIFTEEN working days to refund✓⁵ the consumer after cancellation.

(Any 3) (3)

Remembering, moderate (Focus, p.157; Successful, p.173)

2.3 Explain how indirect taxes are collected from South Africans.

- They are collected automatically by being included/ hidden in the prices of goods or services.✓¹
- They are collected through/ included in VAT/ levies (fuel/ environmental)/ excise duty (sin tax)/ licences/ import duties/ air passenger tax.✓²

(Any 1) (1)

Understanding, easy (Focus, p.164; Successful, p.180)

NOTE: Learners cannot be awarded a mark for giving the example only.

2.4 2.4.1 Name the type of products that the seller sells in South Africa.

Grey goods/ parallel imports.✓

(1)

Remembering, easy (Focus, p.158; Successful, p.176)

2.4.2 Explain how the seller imported the products to South Africa legally.

By paying import fees/ custom duty^{✓1} through unofficial/ unauthorised distribution channels/ brought in from another country without the consent of the manufacturing country.^{✓2} (Any 1) (1)

Understanding, easy (Focus, p.158; Successful, p.176)

2.5 Explain the difference between an exemption clause and an unfair business practice.

- An exemption clause is in a contract^{✓1} and it exonerates/ clears one party from any liability if they fail to honour the agreement.^{✓2} It is legal.^{✓3}
- An unfair business practice is when a supplier unfairly tries to influence or harass^{✓4} a consumer to do business with it/ it includes fraud/ misrepresentation/ misleading/ oppressive/ unreasonable acts against consumers.^{✓5} It is illegal.^{✓6} (Any 4) (4)

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

2.6 Explain the advantages of being part of a stokvel in South Africa.

- Stokvel is legal^{✓1} because all members know how the money will be invested.^{✓2}
- It is a form of saving/ investment/ a way of forcing/ committing members to put away money each month^{✓3} with future benefits.^{✓4}
- All the members are aware of the payout dates/ when the benefits will be received.^{✓5}
- All members agree on the risks they are prepared to take.^{✓6}
- Contributions are made to a common fund/ pool of money.^{✓7}
- All members contribute regularly/ equally^{✓8} and can draw/ share in the profit/ interest,^{✓9} usually for a specific purpose/ large purchase.^{✓10}
- Bank charges are lower because they are shared between all members of the stokvel.^{✓11}
- There is limited financial loss/ even when a member passes away the family will receive their share of the benefits.^{✓12}
- Members can be granted credit/ borrow from the fund.^{✓13}
- It serves as a support network/ promotes social cohesion/ entertainment function.^{✓14} (Any 5) (5)

Understanding, easy (Focus, p.161; Successful, p.177-178)

2.7 Discuss how the functions of the washing machine help to reduce electricity consumption.

- An energy efficient washing machine uses less electricity.✓¹
- It has an option of a cold-water wash which means no electricity will be used to heat the water.✓²
- It has a super quick function meaning it will be fast✓³ and use less electricity.
- The automatic capacity detector will ensure that maximum loads are washed/ the water level/ cycle type will be adjusted according to the load size.✓⁴
- Crease resistance reduces electricity because ironing is not necessary.✓⁵
- A front loader uses less electricity than a top loader/ twin tub. ✓⁶ (Any 4) (4)

Applying, moderate (Focus, p.174; Successful, p.193)

2.8 Suggest ways in which communities can reduce water pollution to improve the state of ALL rivers.

- Do not throw rubbish/ litter/ plastics into rivers.✓¹
- Do not throw trash in the streets because rainwater may lead it to the rivers.✓²
- They must not urinate,✓³ allow sewage spillage✓⁴ in the rivers to prevent pollution.
- They can stop washing their clothes in the rivers.✓⁵
- They must not wash/ bath themselves in the river.✓⁶
- Do not allow animal faeces to come into contact with the river.✓⁷
- Use biodegradable washing products/ environmentally friendly cleaning agents.✓⁸
- Do not overuse harmful pesticides and fertilizers because they can flow into the rivers.✓⁹
- Report/ avoid illegal dumping of waste/ oil/ paint/ chemicals✓¹⁰ in the rivers.
- Organise community awareness/ clean-up campaigns around the rivers.✓¹¹ (Any 4) (4)

