



Province of the
EASTERN CAPE
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo
Provinsie van die Oos Kaap: Departement van Onderwys
Porafensie Ya Kapa Botjhabela: Letapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

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CONSUMER STUDIES MARKING GUIDELINE

MARKS: 200

This marking guideline consists of 16 pages.

SECTION A**QUESTION 1: SHORT QUESTIONS**

- 1.1 1.1.1 C ✓ *Remembering, easy (Focus p.166, Successful p.184)* (1)
 1.1.2 D ✓ *Understanding, easy (Focus p. 186, Successful p. 184)* (1)
 1.1.3 C ✓ *Remembering, easy (Focus p. 174, Successful p. 193)* (1)
 1.1.4 D ✓ *Understanding, moderate (Focus p. 179)* (1)
 1.1.5 A ✓ *Understanding, moderate (Focus p. 16, Successful p. 22)* (1)
 1.1.6 D ✓ *Remembering, easy (Focus p. 25, Successful p. 26)* (1)
 1.1.7 D ✓ *Analysing, moderate (Focus p.13. Successful p. 19)* (1)
 1.1.8 B ✓ *Understanding, easy (Focus p. 72, Successful p. 80)* (1)
 1.1.9 B ✓ *Applying, easy (Focus p. 72, Successful p. 82)* (1)
 1.1.10 A ✓ *Applying, easy (Focus p. 93, Successful p. 113)* (1)
 1.1.11 D ✓ *Remembering, easy (Focus p. 104, Successful p. 126)* (1)
 1.1.12 C ✓ *Understanding, moderate (Focus p. 91, Successful p. 109)* (1)
 1.1.13 C ✓ *Understanding, moderate (Focus p. 103, Successful p.123)* (1)
 1.1.14 B ✓ *Remembering, easy (Focus p. 105, Successful p. 127)* (1)
 1.1.15 C ✓ *Understanding, difficult (Focus p. 106, Successful p. 128)* (1)
 1.1.16 D ✓ *Remembering, easy (Focus p. 49, Successful p. 51)* (1)
 1.1.17 C ✓ *Applying, moderate* (1)
 1.1.18 B ✓ *Understanding, moderate (Focus p. 164, Successful p. 181)* (1)
 1.1.19 A ✓ *Applying, moderate (Focus p. 130, Successful p. 148)* (1)
 1.1.20 A ✓ *Analysing, moderate (Focus p. 128, Successful p. 144)* (1)
- 1.2 B ✓ (1)
 D ✓ (1)
 E ✓ (1)
 G ✓ (Any order) (1)
Understanding, easy (Focus p. 75; Successful p. 89)
- 1.3 1.3.1 Blood glucose levels ✓ *Remembering, moderate (Focus, p. 71; Successful, p. 79)* (1)
 1.3.2 Glycaemic Index ✓ *Remembering, moderate (Focus, p. 71; Successful, p. 78)* (1)
 1.3.3 Target market/group ✓ *Remembering, moderate (Focus p. 34, Successful, p. 33)* (1)
 1.3.4 Mark-up ✓ *Remembering, moderate (Focus, p. 37, Successful, p. 38)* (1)
 1.3.5 Standardised Recipe ✓ *Remembering, moderate (Focus, p.16, Successful, p. 21)* (1)
 1.3.6 Cash flow projection ✓ *Remembering, moderate (Focus p. 40, Successful, p. 42)* (1)
- 1.4 B ✓ (1)
 D ✓ (1)
 F ✓ (1)
 G ✓ (Any order) (1)
Understanding, moderate (Focus p. 103 –105; Successful p. 123 –127)
- 1.5 1.5.1 H ✓ (1)
 1.5.2 I ✓ (1)
 1.5.3 G ✓ (1)
 1.5.4 B ✓ (1)
 1.5.5 D ✓ (1)
 1.5.6 F ✓ *Applying, moderate (Focus p. 155–160; Successful p. 169–176)* (1)

TOTAL SECTION A: 40

SECTION B**QUESTION 2: THE CONSUMER****2.1 What indirect taxes are and give TWO examples.**

