

basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

CONSUMER STUDIES

FEBRUARY/MARCH 2017

MEMORANDUM

MARKS: 200

DEPARTMENT OF BASIC EDUCATION
PRIVATE BAG 2895, PRETORIA 0001
2017 -04- 03
APPROVED MARKING GUIDELINE
PUBLIC EXAMINATION

This memorandum consists of 17 pages.

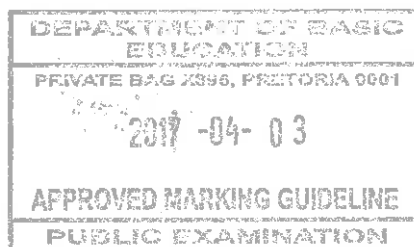
V. AFRICA
INTERNAL MODERATOR
30:03:2017

J. J. BRENN
Ex. Moderator
Mmalusi 02/04/2017

QUESTION 1

1.1	1.1.1	C✓	<i>Understanding, easy (Focus, p.104; Successful, p.126)</i>	(1)
	1.1.2	D✓	<i>Understanding, easy (Focus, p.75; Successful, p.85)</i>	(1)
	1.1.3	C✓	<i>Understanding, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.4	A✓	<i>Understanding, easy (Focus, p.77; Successful, p.91)</i>	(1)
	1.1.5	A✓	<i>Understanding, easy (Focus, p.79; Successful, p.93)</i>	(1)
	1.1.6	C✓	<i>Understanding, moderate (Focus, p.49; Successful, p.54)</i>	(1)
	1.1.7	D✓	<i>Remembering, easy (Focus, p.61; Successful, p.67)</i>	(1)
	1.1.8	A✓	<i>Remembering, easy (Focus, p.117; Successful, p.137)</i>	(1)
	1.1.9	B✓	<i>Remembering, easy (Focus, p.128; Successful, p.146)</i>	(1)
	1.1.10	B✓	<i>Remembering, easy (Focus, p.61; Successful, p.67)</i>	(1)
	1.1.11	A✓	<i>Remembering, easy (Focus, p.148; Successful, p.162)</i>	(1)
	1.1.12	B✓	<i>Remembering, easy (Focus, p.134; Successful, p.155)</i>	(1)
	1.1.13	D✓	<i>Remembering, easy (Focus, p.122; Successful, p.140)</i>	(1)
	1.1.14	D✓	<i>Remembering, easy (Focus, p.64; Successful, p.72)</i>	(1)
	1.1.15	A✓	<i>Understanding, easy (Focus, p.40; Successful, p.42)</i>	(1)
	1.1.16	D✓	<i>Understanding, moderate (Focus, p.13; Successful, p.19-20)</i>	(1)
	1.1.17	C✓	<i>Understanding, moderate (Focus, p.17; Successful, p.22)</i>	(1)
	1.1.18	B✓	<i>Understanding, moderate (Focus, p.168; Successful, p.185)</i>	(1)
	1.1.19	C✓	<i>Understanding, difficult (Focus, p.166; Successful, p.183)</i>	(1)
	1.1.20	B✓	<i>Analysing, difficult (Focus, p.167-168; Successful, p.185)</i>	(1)
1.2	1.2.1	emulsifiers✓	<i>(Focus, p.93; Successful, p.113)</i>	(1)
	1.2.2	stabilisers✓	<i>(Focus, p.93 ; Successful, p.113)</i>	(1)
	1.2.3	bleaches✓	<i>(Focus, p.94 ; Successful, p.113)</i>	(1)
		<i>Remembering, easy</i>		

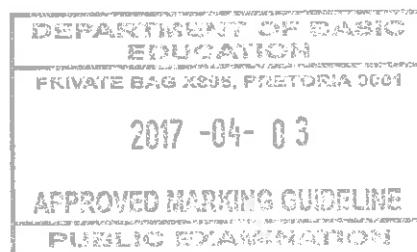
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- 1.3 D✓
E✓
F✓
H✓
(in any sequence) (4)
Remembering, moderate (Focus, page 136–137; Successful, page 157)
- 1.4 1.4.1 B✓ (Focus, p.7; Successful, p.12 and 35) (1)
1.4.2 A✓ (Focus, p.37; Successful, p.36) (1)
1.4.3 G✓ (Focus, p.36-37; Successful, p.35–37) (1)
1.4.4 C✓ (Focus, p.40; Successful, p.39) (1)
Understanding, moderate
- 1.5 1.5.1 D✓ (Focus, p.158; Successful, p.176) (1)
1.5.2 B✓ (Focus, p.159; Successful, p.177) (1)
1.5.3 C✓ (Focus, p.162; Successful, p.178) (1)
1.5.4 E✓ (Focus, p.161; Successful, p.177–178) (1)
Understanding, moderate
- 1.6 A✓
D✓
F✓
G✓
H✓
I✓
(Any 5) (in any sequence) (5)
Analysing, moderate (Focus, page 49, 51, 57-59; Successful, page 50, 51, 59–65 and CAPS (Grade 11)