Understanding, moderate (Focus, p.178; Successful, p.197-198)

2.9 Discuss the role that communities can play to help municipalities reduce their debt to Eskom.

- They must buy or pay for the electricity they use/ install a pre-paid meter^{✓1} so that municipalities can have funds to pay Eskom.^{✓2}
- They must pay rates and taxes^{✓3} so that some of the money will be used to service the debt.
- Do not buy illegal electricity tokens^{✓4} because less money will be paid to the municipality^{✓5} to reduce their debt to Eskom.
- They must not connect electricity illegally^{✓6} because they will not be paying the municipality any money^{✓7} and using electricity for free.^{✓8}
- Arrange a payment plan if they cannot afford to pay the full amount^{✓9} to give municipality funds to service their debt.^{✓10}
- Use regenerative/ alternative sources of electricity/ solar power because it will not increase the debt.^{✓11}
- They must not vandalize/ destroy electricity structures^{✓12} and steal electricity cables^{✓13} because it will cost the municipalities money to repair or replace^{✓14} them and the municipalities will not have sufficient funds to pay Eskom.^{✓15}
- Report^{✓16} when they know of people who use electricity illegally/ vandalising electricity structures/ cables/ stealing electricity. (Any 6) (6)

Applying, moderate (Focus, p.183-184; Successful, p.201-204)

2.10 Analyse the impact that the increased minimum wage will have on South African households and the economy.**Positive**

- The quality of life of many people will improve^{✓1} as their income will increase.^{✓2}
- People will have more money to spend and therefore could meet their basic needs^{✓3} and improve food security.^{✓4}
- Fewer households will need to depend on NGOs for support.^{✓5}
- There could be a slight reduction in poverty^{✓6} because people could have more disposable income to spend.^{✓7}
- Some consumers might be able to save small amounts of money towards their future.^{✓8}
- Households could be able to start reducing their debt.^{✓9}
- Households may now be able to get credit/ loan.^{✓10}
- The economy of the country will improve.^{✓11}
- They will pay tax^{✓12} on the extra products that they can now afford.

Negative

- Labour costs will increase^{✓13} which may cause some employees to lose their jobs/ be retrenched^{✓14} if employers cannot afford to pay the new minimum wage.^{✓15}
- The businesses will increase production costs^{✓16} to cover the increased minimum wage, resulting in consumers paying more for goods and services^{✓17} and have less disposable income.^{✓18}
- More people will end up registering for social grants,^{✓19} increasing government spending^{✓20} on social grants.
- People could rely more on NGO's for support as they may not be able to provide for their needs.^{✓21}
- The prices of goods will increase^{✓22} which will slow down public spending.^{✓23}
- Inflation will increase.^{✓24}
- Although the minimum wage increased it may not be enough to make a significant difference^{✓25} in disposable income and many families will still live in poverty.^{✓26}

(Any 8) (8)

*Analysing, difficult (Focus, p.167-168; Successful, p.184-185)***[40]**

QUESTION 3: FOOD AND NUTRITION**3.1 Explain the following terms:****3.1.1 Food irradiation**

A technology/ the use of short light radio waves^{✓1} that reduces or eliminates microorganisms/ pathogenic bacteria^{✓2} and insects^{✓3} in foods/ improves its safety/ acceptability/ shelf life.^{✓4} (Any 3)

Remembering, easy (Focus, p.105; Successful, p.127)

(3)

3.1.2 Glycaemic index of food

It measures how much a food containing carbohydrates^{✓1} will raise the blood glucose level^{✓2} on a scale^{✓3} of 1-100.

OR

Glycaemic index ranks food that contains carbohydrate^{✓1} based on how fast and to what extent blood glucose levels are raised^{✓2} after these foods have been eaten/ digested on a scale^{✓3} of 1-100.