- Indirect taxes are taxes hidden ✓ in the prices of goods and services, ✓ so we are not always aware of how much tax we are paying. ✓
 - Examples are VAT, ✓ Excise duty (Sin tax), ✓ Import duty, ✓ Licenses, ✓
 - Fuel Levy ✓ (Any 4 x 1) (4)
- Understand, moderate (Focus, p. 164 and 165; Successful, p. 182)*

2.2 Function of SARS

- Acts as a tax collection agency on behalf of the government ✓ (1)
- Remembering, easy (Focus, p.163; Successful, p.180)*

2.3 Difference between CPI and inflation

- CPI measures changes in the cost of goods and services ✓ over a specific period. ✓ It is the measure that helps you to determine the increase in prices. ✓
Applying, moderate (Focus, p. 167)
- CPI shows a change in the price of products and services. ✓ It is used to measure changes in the economy ✓ as well as change in the standard of living. ✓
Applying, moderate (Successful, p.185)
- Inflation is the percentages at which the price ✓ of goods and services increases. ✓
Applying, moderate (Successful, p. 185)
- Inflation is the rise in the prices of goods and services, ✓ measured over a specific period. ✓ (Any 4 x 1) (4)
Applying, moderate (Focus, p. 167)

2.4 Advertisement**2.4.1 Benefits of installing the Eskom heat pump**

- Can reduce the cost of your electricity bill by up to 67%. ✓
 - You will be given a rebate from Eskom when you install a heat pump. ✓
 - You will have access to instant hot water at any time of the day. ✓
 - Decrease the use of electricity which will have a positive effect on the environment. ✓ (Any 3 x1) (3)
- Remembering, easy*

2.4.2 Explain with reason, how the rising cost of electricity could affect the economy of South Africa.

- Rising cost of electricity causes the other goods and services provided to be more expensive. ✓
- The consumer does not receive increases that cover the cost of increased prices. ✓
- Consumer's buying power is reduced. ✓
- This causes fewer goods to be made and therefore lead to loss of jobs, ✓

- This will cause more unemployment and there will be fewer jobs available. ✓
- This could result in a recession in the country. ✓ (Any 3 x 1) (3)

Applying, difficult

2.4.3 **Explain the advantages of having a gas stove.**

- You will be saving electricity and lighten the load on the country's over-stretched supply. ✓
 - You would not be so heavily dependent on electricity. ✓
 - Lowers your demand for electricity and therefore reduce the negative environmental impacts of generating electrical power. ✓
 - You can shrink your cooking carbon footprint by as much as 50% by switching to gas/more environment friendly ✓
 - It is a relatively clean fossil fuel compared to coal and oil. ✓
 - It is convenient to use and easy to store and to transport. ✓
 - Can be used in remote places where electricity supply is unavailable. ✓
 - When used correctly, LPG is completely safe, like electricity. ✓
 - Gas is cheaper than electricity/With a gas stove, you only pay for the gas you use whereas with electricity you also pay for the time the stove takes to heat up. ✓
 - Gas appliances are almost maintenance free. ✓
 - Not affected by load shedding and power cuts. ✓
 - Gas stoves cook faster and have a high energy efficiency. ✓
 - Gas is suitable to use indoors as it is clean and burns without smoke. ✓
 - Gas stoves are cheaper than electrical stoves. ✓ (Any 4 x 1) (4)
- Understanding, moderate (Focus, p. 176; Successful, p.195)*

2.5 **Scenario**

2.5.1 **Type of saving club called in our communities.**

- Stokvel ✓ (1)
- Remembering easy (Focus, p. 161 and 162; Successful, 177 and 178)*

2.5.2 **Identify why these clubs may be considered legal.**

- Money is paid into a joint pool/common club. ✓
 - Cash/groceries are received on a rotating basis. ✓
 - All members benefit. ✓
- Understanding, moderate (Focus, p. 161 and 162; Successful p. 177 and 178) (3)*