[40]



QUESTION 2: THE CONSUMER

2.1 2.1.1 South African Revenue Service/SARS✓ (1)
Remembering, easy (Focus, page 163; Successful, page 181)

2.1.2 Pay-as-you-earn/PAYE✓ (1)
Remembering, easy (Focus, page 163; Successful, page 181)

2.1.3

	Non-provisional tax	Provisional tax	
Regularity/ Type of Income earned	Employed by an employer/full-time employed/regular monthly income/fixed monthly income/earning a salary✓ (1)	Income is not fixed/irregular income/people with income other than salaries✓ (1)	
How often the tax is paid	Every month/ monthly✓ (1)	Twice a year✓ (1)	(4)

Understanding, moderate (Focus, page 163; Successful, page 181)

NOTE: Deduct one mark if not answered in table format.

Retain memo for 2.1.3 as is

2.2 • An exemption clause is a clause included in contracts that exonerates (clears) a party from any liability✓ should he/she fail to honour the agreement/when the agreed product or service does not serve the purpose for which it was acquired.✓ (2)

Understanding, easy (Focus, page 156; Successful, page 173)

2.3 2.3.1

- Kettle✓
- Basic light✓
- Heating of water/geyser✓
- Ironing✓
- Small (black and white) television✓/radio
- Cell phone charger (although this is not a basic need, people in rural areas all have cell phones) (Any 2) (2)

Remembering, easy (Focus, page 183; Successful, page 203)

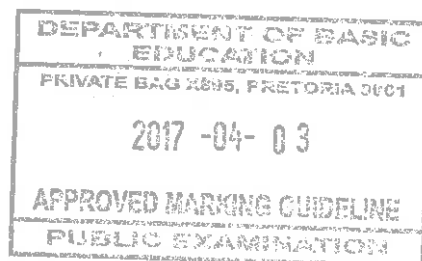
Refer to question – **basic uses** – appliances do not qualify as basic uses

2.3.2

- Set the geyser temperature to 60 °C/reduce the geyser temperature.✓
- Install a geyser timer that can be set to turn on the geyser early in the morning and on again in the evening / **switch geyser off when not in use.**✓
- Insulate the geyser/use a geyser blanket and outlet pipes to prevent heat loss.✓
- Use a low-flow shower head as they use 40 per cent less hot water.✓
- Install a solar energy/solar water-heating unit with a geyser to heat water as 25 per cent or more can be saved on the electricity bill.✓ (Any 2) (2)

Understanding, moderate (Focus, page 174; Successful, page 192)

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- 2.4
- Inflation: Inflation increases the price of goods and services therefore consumers will spend more on food. ✓/buy less food for same amount of money
 - Rising petrol prices: When the petrol price increases, transporting food to the point of sale will increase ✓ therefore food prices will increase even more as the consumer eventually pays for the increase of the petrol price. ✓
 - Food bought on credit: Food bought on credit, as well as increased interest rates ✓ may increase the food price even more. ✓
 - Depreciation of the rand: Imported foods will cost more. ✓ (Any 4) (4)

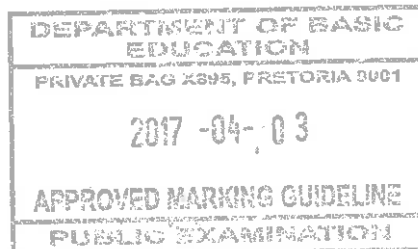
Applying, difficult (Successful, page 182-185; Focus, page 164-168)

See (Any 4)

- 2.5
- It is very likely that this is a fake e-mail/phishing/scam/ identity theft. ✓
 - It is very unlikely that any financial institution will offer an interest rate as low as 4,00% ✓ as it is lower than the repo rate and the institution will make no money. ✓
 - This deal looks too good to be true, so it is possibly too good to be true/not true. ✓ (Maximum 3)
 - A consumer should not give/email any personal details to Elite Loans. ✓
 - It is best to delete this e-mail. ✓ (Minimum 1) (4)

Analysing, moderate (Focus, page 159; Successful, page 177)

[20]



VC R
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QUESTION 3: FOOD AND NUTRITION