(Any 2)

(2)

Remembering, moderate (Focus, p.71; Successful, p.77)

3.2 Explain the meaning of EACH of the following date markings found on food labels:**3.2.1 'Best before'**

- The end period that the product will remain at its best quality.^{✓1}
- Products are safe for consumption after this date.^{✓2} (Any 1)

(1)

3.2.2 'Use by'

Products should not be consumed after this date/ shows the period for which the product will be of good quality/ safe to eat.[✓]

(1)

3.2.3 'Sell by'

The last date that products should be offered to sell^{✓1} but can still be consumed after the date.^{✓2} (Any 1)

(1)

Remembering, moderate (Focus, p.98; Successful, p.118)

3.3 State ways in which the transmission of food borne diseases can be prevented.

- A person must wash their hands before touching food.✓¹
- A person must wash their hands after using the toilet/ change nappies✓² before touching food.
- An infected person/ person with symptoms should not prepare food others.✓³
- Raw foods must be washed thoroughly in clean safe water✓⁴ before being used to prevent infection.
- Utensils used to prepare raw foods must be washed thoroughly after use.✓⁵
- Utensils used to eat food/ prepare food must be washed properly before being used by other people.✓⁶
- Clean work surfaces properly.✓⁷
- Meat must be cooked thoroughly.✓⁸
- Milk must be pasteurized before being used.✓⁹
- Prevent cross-contamination between raw and cooked foods.✓¹⁰
- Keep food at safe temperatures.✓¹¹
- A person must not eat contaminated food.✓¹²
- A person must not drink contaminated water/ contaminated water must be treated/ boiled before consumption.✓¹³

(Any 5)

(5)

*Remembering, easy (Focus, p.89-91; Successful, p.103-109)***3.4 Differentiate between *organic foods* and *genetically modified foods*, according to the given criteria. Tabulate your answer as follows.**

Criteria	Organic foods	Genetically modified foods
Time to grow	<ul style="list-style-type: none"> • Take a long time to grow.✓¹ (1) 	<ul style="list-style-type: none"> • Take a short time to grow.✓² (1)
Yield	<ul style="list-style-type: none"> • Have a low yield/ they feed less people.✓³ (1) 	<ul style="list-style-type: none"> • Have a big yield/ more people can be fed.✓⁴ (1)
Shelf-life	<ul style="list-style-type: none"> • Have a natural shelf life/ do not have a long shelf life/ do not last for long.✓⁵ (1) 	<ul style="list-style-type: none"> • Have a long shelf life/ will last longer.✓⁶ (1)
Cost	<ul style="list-style-type: none"> • High production costs/ expensive/ not everyone can afford them.✓⁷ (1) 	<ul style="list-style-type: none"> • Lower production cost/ affordable/ more accessible to everyone.✓⁸ (1)

(8)

Understanding, moderate (Focus, p.103-104; Successful, p.123-125)

3.5 3.5.1 Explain how tinned fish can help with the prevention of osteoporosis.

- Tinned fish with bones is a good source of calcium^{✓1} which is required for building strong bones/ increase bone density/ decrease bone loss.^{✓2}
- Pilchards/ oily fish is a good source of vitamin D^{✓3} and phosphorus^{✓4} which is required for the absorption of calcium^{✓5} and incorporation of calcium to the bones.^{✓6}
- The protein^{✓7} in the fish is necessary for normal collagen synthesis^{✓8} which assist in preventing osteoporosis. (Any 4) (4)

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

3.5.2 Tinned fish will assist South Africans in fighting food insecurity.

Validate the statement.