2.5.3 Discuss how club members benefit from receiving non-perishable groceries that are bought in bulk.

- Bulk/ wholesale prices may be cheaper/more can be bought. ✓
- Families may have non-perishable groceries/food over a longer period to feed them/More food security for these families/extended families. ✓
- Buying groceries in bulk may reduce the impact of food inflation over a period. ✓
- Buying in bulk reduce transport cost/taxi/bus fare. ✓
- More disposable income will be available for other needs. ✓

(5)

Applying, difficult (Focus, p. 168; Successful, p. 161)

2.6 Explain the exemption clause.

- Exemption clause is a clause included in contracts that exonerate (clear) a party from any liability ✓ should he or she fail to honour the agreement ✓ or when the agreed product does not serve the purpose for which it was acquired. ✓

OR

- An exemption clause in a contract exonerates one party from any liability ✓ if he or she fails to honour the agreement ✓ or when the product or service agreed on does not fulfil the purpose for which it was purchased. ✓

(3)

Understanding, moderate (Focus, p. 156; Successful, p.173)

2.7 Email

2.7.1 Analyse the e-mail, and explain with reason, how a consumer must respond.

- It is very likely that this is a fake email/phishing/scam/identity theft. ✓
- It is very unlikely that any financial institution will offer an interest rate as low as 5% ✓ 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. ✓
- A consumer should not give/email any personal details to Cash King. ✓
- Using the word once in a lifetime offer want to persuade the consumer to take this offer/do not want them to miss out on this offer. ✓
- It is best to delete this e-mail. ✓

(Any 5 x 1) (5)

Analyse, moderate (Focus, p. 159, Successful, p.177)

2.8 Responsibilities of communities relating to the use of municipal services.

- Pay municipal rates and services promptly. ✓
 - Engage with the municipality when asked to comment. ✓
 - Follow the right procedures when exercising their right. ✓
 - Vote in elections to see the change you want. ✓
 - Co-operate and participate in community activities. ✓
 - Respect municipal rights of other community members. ✓
 - Community has a responsibility to hold municipalities accountable to their constitutional obligations. ✓
 - Complain about poor service delivery, but also give compliments when deserved, following the right channels. ✓
 - Obey rules and regulations. ✓
 - Do not abuse services or steal. ✓
 - Appreciate and handle services with care and respect. ✓
- (Any 4 x 1) (4)
- Evaluation, moderate (Focus, p. 185; Successful p. 205)*

[40]

QUESTION 3: FOOD AND NUTRITION

3.1 Misleading and false claim on product:

- 100% or original orange juice ✓ according to ingredients the product has water. ✓
- (2)
- Understanding, moderate (Focus, 101 and 10; Successful, p. 121)*

3.2 TWO ingredients that cause allergic condition.

Tabulate your answer as follows:

3.2.1	TWO INGREDIENTS	3.2.2	PURPOSE
	Tartrazine ✓		Serves as a colourant. ✓
	Potassium Nitrate ✓		Acts as a preservative. ✓

(4)

Understanding, moderate (Focus p. 95 and 96; Successful, p. 114)

3.3 Give THREE reasons why antioxidants are used as food additives.

- Antioxidants preserve the quality of food ✓ and lengthen the shelf life of food. ✓
 - Prevent rancidity ✓ and the unpleasant taste and smell ✓ in margarine/ cooking oil/biscuits/potato chips/soup mixture.
 - Preserve the colour of fresh cut fruit and vegetables/delay enzymatic browning/ discolouration in fruit and vegetables /fruit juice/soft drinks/canned vegetables/frozen fruit. ✓
- (Any 3 x 1) (3)
- Create, moderate (Focus, p. 94; Successful p. 114)*

3.4 State THREE benefits that organically grown food may have for the natural environment.

- Chemicals/fertilisers/pesticides/herbicides which could harm the natural environment are not used. ✓
- Water is cleaner/pollution is limited/less. ✓
- Organic farming improves soil quality. ✓
- Crop rotation prevents pests and diseases to be established in a field. ✓
- Organic farming provides good conditions for the livestock. ✓

(Any 3 x 1) (3)

Applying, easy (Focus, p.104; Successful, p. 125 and 126)