- 3.1
- Antioxidants preserve the quality of food/lengthen the shelf life✓ of food.
 - Prevent rancidity✓ and unpleasant taste and smell✓ in margarine/cooking oil/biscuits/potato chips/soup mixtures.
 - Preserve the colour of fresh cut fruit and vegetables/delay enzymatic browning/dischouration in fruit and vegetables/fruit juice/soft drinks/ canned vegetables/frozen fruit.✓
- (Any 3) (3)

Remembering, moderate (Focus, page 34; Successful, page 114)

- 3.2
- Drink water only from safe water supplies that are regularly chlorinated.✓
 - Boil water✓ for 10 to 15 minutes if you are not sure that it is safe.
 - Don't swim in infected /contaminated water.✓
 - Don't wash fruit/vegetables in infected contaminated water.✓
- (Any 2) (2)

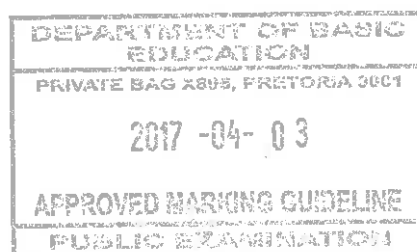
Remembering, easy (Focus, page 90; Successful, page 107-108)

- 3.3
- Food irradiation destroys micro-organisms/pathogenic bacteria/other harmful organisms✓ in order to prevent food-borne diseases/make food safer to eat.✓
 - It destroys or deactivates organisms that cause food spoilage.✓ In this way the shelf life of fruit and vegetables is extended/ can be stored for longer.✓
 - Irradiation delays the sprouting of onion/garlic/potatoes/ripening of fruit,✓ so it reduces losses from damage during transportation/ storage.✓ In this way, the shelf life of the fruit and vegetables is extended.✓
 - It destroys insects in or on tropical fruit that is imported/exported.✓ In this way, the shelf life of the fruit is extended.✓
- (Any 2 x 2) (4)

Understanding, moderate (Focus, page 105; Successful, page 127)

- 3.4 3.4.1
- Diabetes is a chronic disease in which the blood-glucose level is abnormally / too high✓ because the body/pancreas cannot control it properly.✓ It occurs when the beta cells in the pancreas do not produce any insulin✓ or do not produce enough insulin✓, or when the body does not use insulin effectively.✓
- OR**
- Diabetes develops when the body/pancreas does not make enough insulin✓ or is unable to use the insulin✓ it makes. Insulin is needed to turn sugar into energy.✓ Without insulin sugar builds up in the blood/ high blood sugar levels develop.✓
- (Any 3) (3)

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



NSC – Memorandum

- 3.4.2
- ~~There is a link between type 2 diabetes and lifestyle.~~ ✓
 - The onset of type 2 diabetes may be prevented or delayed by following a healthy diet/lifestyle/sound diabetic management principles. ✓
 - Maintaining a normal body weight ✓ as obesity/overweight increases the risk of coronary heart disease and diabetes. ✓
 - Having an active lifestyle/regular exercise ✓ helps the body to use insulin more effectively, ✓ which controls blood glucose levels. ✓
 - Do not smoke ✓ (Any 5) (5)

Understanding, moderate (Focus, page 73; Successful, page 82)

- 3.5
- Fresh fruit and vegetables contain vitamin C ✓ which promotes/enhances the absorption of iron. ✓
 - Iron is found in green leafy vegetables will assist in the formation of haemoglobin/red blood cells/contain folic acid which assists in the absorption of iron. ✓ (Any 2) (2)

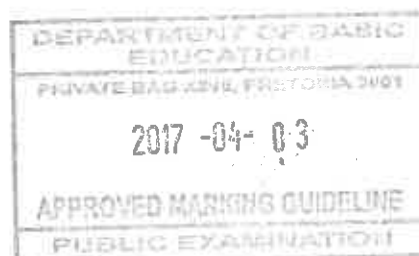
Understanding, moderate (Focus, page 76-77; Successful, page 91)

- 3.6 3.6.1
- Hypertension is caused when the blood pressure against the walls of the arteries ✓ remains high for a long time. ✓
 - OR
 - Hypertension develops if the walls of the larger arteries lose their natural elasticity ✓ and become rigid, ✓ and the smaller blood vessels become narrower due to blood pressure that remains high for a long time. ✓
 - OR
 - The pressure of blood that flows in the arteries ✓ is measured at a high and a low point. ✓ If blood pressure is too high/hypertension puts you at risk ✓ of a heart attack/stroke/kidney damage/eye damage. (Any 2) (2)

Remembering, moderate (Focus, page 77; Successful, page 86)