- Tinned fish lasts for a long period of time/ has a long shelf life,^{✓1} can be bought in bulk^{✓2} and will not be affected by load shedding^{✓3} meaning people will have safe food^{✓4} for a longer period of time.
- Tinned fish is nutritious/ healthy^{✓5} and a good source of calcium/ vitamin D/ proteins/ omega 3/ iron/ selenium^{✓6} which may prevent malnutrition.^{✓7}
- It is exempted from VAT making it^{✓8} more affordable/ cheaper^{✓9} than meat/ meat alternatives and many people can afford to buy it.
- It can be eaten without cooking.^{✓10}
- It can be prepared in various ways to increase its nutritional value.^{✓11}
- Tinned fish is easily available/ accessible.^{✓12}
- Tinned fish is easy to pack/ transport/ distribute.^{✓13}
- One tin of fish can be extended to feed many people.^{✓14}

(Any 4) (4)

Analysing, difficult (Focus, p.106; Successful, p.128-129)

3.6 3.6.1 Name the main cause of Type 1 diabetes.

The pancreas might be damaged/ does not produce insulin/ enough insulin.[✓] (1)

Remembering, easy (Focus, p.72-73; Successful, p.80)

3.6.2 State how Type 1 diabetes is managed.

- Insulin injections^{✓1}
- Diabetic diet (Low GI foods/ eating small meals regularly/ low fat diet/ high fibre diet/ avoid hidden/ sugary foods/ less salty foods^{✓2}
- (Regular) exercise.^{✓3} (Any 2) (2)

Remembering, easy (Focus, p.72; Successful, p.80-82)

3.6.3 Evaluate the suitability of the Dagwood sandwich for a person with diabetes.

- The Dagwood sandwich is high in energy/ kilojoules✓¹ which is not good for a person with diabetes because diabetics need to maintain a healthy weight.✓²
- The Dagwood sandwich contains white bread which is high in refined carbohydrates/ starch✓³ and has a high GI✓⁴ that could cause a sharp increase in the blood glucose levels/ hyperglycaemia.✓⁵
- The white bread has a low fibre content✓⁶ which is not good as the fibre slows down digestion/ delays the feeling of hunger/ makes you feel full for longer.✓⁷
- Tomatoes/ lettuce is rich in (dietary) fibre which prevents overeating✓⁸ and fluctuation of blood glucose levels.✓⁹
- The Dagwood sandwich contain beef patties/ processed cheese/ fried eggs that are high in fat.✓¹⁰ Patties contains a lot of trans fats✓¹¹ that should be avoided/ restricted✓¹² because diabetic people are more prone to heart disease/ stroke.✓¹³
- The cheese/ patties are high in salt/ sodium✓¹⁴ which could increase the blood pressure leading to heart disease/ stroke which is a risk for diabetics.✓¹⁵
- Diabetics must consume regular small meals✓¹⁶ and the Dagwood is a large dish which is not recommended. (Any 7)

Conclusion: The Dagwood sandwich is not suitable✓¹⁷ for a person who is diabetic. It will not be able to maintain the blood glucose level. (1) (8)

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

NOTE: 'More prone to heart disease/ stroke' should only be awarded a mark once.

[40]

QUESTION 4: CLOTHING**4.1 Give ONE example of a plant based sustainable renewable textile.**

Hemp/ Bamboo/ Flax/ Soya/ (Organic) cotton grown in an environmentally friendly way.✓

(1)

Remembering, easy (Focus, p.62; Successful, p.68)

4.2 State THREE characteristics of clothing companies that comply with fair-trade practices.

- Pay a fair wage.✓¹
- Provide good working conditions✓² and decent working hours.✓³
- Comply with labour/ civil/ safety laws.✓⁴
- Do not use child labour.✓⁵
- Support environmental sustainability/ protection of the environment.✓⁶

(Any 3)

(3)

Remembering, easy (Focus, p.61; Successful, p.69)

4.3 4.3.1 Give TWO reasons why the fashion cycles overlap.

- As one fashion's popularity declines✓¹ another fashion is starting.✓²

OR

- The start of a new fashion✓³ item overlaps with the decline of the previous fashion.✓⁴

(Any 2)

(2)

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

4.3.2 Write a paragraph to describe the interrelationship between the peak stage in the fashion cycle and contemporary fashion.