3.5 List THREE type of information that must appear on a food label:

- Name of the product ✓
- Name of the manufacturer ✓
- Trade name/mark/logo/emblem ✓
- Address/ details of manufacturer ✓
- Country of origin ✓
- Ingredients ✓
- Storage instructions ✓
- Nutritional information ✓
- Weight/mass/volume/quantity/size ✓
- Price/barcode ✓
- Allergens ✓
- Date stamp/sell-by-date/best-before-date ✓

(Any 3 x 1) (3)

Remembering, easy (Focus, p. 97 and 98; Successful, p.117 and118)

3.6 Study the picture:

3.6.1 Identify the food-related health condition.

- Osteoporosis ✓

(1)

(Understanding, moderate F p 75 and S p 89)

3.6.2 Define the food-related health condition.

- Osteoporosis occurs because of a low-calcium diet, ✓ calcium is withdrawn from the bones at a faster rate than it is replaced. ✓ the bones become smaller, thinner, and so fragile that it breaks easily ✓
- Osteoporosis means porous bones. ✓ It occurs when calcium and minerals are lost from the bone more quickly than they are replaced. ✓

The bones become thinner, less dense, brittle, and weak and breaks easily. ✓

(Any 2 x 1) (2)

Remembering, easy (Focus, p. 75; Successful, p. 89)

3.6.3 Examine FOUR reasons why women with a small body frame or over 50 years are more prone to develop the food-related health condition in 3.6.1.

- Low oestrogen levels (the female hormone oestrogen protect the bones against bone loss) ✓
- Body shape puts her more at risk (short, small-framed people with a low body mass have less bone to lose than larger) ✓
- She is female/females are more susceptible✓to develop osteoporosis as they have a lower bone mass. ✓
- At fifty years most likely post-menopausal ✓ and there is a decrease in the oestrogen levels/oestrogen normally prevents bone loss, ✓ and a lack of calcium, phosphorus, and vitamin D because without these substances you cannot rebuild new bones. ✓

NB: One mark for fact and one for explanation. (Any 4 x 1) (4)
Applying, difficult (Focus, p. 75 and 76; Successful, p. 89)

3.7 Explain what is meant by food-borne diseases.

- Food-borne diseases are infections that are transmitted by eating contaminated food ✓ or through contact with contaminated water, animals and other environmental sources. ✓
- Food-borne diseases are caused by agents that enter the body through ingestion of food. ✓ (Any 2 x 1) (2)

Remembering, easy (Focus, p. 86; Successful, p.103)

3.8 List THREE guidelines to prevent the transmission of food-borne diseases.

- Personal hygiene – always maintain good personal hygiene ✓
- Hygienic preparation and storage of food – keep food preparation areas clean. ✓
- Destroy bacteria by proper cooking. ✓
- Temperature control – hot foods above 60 °C and cold food at 5 °C. ✓
- Prevent contamination of food. ✓ (Any 3 x 1) (3)

Remembering, easy (Focus, p. 87 and 88)

3.9 Read the extract:

3.9.1 Give another name for Hepatitis A.

- Infective jaundice ✓ (1)

Remembering, easy (Focus, p. 89, Successful, p. 103)

3.9.2 Relationship between February 5th and February 27th.

- This is the incubation period, three to five weeks (12 to 50 days) ✓ (1)

Remembering, easy (Focus, p. 89; Successful, p. 103)

3.9.3 Predict THREE things that could cause Lynn's illness.

- The chef/s at the restaurant where they ate could have been infected with Hepatitis A and must not have washed his hand after going to the toilet. ✓
- As such the virus has been transferred to the food (chicken pita). ✓ Secondly the food may be contaminated; ✓ or the water in which the food was cooked may be contaminated. ✓

(3)

Applying, moderate (Focus, p. 89; Successful, p.103)