- 3.6.2
- Saul must use herbs/spices to flavour his food ✓ instead of salt.
 - Reduce the intake of processed foods/snacks/smoked meat/bacon/biltong/potato chips/junk foods/salted nuts/peanuts/salted popcorn/salty cracks/pizza as it contains hidden salt. ✓
 - Avoid/limit food that has salt/sodium/sodium chloride/mono-sodium glutamate (MSG) on the list of ingredients. ✓
 - Avoid/limit salty food products/products high in salt which is more than 600 mg/1,5 g salt per 100 g. ✓
 - Do not consume more than 5 g/1 teaspoon salt per day. ✓
 - Eat food products low in salt/less than 120 mg/0,3 g salt per 100 g. ✓ (Amounts not necessary)
 - Limit the amount of salt when cooking. ✓
 - Avoid sprinkling extra salt on cooked food. ✓ (Any 5) (5)

Applying, moderate (Focus, page 77; Successful, page 87-88)



3.7

CRITERIA	GUIDELINES TO PREVENT OBESITY	HEALTHIER ALTERNATIVE
COOKING METHODS USED	<ul style="list-style-type: none"> • Avoid frying food/use less fat in cooking. ✓ (1) 	<ul style="list-style-type: none"> • Grill/bake/steam food ✓ (1)
CARBOHYDRATE INTAKE	<ul style="list-style-type: none"> • Reduce the intake of refined carbohydrates/starch ✓ • Eat low GI/unrefined carbohydrates. ✓ (Any 1) 	<ul style="list-style-type: none"> • Eat wholegrain carbohydrates ✓ • Eat low GI food ✓ <p>(Any 1)</p>

(4)

Understanding, moderate (Focus, page 98; Successful, page 83)

NOTE: One mark must be deducted if not in table format.

3.8

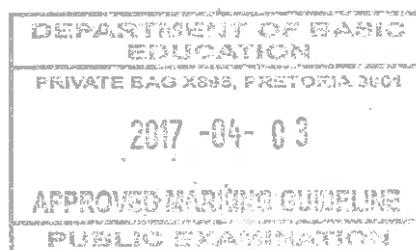
ONE BREAD TYPE	ONE SPREAD	ONE PROTEIN FILLING	TWO ACCOMPANIMENTS
Wholewheat/brown bread ✓ Reason: <ul style="list-style-type: none"> • High in fibre ✓ • Low GI ✓ • Will reduce the blood cholesterol level ✓ <p>(2)</p>	'Lite' margarine ✓ Reason: <ul style="list-style-type: none"> • Will lower the total fat content. ✓ • Protects the heart as most contains the heart and stroke foundation logo ✓ <p>(2)</p>	Smoked chicken/Tuna mayonnaise ✓ Reason: <ul style="list-style-type: none"> • High in protein ✓ • Chicken without the skin has a lower fat content. ✓ • Tuna is rich in omega-3 fatty acids that protect the heart and blood vessels. ✓ (2) 	Tomato/Cucumber/Low fat cheese/Lettuce Reason: <ul style="list-style-type: none"> • Tomatoes/cucumber/lettuce is rich in vitamins/minerals/fibre/low in fat ✓ that reduces the risk of coronary heart disease. ✓ • Low-fat cheese has a reduced fat content which reduces the risk of coronary heart disease. ✓ (4)

(10)

NOTE: One mark for each choice and One mark for a reason.

Analysing, difficult (Focus, page 73-75; Successful, page 83-85)

[40]



W. S.
Please turn over

QUESTION 4: CLOTHING

- 4.1
- They pay fair wages.✓
 - They provide good working conditions.✓
 - They provide decent work hours.✓
 - They do not use child labour.✓
 - They comply with civil labour laws and safety laws.✓
 - They support environmental sustainability.✓
- (Any 3) (3)

Remembering, easy (Focus, page 61; Successful, page 69)

- 4.2
- The invention of new textiles/fabrics✓ leads to fashion change.
 - Biotechnology/nanotechnology opened up a range of fabrics with special characteristics for specific purposes,✓ such as sportswear.
 - Computerised pattern-design methods/improved knitting and sewing machines✓ lead to fashion change.
 - Easy communication on fashion via television and social media/Internet/cellphone/Facebook/twitter✓ leads to fashion change.
- (Any 2) (2)

Remembering, moderate (Focus, page 51; Successful, page 54)

- 4.3
- First impressions are often lasting impressions.✓ People will judge you on your physical appearance✓ even before they speak to you.✓ A person who is dressed appropriately/smartly✓ gives the impression that he/she is confident,✓ ready to learn✓ and ready for doing good work for the company.✓ Your goal with first impressions should be to project a professional/competent image.✓
- (Any 3) (3)