Contemporary fashion is clothing/ fashion that many/ most people✓¹ wear currently✓² and it is affordable.✓³ This will mean that the fashion has reached its height in popularity.✓⁴ It is mass produced/ produced in growing numbers✓⁵ and is advertised by clothing stores in magazines/ window displays/ social media.✓⁶

(Any 4)

(4)

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

4.4 Describe why this outfit is suitable to wear for a casual Friday to corporate workplace on a hot summer's day.

- The suit is formal/ professional✓¹ and fits into the company dress-code.✓²
- The suit/ T-shirt/ All-star running shoes is classic and can be worn for many seasons/ a long time/ timeless.✓³
- The T-shirt/ All-star running shoes makes the outfit less formal✓⁴ which is suitable for casual day.
- Light blue is a cool colour.✓⁵ White/ light blue will look/ feel cool✓⁶ on a summer's day.
- Light colours reflect light/ heat from the body.✓⁷
- Cotton is cool/ comfortable to wear.✓⁸
- The jacket can be removed.✓⁹
- The jacket can be unbuttoned.✓¹⁰

(Any 4) (4)

Applying, moderate (Focus, p.56-57; Successful, p.59)

4.5 Analyse how the following factors may have influenced contemporary fashion that consumers wore in 2024.

4.5.1 Increased interest on clothing store credit cards.

- Consumers paid more on interest on their clothing store credit cards,✓¹ thus may not have been able to purchase many new clothes/ clothes regularly.✓²
- The demand for clothing items may have decreased,✓³ resulting in over supply.✓⁴ This may have resulted in clothing stores reducing their prices/ suffering a loss.✓⁵ This in turn may have resulted in fewer clothes/ fashion being manufactured.✓⁶

(Any 3) (3)

4.5.2 Increased electricity costs.

- Higher electricity costs increased the production costs,✓¹ thus increased the price of contemporary fashion.✓²
- Consumers paid more✓³ for contemporary fashion, resulting in fewer clothes being bought.✓⁴
- Consumers paid more for electricity✓⁵ having less disposable income/ money to spend on contemporary fashion.✓⁶ (Any 3)

Analysing, difficult (CAPS, p.32-33; Focus, p.49; Successful, p.53)

[20]

QUESTION 5: HOUSING AND INTERIOR**5.1 Name the TWO main parties involved in a lease agreement.**

- Lessee/ tenant/ renter✓¹
- Lessor/ landlord/ homeowner✓²

(2)

*Remembering, easy (Focus, p.117; Successful, p.137)***5.2 Explain what a *mortgage bond* is.**

A mortgage bond is a document that a buyer signs to promise that he/ she will pay back the loan✓¹ on immovable property/ house✓² to a bank/ financial institution.✓³ A right over the property of another.✓⁴

(Any 2) (2)

*Remembering, moderate (Focus, p.126; Successful, p.145)***5.3 Describe why it is important for homeowners to have homeowners' comprehensive insurance.**

Homeowners' insurance will cover any losses✓¹ should the home structure/ permanent fixtures suffer damage as a result of a natural disaster/ storm/ floods/ an accident/ burst geyser/ political unrest/ fire.✓²

(2)

*Understanding, easy (Focus, p.127; Successful, p.145)***5.4 Differentiate between an offer to *purchase agreement* and a *deed of sale agreement*.**

An **offer to purchase agreement** is a document in which the buyer makes an offer to the seller to buy the property✓¹ containing the terms and conditions✓² and the amount✓³ offered for the sale of a property.

The **deed of sale agreement** is when both the buyer and the seller sign the offer to purchase document,✓⁴ which is then called the deed of sale agreement. The buyer is then bound by law to purchase the property.✓⁵

(Any 4) (4)

Understanding, moderate (Focus, p.125; Successful, p.142)

5.5 Explain why it may still be better to build a house rather than buying an existing full- title house.

- The owner can build at their own pace✓¹ and building can be halted for a while if funds are not available.✓²
- The houses that are available may not be in a very good condition.✓³
- The owner is not going to inherit problems from another property.✓⁴
- The house can be designed to the owner's needs and taste.✓⁵
- The owner can choose all the latest features and fittings✓⁶ and the fittings are new and should work.✓⁷
- The owner can choose all the latest designs and technology.✓⁸
- It is possible to create an environmentally friendly house.✓⁹
- It can be satisfying being part of the building process.✓¹⁰
- It could cost less if the owner is the builder.✓¹¹
- The owner can choose where to build.✓¹²
- There are no transfer duties.✓¹³
- New houses are generally built in new areas that are growing which will help with future resale value.✓¹⁴