3.10 Information on label:

3.10.1 Evaluate the suitability of the rusk for a person with diabetes.

- The product has a high carbohydrate content ✓ which is not good for diabetics as this cause the glucose level to rise. ✓
- The product is high in fat/saturated fat/butter/butter milk/egg ✓ which could be detrimental to diabetics/not good ✓ as diabetics are more prone to heart diseases. ✓
- The moderate sodium content can lead to hypertension. ✓
- The product is likely to have a low /moderate GI as it has a low sugar content and has a high fibre content. ✓ Oats and bran has a low GI. ✓
- This means that glucose is released slowly into the bloodstream ✓ which is good for diabetics as it will prevent large fluctuations in blood-glucose levels. ✓
- The product contains non-sugar sweeteners that is suitable for a diabetic person. ✓
- The fibre content is high and will be beneficial for a person with diabetes type 2. ✓
- Oats contains soluble fibre ✓ that lower cholesterol levels which is good as a diabetic are more at risk for the development of coronary heart disease. ✓
- Wheat bran contains insoluble fibre ✓ that lowers cholesterol levels. ✓
- The product has a moderate protein ✓ content in egg/buttermilk which will avoid unnecessary stress on the kidneys ✓ and builds tissues. ✓

Conclusion: The product is suitable ✓ The product should be eaten in moderation. ✓

NOTE: Learners must name positive and negative points and then draw a conclusion.

One mark for suitability.

(Any 8 x1)

(8)

(Analysing, difficult (Focus, p. 72 and 73; S p 80–81)

[40]

QUESTION 4: CLOTHING**4.1 Explain the term *counterfeit goods*.**

- An illegal copy/replica/fake of an original product. ✓ (1)
Remembering, easy (Focus, p. 64; Successful, p. 72)

4.2 Logo picture**4.2.1 Identify the logo.**

- Fair trade ✓ (1)
Remembering, easy (Focus, p. 61; Successful, p. 69)

4.2.2 Name the qualifying criteria for manufacturers to be able to use the emblem.

- Pay fair wages ✓
- Provide good working conditions/decent working hours ✓
- Do not use child labour. ✓
- Comply with civil labour laws and safety laws. ✓
- Support environmental sustainability. ✓ (Any 4 x 1) (4)
Remembering, moderate (Focus, p. 61; Successful, p. 69)

4.3 Interpret the term *dress code*.

- A dress code is a set of rules ✓ about the type of clothes the company expects employees to wear to work. ✓

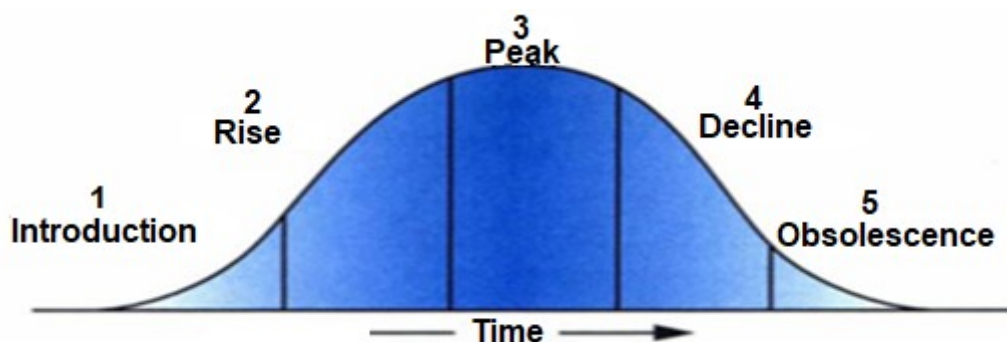
OR

- A document drawn up by a company ✓ to specify the type of dress that is acceptable for their employees. ✓ (2)
Apply, easy (Focus, p. 54; Successful, p. 57)

4.4 4.4.1 Evaluate if her selected outfits comply with the company's dress code and the requirements of her contract.

