



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**GEC PILOT STUDY
MARKING GUIDELINES 2024
ECONOMIC AND MANAGEMENT SCIENCES PAPER 2
GRADE 9**

SECTION A

Question 1

- One mark per answer.
- There are no half marks.

No.	Letter	
1.1	B	✓
1.2	D	✓
1.3	C	✓
1.4	A	✓
1.5	D	✓
1.6	C	✓
1.7	A	✓
1.8	B	✓
1.9	C	✓
1.10	A	✓
1.11	D	✓
1.12	C	✓
1.13	A	✓
1.14	B	✓
1.15	D	✓
1.16	A	✓
1.17	C	✓

No.	Letter	
1.18	B	✓
1.19	A	✓
1.20	B	✓
1.21	D	✓
1.22	C	✓
1.23	B	✓
1.24	D	✓
1.25	C	✓
1.26	B	✓
1.27	D	✓
1.28	C	✓
1.29	B	✓
1.30	C	✓
1.31	A	✓
1.32	B	✓
1.33	D	✓
1.34	A	✓

No.	Letter	
1.35	C	✓
1.36	D	✓
1.37	C	✓
1.38	B	✓
1.39	A	✓
1.40	D	✓
1.41	B	✓
1.42	C	✓
1.43	A	✓
1.44	B	✓
1.45	D	✓
1.46	C	✓
1.47	B	✓
1.48	C	✓
1.49	A	✓
1.50	D	✓
1.51	B	✓

No.	Letter	
1.52	C	✓
1.53	D	✓
1.54	A	✓
1.55	D	✓
1.56	A	✓
1.57	B	✓
1.58	C	✓
1.59	A	✓
1.60	D	✓
1.61	A	✓
1.62	C	✓
1.63	D	✓
1.64	A	✓

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SECTION B

Question 2

- There are no half marks.

No.	Expected answer		Clarification	Mark								
2,1	<div><ul style="list-style-type: none">• Attention✓• Interest✓• Desire✓• Action✓</div>			(4)								
2.2	<table><tr><th>STRENGTHS</th><th>WEAKNESSES</th></tr><tr><td><ul style="list-style-type: none">• wide variety of coffees and pastries✓• Accessible location</td><td><ul style="list-style-type: none">• Few workers✓• Financial limitations</td></tr><tr><th>OPPORTUNITIES</th><th>THREATS</th></tr><tr><td><ul style="list-style-type: none">• the potential to grow its customer base✓</td><td><ul style="list-style-type: none">• annual rent increase✓• competition from an established coffee chain/Rubby coffee shop</td></tr></table> <ul style="list-style-type: none">• Any one on each	STRENGTHS	WEAKNESSES	<ul style="list-style-type: none">• wide variety of coffees and pastries✓• Accessible location	<ul style="list-style-type: none">• Few workers✓• Financial limitations	OPPORTUNITIES	THREATS	<ul style="list-style-type: none">• the potential to grow its customer base✓	<ul style="list-style-type: none">• annual rent increase✓• competition from an established coffee chain/Rubby coffee shop		Accept any other correct answer	(4)
STRENGTHS	WEAKNESSES											
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OPPORTUNITIES	THREATS											
<ul style="list-style-type: none">• the potential to grow its customer base✓	<ul style="list-style-type: none">• annual rent increase✓• competition from an established coffee chain/Rubby coffee shop											
2.3	<table><tr><th>HUMAN RESOURCE FUNCTION</th><th>PUBLIC RELATIONS FUNCTION</th></tr><tr><td><ul style="list-style-type: none">• Recruitment✓• Selection✓• Placement• Induction</td><td><ul style="list-style-type: none">• Create a positive public image✓• Engage with media✓• Increase brand awareness.• Protect company's name</td></tr></table> <ul style="list-style-type: none">• Any two of each	HUMAN RESOURCE FUNCTION	PUBLIC RELATIONS FUNCTION	<ul style="list-style-type: none">• Recruitment✓• Selection✓• Placement• Induction	<ul style="list-style-type: none">• Create a positive public image✓• Engage with media✓• Increase brand awareness.• Protect company's name		Accept any other correct answer	(4)				
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<ul style="list-style-type: none">• Recruitment✓• Selection✓• Placement• Induction	<ul style="list-style-type: none">• Create a positive public image✓• Engage with media✓• Increase brand awareness.• Protect company's name											

No.	Expected answer	Clarification	Mark						
2.4	<table><tr><th>EMPLOYER</th><th>EMPLOYEE</th></tr><tr><td><ul style="list-style-type: none">Revise the offer on the table✓</td><td><ul style="list-style-type: none">Initiate mediation through the CCMA✓</td></tr><tr><td><ul style="list-style-type: none">Apply a no work no pay principle✓</td><td><ul style="list-style-type: none">Embark on protracted/indefinite strike✓</td></tr></table>	EMPLOYER	EMPLOYEE	<ul style="list-style-type: none">Revise the offer on the table✓	<ul style="list-style-type: none">Initiate mediation through the CCMA✓	<ul style="list-style-type: none">Apply a no work no pay principle✓	<ul style="list-style-type: none">Embark on protracted/indefinite strike✓	Accept any other correct answer	(4)
EMPLOYER	EMPLOYEE								
<ul style="list-style-type: none">Revise the offer on the table✓	<ul style="list-style-type: none">Initiate mediation through the CCMA✓								
<ul style="list-style-type: none">Apply a no work no pay principle✓	<ul style="list-style-type: none">Embark on protracted/indefinite strike✓								

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