(Any 5) (5)

*Understanding, moderate (Focus, p.121; Successful, p.138)***5.6 Describe the positive environmental impact of the microwave oven.**

- It heats up faster✓¹ because it is smaller than a conventional oven meaning it uses less electricity/ energy efficient✓² which leaves a smaller carbon footprint.✓³
- Grilling/ roasting/ baking/ air frying saves electricity because no preheating✓⁴ is required.
- The timer automatically stops the cooking process to prevent over-use of electricity.✓⁵
- Fewer appliances need to be manufactured✓⁶ which means fewer raw materials are used,✓⁷ which causes less harm/ less pollution to the environment.✓⁸
- It reduces the amount of e-waste✓⁹ because only one appliance needs to be discarded instead of multiple appliances.✓¹⁰
- The e-waste of one microwave oven can be recycled✓¹¹ making it more environmentally friendly.

(Any 5) (5)

*Analysing, difficult (Focus, p.138; Successful, p.155)***[20]**

QUESTION 6: ENTREPRENEURSHIP

6.1 Define the term *worst sale scenario*.

It is a forecast ✓¹ of what could happen if the product does not sell well at all. ✓²

OR

Occurs if a business sells less than its break-even point ✓³ and will make a loss/ no profit. ✓⁴

(Any 2) (2)

Remembering, moderate (Focus, p.39; Successful, p.41)

6.2 Explain the term *financial feasibility study*.

- A study to discover the strengths ✓¹ and weaknesses ✓² of an existing/ new business. It gives an idea of whether the business has the potential for success. ✓³

OR

- A study to find out whether a business will be a success ✓⁴ after taking into consideration its total costs ✓⁵ and possible revenues. ✓⁶

(Any 3) (3)

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

6.3 List factors that an entrepreneur must consider when choosing a product for a small-scale business.

- Consumer appeal ✓¹
- Availability of raw materials ✓²
- Available workspace ✓³
- Available financial resources ✓⁴
- Availability of human skills ✓⁵

(Any 4) (4)

Remembering, moderate (Focus, p.10-13; Successful, p.17-20) CAPS

6.4 Identify with examples the Ps of a marketing strategy that are visible in the advertisement.

- Product: Organic foods ✓¹
- Place: Jasper's market ✓²
- Price: Unbeatable ✓³
- Promotion: Facebook/ social media ✓⁴
- People: customer/ sales person ✓⁵

(Any 3) (3)

Understanding, moderate (Focus, p.29-33; Successful, p.28-31)

NOTE: Both the P and example must be mentioned for a mark

6.5 Explain the disadvantages of a business having too much stock.

- Wastage is going to increase✓¹ because of the amount of unused stock/ unused perishable stock will reach its sell-by or use by date.✓² Overstocking can lead to damages✓³ resulting in the business losing money.✓⁴
- The business will have too much money invested/ tied up in the stock✓⁵ and less money will be available to run the business.✓⁶
- Stock may take up valuable storage space.✓⁷
- It will be difficult to keep the storage area clean/ tidy.✓⁸
- Theft✓⁹ may increase.