- Monday: comply with the company's dress code ✓
- Tuesday: the outfit is too informal, maybe wear a jacket over the dress/ cover the shoulders to create a more professional look. ✓
- Wednesday: the top too informal, the pants is in order, just change the top to something more formal ✓
- Thursday: in order, professional for work. ✓
- Friday: not according to the dress code, must be a pencil skirt, white shirt, and a formal jacket. ✓ Working with the public, it's important to keep to the dress code. ✓ (Any 4 x 1) (4)
Evaluate, moderate (Focus, p. 56; Successful, p. 59)

4.5 Illustrate and explain the FIVE phases/stages in the fashion cycle by means of a graph.



1. Introduction phase/stage – first stage fashion is introduced - people accept or reject the style. ✓
 2. Rise second phase/stages - fashion gains popularity and many people wear it. ✓
 3. Peak – third phase/stage - fashion reaches the height of popularity many people wear it. ✓
 4. Decline – fourth phase/stage - boredom sets in fewer people wear it until no one wear it anymore. ✓
 5. Obsolescence – fifth phase/stage – fashion disappear and become out of fashion, marked down and very few people wear it. ✓
- One mark for drawing of the graph and five marks for the five stages plus explanation.

(6)

Applying, difficult (Focus p. 49 and 50; Successful, p. 50)

4.6 Explain why fashion cycles overlap.

- Fashion cycles overlap because consumers are bored with the old trends/less consumers wear old trends as interest decreasing. ✓
- A new trend is introduced/begins/launched/celebrities are photographed wearing the trend. ✓
- Fewer consumers wear the old trends, until no one wears it anymore. ✓
- While the old trend declines, interest in the new trend increased. ✓
- Clothing stores advertise new trends in magazines and in window displays. ✓
- By the time a new fashion trend has established itself and it is well on its way to its peak. ✓

(Any 2 x 1) (2)

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

[20]

QUESTION 5: HOUSING**5.1 Explain TWO types of insurance payable by homeowners but not by tenants.**

- Bond/ mortgage protection insurance: ✓ Life insurance to settle the home loan if something unexpected should happen to the buyer. /Covers repayments if the bondholder is unable to pay the bond instalments because of death, retrenchment, or disability. ✓
- Homeowner's (comprehensive) insurance: ✓ Cover any losses should the home structure suffer damage because of a natural disaster/storm/flood/ accident/a burst geyser/political unrest/fire. ✓

Remembering, moderate (Focus, p. 127 and 128; Successful, p. 145)

(4)

5.2 Read the extract:**5.2.1 Identify the type of ownership for the following properties.**

(a) **"Large free-standing house" (last paragraph)**

Full title ownership ✓

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

(b) **"Higher density units" (second paragraph)**

Sectional title ownership ✓

(2 x 1) (2)

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

5.2.2 Give TWO advantages of the type of ownership in 5.2.1 (b) that is evident in the extract.

- Communal costs are shared ✓ saving on the running cost of property ✓ saving on maintenance cost. ✓

(Any 2 x 1) (2)

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

5.2.3 Discuss the validity of the statement below:

Invest in housing development that offers long term rewards.

- Most housing development take place near the city where it will be easy to find tenants or even students that the housing unit can be rented to. ✓
- The value of the housing unit will increase over time ✓ and this has a greater impact on the cost/price of the unit. ✓
- Brand new housing units no/little maintenance ✓ must be done for the first few years, this saves money /ensure a large profit when it is sold. ✓
- Once the bond is paid off, the owner/landlord can earn a good steady income if the housing unit is rented out. ✓
- The owner will be able to sell the housing unit for a profit. ✓
- The housing unit can form part of the owner's estate after his/her death, ✓ his beneficiaries will benefit from the investment/property ✓ / can inherit the property. ✓

(Any 4 x 1) (4)

Applying, difficult (Focus, p. 122; Successful, p. 140)

5.3 Study the advertisement for washing machines:**5.3.1 Name the type of credit transaction in the advertisement.**

- Instalment sale transaction/Hire purchase ✓ (1)
- Understanding, easy (Focus, p. 148; Successful, p. 162)*

5.3.2 Give a reason for the difference in the cost between paying cash and buying the washing machine on credit.

- Credit will be much more expensive because the following extra cost must be paid:
 - Administration fees ✓
 - Insurance charges ✓
 - Interest ✓ (Any 1 x 1) (1)
- Remembering, easy (Focus, p. 148; Successful p. 162)*

5.3.3 The consumer does not understand all the terms and conditions in the contract. Give the right of the consumer and the responsibility of the seller.