Understanding, easy (Focus, page 53; Successful, page 57)

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

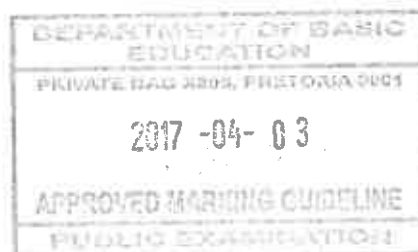
- 4.4
- 4.4.1
- Fashion cycles will be shorter/fashions will not last long/peak of the fashion cycle will be shorter.✓
 - Fashion cycles will overlap with shorter intervals.✓
 - This will result in more fashion fads.✓
- (Any 2) (2)

Applying, moderate (Focus, page 50; Successful, page 50)

- 4.4.2
- A constant demand to deliver newness means that new garments must be made all the time. As a result, more new/virgin fabrics must be produced. This causes pollution,✓ may use/depletes natural resources/forests✓ and increases the use of water/depletes water resources.✓ Harmful chemicals✓ are used in the production of dyes. When consumers constantly buy new garments/clothes the old ones often land in landfill sites where those that are not biodegradable may remain for a very long time✓ and cause pollution.✓ If new garments are imported they are transported that emits carbon dioxide.✓
- (Any 4) (4)

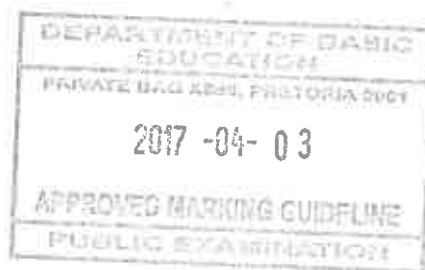
Applying, difficult (Focus, page 61-63; Successful, page 67-70)

NOTE: Deduct one mark if not written in paragraph format.



- 4.5 Grey blazer✓ (1)
- Will keep her warm✓
 - Will match the grey pants/white shirt/other items✓
 - Professional/formal/smart look/appearance✓
 - Classic style, can be worn for a long time✓ (Any 2)
- OR
- Long grey pants✓ (1)
- Plain/neutral colour, can be mixed-and-matched with other clothes✓
 - Professional/formal/smart look/appearance✓
 - Classic style, can be kept for a long time✓ (Any 2)
- OR
- White long-sleeved shirt✓ (1)
- Classic style, can be kept for a long time✓
 - Plain/neutral colour, can be mixed-and-matched with other clothes✓
 - Professional/formal/smart look/appearance✓ (Any 2)
- Evaluating, moderate (Focus, page 57-60; Successful, page 61-62, 64)* (Any 2 x 3) (6)

[20]



QUESTION 5: HOUSING

- 5.1
- Payments of the principal/capital (amount borrowed)✓
 - Interest✓
 - Life insurance premiums✓
 - Home-owner's comprehensive insurance premiums✓
 - Administration fees✓
- (Any 2) (2)

Remembering, easy (Focus, page 128; Successful, page 145)

- 5.2
- A title deed is a document that reflects the details of the ownership✓and of the property.✓
- OR
- A title deed is a document that proves that you are the owner of the property✓and includes the location/size of the property✓as well as the owner's particulars.
- (Any 2) (2)

Remembering, easy (Focus, page 128; Successful, page 146)

- 5.3
- A deposit is paid for the connection of water✓and electricity✓when a consumer buys a house.
- (2)

Remembering, easy (Focus, page 128; Successful, page 147)

- 5.4
- Breakdown of costs/building/legal costs.✓
 - Detailed description of the materials and finishes.✓
 - Exact dimensions of the house/dimensions according to the house plan.✓
 - Completion date.✓
 - Date and method of payment.✓
 - Guarantees provided by the builder to repair/set right any structural defects/roof leaks/incorrect building/late completion of work.✓
 - A clause of cancellation/suspension of the contract if either of the parties cannot adhere to it/clause indicating that if the loan application is declined/application for government subsidy is turned down, the agreement with the contractor/builder does not come to effect/falls through.✓
- (Any 4) (4)

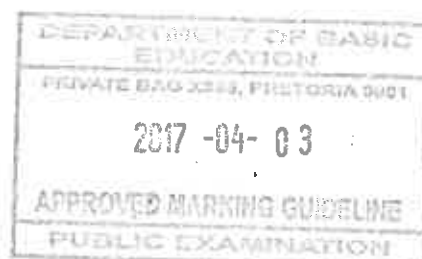
Remembering easy (Focus, page 120; Successful, page 139)