(Any 4) (4)

*Understanding, easy (Focus, p.19; Successful, p.22-23)***6.6 Explain the positive impact that this packaging has on the environment.**

- Sugar cane/ plant-based packaging can grow back/ regenerative/ renewable.✓¹
- It has the minimum impact on the environment/ is eco-friendly.✓²
- It is biodegradable,✓³ thus does not pollute the environment.✓⁴
- It can be recycled✓⁵ and reused✓⁶ which reduces waste/ less waste in landfills✓⁷ and less soil/ water/ air pollution.✓⁸
- It will not contribute to global warming.✓⁹
- It has a low carbon footprint/ greenhouse effect.✓¹⁰

(Any 5) (5)

*Applying, moderate (Focus, p.27; Successful, p. 26)***6.7 6.7.1 State the start-up capital for Sam's business.**

Money from the sale of his old business.✓

(1)

*Remembering, easy (Focus, p.11; Successful, p.40)***6.7.2 Explain how Sam achieves a competitive edge in his business.**

- He provides storage services for his customers.✓¹
- He uses other delivery companies to help with his deliveries if he cannot make it himself.✓² Deliveries will not be late/ his customers will not be disappointed.✓³
- He has a hybrid van which can be used when he has no fuel/ has not recharged it.✓⁴
- He provides free wrapping services to his customers.✓⁵ (Any 2)

(2)

Remembering, easy (Focus, p.8; Successful, p.11)

6.7.3 Discuss how Sam ensures that his business continuously make a profit.

- He gets extra income from his storage unit^{✓1} and does not lose money because he sells uncollected packages.^{✓2}
- He offers more than one service^{✓3} (storage unit/ delivery service/ selling unclaimed packages).
- He does not pay a monthly instalment for his van^{✓4} because he paid cash for it.^{✓5}
- He does not have repayments for loans^{✓6} because he used his own money to start his business.^{✓7}
- He has many customers because he delivers all over the province.^{✓8}
- The delivery business is not seasonal,^{✓9} he will have customers throughout the year.^{✓10}
- He will not lose customers/ meet the needs of his customers^{✓11} because he uses other delivery companies if he cannot make the deliveries himself.^{✓12}
- He saves on expenditure for transport when other companies make deliveries on his behalf. ^{✓13}
- The companies he had partnered with will pay him a part of their fee for delivering their packages.^{✓14}
- He saves money on salaries because he does his own deliveries.^{✓15}

(Any 6) (6)

*Applying, moderate (Focus, p.35; Successful, p.34)***6.7.4 Explain how Sam saves money for his business on ever increasing fuel prices.**

- He bought a hybrid van which uses both electricity and fuel,^{✓1} when he uses electricity he saves on fuel.^{✓2}
- He has a partnership with other companies which allows him to save on fuel costs when they share trips.^{✓3}

(Any 2) (2)

Understanding, moderate (Scenario)

6.8 Predict the positive impact that the state of no load-shedding may have on small businesses.

- The businesses do not have to close daily at a certain time and lose customers/ money.✓¹
- Businesses may get new customers/ new business/ can grow✓² because they are continuously open.✓³
- There is no need to purchase alternative sources of energy✓⁴ like generators/ solar power/ inverters.
- There is no need to buy petrol/ diesel to fill up generators✓⁵ which will lower production costs and selling price✓⁶ making products more affordable.✓⁷
- Businesses are able to pay their debts✓⁸ because they are earning an income/ profit.✓⁹
- Businesses that sell perishable products do not lose money✓¹⁰ because their products are not spoiled.✓¹¹
- Workers/ employees are not retrenched/ lose their jobs/ have their hours reduced✓¹² because the businesses are continuously open.✓¹³
- New employees/ workers may have been hired✓¹⁴ because the businesses are working/ opened continuously.✓¹⁵
- Production will not be interrupted.✓¹⁶
- Workers will not be sitting, idling whilst being paid due to no electricity.✓¹⁷
- There will be no overtime pay because workers will work normal time✓¹⁸ and the business will save money.
- Workers can get to work on time.✓¹⁹
- Productivity will increase.✓²⁰
- More products can be produced✓²¹ and this leads to an increase in income/ profit.✓²²
- Equipment will not break easily because there will be no power surges.✓²³
- There will be no network issues✓²⁴ and customers can swipe their cards to make purchases which will bring more money into the business.✓²⁵
- There will be better security✓²⁶ when the power is on all the time leading to less theft.✓²⁷

(Any 8) (8)

Analysing, difficult (Scenario)

[40]

TOTAL SECTION B: 160
GRAND TOTAL: 200