- 5.5 5.5.1
- This insurance will cover any losses should the permanent fixtures/home structure✓ suffer damage as a result of a natural disaster/storm/ flood,✓ an accident,✓ a burst geyser,✓ political unrest,✓ a fire✓.
- (Any 2) (2)

Remembering, easy (Focus, page 127; Successful, page 145)

- 5.5.2
- Household content insurance✓
 - Will cover items such as electronic equipment/furniture/ clothing/curtains.✓
- (2)

Applying, moderate (Focus, page 127-128; Successful, page 145)

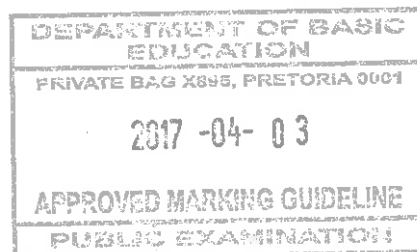


- 5.6 5.6.1
- No / Lindiwe will not qualify✓ for a government housing subsidy.
 - Lir diwe has a well-paid corporate job and she can only qualify if she earns R3 500.00 or less per month.✓
 - Lir diwe is not married/has no long term partner/is single/ has no dependants and a citizen only qualifies if she/he has dependants.✓
- Understanding, easy (Focus, page 130; Successful, page 149)* (3)

- 5.6.2 Sectional title town house.✓ (1)
- A sectional title town house in a complex is more secure/ safer/has more security✓/as she is a single woman✓ /as she travels.✓
 - She will have the benefit of enjoying the communal garden✓ and swimming pool✓ without the problem of looking after them/ the body corporate will have the responsibility of maintaining the garden and swimming pool.✓
 - She travels often and will have less maintenance to do✓ as the body corporate✓ maintains the exterior of her town house.✓
- (Any 4) (4)

Applying, moderate (Focus, page 122-123; Successful, page 140-141)

- 5.7
- Buying a property is very costly/expensive as there are transfer costs/ transfer duties/transfer fees✓ and hidden costs/bond registration fees/ deeds office fees/interim rates/ initiation fee/property valuation fees/ occupational rent/ administration fees/service connection fees.✓
 - Renting is cheaper in the short term/initially cheaper✓ and this enables a tenant to save✓ money for a deposit. The larger your deposit, the easier it will be to meet the financial responsibilities of owning property.✓
 - A tenant pays a fixed amount over a specific period✓ and is not affected by increases in the Interest rate.✓
 - A tenant does not pay municipal rates/property tax✓./Owners pay municipal rates/property tax.✓
 - A tenant does not pay for the maintenance of the property✓./Owners pay for maintenance.✓
 - A tenant does not pay bond insurance/home owner's insurance✓./Owners pay bond insurance/home owner's insurance.✓
 - It is easy to move after giving due notice.✓ It is thus easier to rent if you are not going to stay for long in a city/town/ know that you are going to move soon.✓
- (4 x 2) (8)
- Applying, moderate (Focus, page 118 and 127-128; Successful, page 137 and 146-147)*

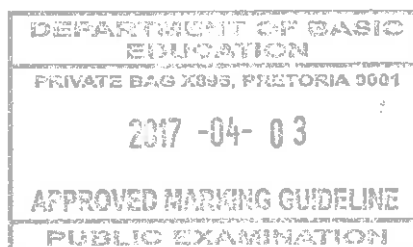


- 5.8 5.8.1 Functionality:
- The appliance is small and will easily fit into a small space. ✓
 - The appliance is not heavy and can easily be moved when the student moves. ✓
 - The appliance is multi-functional as the student can cook, bake and grill. ✓
 - Can be plugged in anywhere/ electrician not required ✓ (Any 2)
- 5.8.2 Consumption of human energy:
- Solid plates are easy to clean, ✓ so this saves human energy. ✓
 - The appliance has easy-to-use control buttons. ✓ (Any 2)
- 5.8.3 Consumption of non-human energy:
- Solid plates take a while to heat up, ✓ this wastes electricity. ✓
 - Solid plates stay warm for several minutes after they have been turned off, ✓ so food can be kept warm after cooking/cooking process continues after stove plate has been switched off. ✓
 - There are two plate sizes, so energy can be saved if a small saucepan is used. ✓
 - The temperature controls are efficient as they provide more regulated heat. ✓
 - The oven is energy efficient as less electricity is needed ✓ to heat a small oven. (Any 5)
- 5.8.4 Conclusion:
- Yes ✓
 - The appliance will fulfil the cooking needs for a student who mostly cooks for him-/herself. ✓
 - This cooking appliance is suitable for a student who is moving into a small flat. ✓
 - The appliance has a one year guarantee and will be replaced if there are any problems. ✓ (Any 1) (10)

Evaluating, moderate (Focus, page 139-140; Successful, page 159-160)

NOTE: The conclusion can be at the beginning or at the end of the answer.

[40]



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QUESTION 6: ENTREPRENEURSHIP

- 6.1
- Name of product ✓
 - Trade name/Trade mark ✓
 - Name and address of manufacturer ✓
 - Price/price code/bar code ✓
 - Product content ✓
 - Size/M/L/XL, etc. ✓
 - Care instructions ✓
 - Customer care line/customer service ✓
 - List of ingredients ✓
 - Name and address of manufacturer ✓
 - Nutritional information ✓
 - Serving instructions ✓
 - Best before/sell by date ✓
 - Warnings/advisory notice/allergens ✓
- (Any 4) (4)
- Remembering, easy (Focus, page 29; Successful, page 29)*

- 6.2
- Creating awareness about / promotion of the product or service. ✓
 - To attract the attention of customers./Generate customer's interest. ✓
 - Persuading customers to buy the product./Create the desire to possess the article/product./To convince consumers to buy the product. ✓
 - Expanding the market to new customers. ✓
 - To provide information about the product. ✓
- (Any 3) (3)
- Remembering, easy (Focus, page 30; Successful, page 30)*

NOTE: Only mark the first three answers.

AIDA principles – requirements for advertisements not relevant

- 6.3
- Using goods and services to improve quality of life ✓ and meet the needs of consumers, ✓ reducing the use of natural resources, toxic materials and chemicals/reducing waste ✓ and pollution ✓ to protect the natural environment. ✓
- (Any 3) (3)
- Remembering, easy (Focus, page 26; Successful, page 26)*

- 6.4 Demand-based pricing strategy:
- The entrepreneur begins by establishing the price that the target market is prepared to pay for the product. ✓
 - The entrepreneur then works backwards and makes sure that the costs are kept as low as possible so that a profit can still be made. ✓

OR

Premium pricing strategy:

- The entrepreneur prices his or her products above the average market price. ✓
 - The higher price will indicate to customers that the product is of a high quality/unique. ✓
- (2)

Remembering, easy (Premium pricing strategy: Focus, page 32; Demand-based pricing strategy: Successful, page 31)

DEPARTMENT OF BASIC EDUCATION
PRIVATE BAG 9336, PRETORIA 0001
2017 -04- 03
APPROVED MARKING GUIDELINE
PUBLIC EXAMINATION

WHS

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- 6.5 6.5.1 Infra-structure:
- Kitchen (from her mother)✓
 - Electricity✓
 - Water✓
- Appliances:
- Equipment (from her mother) ✓
 - Money for the sugar thermometer✓ (3)
- Stock:
- Materials/wood for the shelves that had to be built✓
 - Money for the raw materials/ingredients✓ (Any 3)
- Remembering, easy (Focus, page 11; Successful, page 18)*

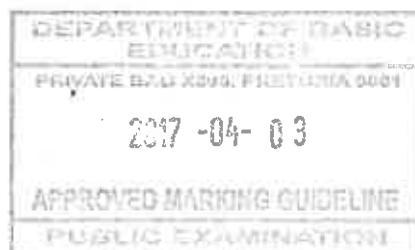
- 6.5.2
- The area must be well lit so that the stock can be organized and managed efficiently.✓
 - Stock should be stored and arranged so that goods that are used frequently can be obtained quickly.✓
 - Arrange stock according to best before date/expiry date/follow the first-in-first out principle.✓
 - Check that the room has no mildew or damp/the storage area must be cool and dry.✓
 - The shelves must be kept clean and free of dust.✓
 - Treat the storage area for pests.✓ (Any 3) (3)
- Understanding, easy (Focus, page 22-23; Successful, page 25)*

- 6.5.3
- Must suit the meringues/suitable shape that will protect the shape of the meringue.✓
 - Must be strong to protect the meringues.✓
 - Suitable size for the meringues.✓
 - Must keep the meringues clean/fresh/safe for the intended shelf-life.✓
 - Must be airtight/ must protect the meringues from dust/ moisture/drying out/contamination.✓
 - Strong enough for transportation.✓
 - Easy to handle, open and close.✓ (Any 3) (3)
- Understanding, easy (Focus, page 22; Successful, page 29)*

- 6.5.4 (a) Human skills:
- Anati had the skills /knowledge/know-how to make fudge and meringues as she learned that at school.✓ She attended a course at a cooking school✓ to help her to perfect the toffee and nougat recipes. (2)
- (b) Consumer appeal:
- Her products appealed to the students/ the students liked her products.✓ It is easy for the students to buy the sweets directly from her.✓ They asked for a wider variety✓, such as nougat and fudge.✓ (Any 2) (2)

Understanding, moderate (Focus, page 10 – 14; Successful, page 16 - 20)

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6.5.5

Option 1:

$$\begin{aligned}\text{Cost of one packet} &= \text{R}18,00 \div 100 \\ &= \text{R}0,18\checkmark\end{aligned}$$

$$\begin{aligned}\text{R}31,00 + \text{R}4,00 &= \text{R}35,00 \div 36 \\ &= \text{R}0,97 \text{ per block}\checkmark\end{aligned}$$

$$\begin{aligned}\text{Cost per packet} &= \text{R}0,97 \times 2 + \text{R}0,18 \\ &= \text{R}2,12\checkmark\end{aligned}$$

$$\text{R}2,12 \times 120\%\checkmark = \text{R}2,54\checkmark$$

$$\text{R}2,12 + \text{R}2,54 = \text{R}4,66\checkmark$$

$$\text{Selling price of one packet} = \text{R}5,00\checkmark$$

Option 2:

$$\begin{aligned}\text{Cost of one packet} &= \text{R}18,00 \div 100 \\ &= \text{R}0,18\checkmark\end{aligned}$$

$$\text{R}31,00 \div 36 = \text{R}0,86 \text{ per block}$$

$$\text{R}4,00 \div 36 = \text{R}0,11 \text{ per block}$$

$$\text{R}0,86 + \text{R}0,11 = \text{R}0,97 \text{ per block}\checkmark$$

$$\begin{aligned}\text{Cost per packet} &= \text{R}0,97 \times 2 + \text{R}0,18 \\ &= \text{R}2,12\checkmark\end{aligned}$$

$$\text{R}2,12 \times 120\%\checkmark = \text{R}2,54\checkmark$$

$$\text{R}2,12 + \text{R}2,54 = \text{R}4,66\checkmark$$

$$\text{Selling price of one packet} = \text{R}5,00\checkmark$$

Option 3:

$$\begin{aligned}\text{Cost of one packet} &= \text{R}18,00 \div 100 \\ &= \text{R}0,18\checkmark\end{aligned}$$

$$\begin{aligned}\text{R}31,00 + \text{R}4,00 &= \text{R}35,00 \div 18 \\ &= \text{R}1,94 \text{ per packet}\checkmark\end{aligned}$$

$$\begin{aligned}\text{Cost per packet} &= \text{R}0,18 + \text{R}1,94 \\ &= \text{R}2,12\checkmark\end{aligned}$$

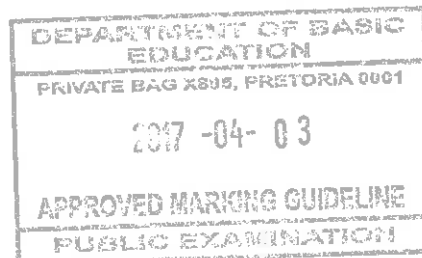
$$\text{R}2,12 \times 120\%\checkmark = \text{R}2,54\checkmark$$

$$\text{R}2,12 + \text{R}2,54 = \text{R}4,66\checkmark$$

$$\text{Selling price of one packet} = \text{R}5,00\checkmark$$

(7)

NOTE: The rand (R) value must be indicated. Penalise (-1) only once.
Applying, moderate (Focus, page 37-38; Successful, page 38-39)



- 6.5.6
- In December, January, April and July, students are on holiday, ✓ therefore she has a lower income during these months. During these months her production costs increase because she produces products during the holidays. ✓
 - In February, March, May, August, September and October, students are on campus and she is selling her products, ✓ therefore she has a higher income during these months. During these months her production costs decrease as she produces fewer products while she is studying. ✓
- Analysing, moderate (Focus, page 39; Successful, page 41)* (4)

- 6.5.7
- She must save some of her profit ✓ during the months that she earns well/February, March, May, August, September and October, for the ingredients she needs to buy during her production months. ✓
 - During the holiday months/December, January, April and July she can sell her products on the nearby flea market ✓ to increase her income.
 - Anati can make special holiday packaging to sell in the community/on the flea market during December/festive holiday. ✓
 - She can continue selling her products on campus during the holidays if there are sports training/workshops/ conferences. ✓
 - She can ask for orders for birthdays or special occasions. ✓
- Creating, moderate (Focus, page 35; Successful, page 34)* (Any 4) (4)

[40]

GRAND TOTAL: 200