- The consumer has the right to receive information in a clear/ understandable language. ✓
 - The seller must use plain and understandable language and explain to the consumer what he/she does not understand. ✓ (2)
- Applying, moderate (Focus, p. 150; Successful, p. 163)*

5.3.4. Why washing machine, A, the best choice for a professional lady with limited space is.

- Washing machine, A has an 8 kg capacity which is sufficient for a young lady living alone. ✓
 - The front loader takes up less space ✓ as it can be placed under a work surface/tumble dryer can be placed on top of it. ✓
 - The washing machine has A++ rating ✓ which indicates that it is energy efficient and uses less electricity/ resources responsibly. ✓
 - It is cheaper ✓ which suits the young professional person who probably doesn't have lots of money available. ✓ (Any 4 x 1) (4)
- Evaluating, difficult (Focus, p. 143; Successful, p. 158)*

[20]

QUESTION 6: ENTREPRENEURSHIP**6.1 List FOUR ways in which an entrepreneur can ensure sustainable production of his/her products using raw materials.**

- Think of ways of re-using leftover materials and waste. ✓
 - Recycle waste/Reduce waste and pollution. ✓
 - Use recycled packaging ✓
 - Purchase products that have recycled content. ✓
 - Reduce use of natural resources, toxic materials and chemicals. ✓
 - Keep waste and greenhouse gasses to a minimum. (Any 4 x 1) (4)
- Remembering, easy (Focus, p. 26; Successful, p. 26)*

6.2 List THREE reasons why a business should do stock control.

- To ensure there are enough raw materials available ✓ to ensure that production is not stopped ✓ because there is a shortage of raw materials to produce the required products for a given time. ✓
 - Prevent overstocking of raw material/to minimise the cost of storing the final product. ✓
 - The correct quality of raw materials is purchased for the product ✓ and thus reduced wastage. ✓
 - To prevent stock exceeding the sell by date in storage ✓ and become of a poor quality for the buyer ✓ prevent loss of income for producer. ✓
 - To prevent cash flow problems because of money invested in unused/ excess stock ✓ thus running out of cash for other pressing needs/ to limit money invested in stock ✓ (Any 3 x 1) (3)
- Remembering, moderate (Focus, p. 19; Successful, p. 23)*

6.3 Read the case study.**6.3.1 State THREE human resources Maya had.**

- Passion /interest in fashion. ✓
 - Sewing skills. ✓
 - Knowledge of fashion and dressmaking. ✓
 - Creativity. ✓ (Any 3 x 1) (3)
- Understanding, easy (Focus p. 10; Successful)*

6.3.2 Discuss why it is important for Maya to do a financial feasibility study.

- It will discover the strengths ✓ and weaknesses ✓ of the business idea.
 - It will help her decide whether to continue with the business idea or not/will give a clear picture of whether the business has the potential to succeed. ✓
 - If the revenue will be enough to cover cost ✓ and make a reasonable profit ✓ the business will be viable.
 - To determine the start-up cost/needs of the business. ✓ (Any 3 x 1) (3)
- Evaluate, moderate (Focus, p. 35; Successful, p. 35)*

6.3.3 State THREE ways in which Maya could advertise her business in the community.

- Electronic media/radio/cell phone/internet. ✓
 - Social media/Facebook/Instagram/twitter/ WhatsApp/TikTok. ✓
 - Printed media/ local newspaper/flyers/brochures/posters/pamphlets/ billboards. ✓
 - Fashion shows/display in community. ✓
 - Costumers wearing her garments/telling others/word of mouth. ✓
- (Any 3 x 1) (3)
- Understanding, easy (Focus, p. 30; Successful 29 and 30)*

6.3.4 Explain how training of unskilled workers will improve the sustainable profitability of Maya's business.

- Training of unskilled workers would improve the quality of the garment they produce, ✓ and the target market would be buying quality garments, ✓ thus contributing to sustainable profitability. ✓
 - It increases productivity ✓ if workers are trained, they will enjoy their work and produce quality garments. ✓
 - If quality products are produced ✓ less wastages of raw materials will occur, ✓
 - Training will improve the confidence of the workers ✓ and the morale will be boosted. ✓
 - The quality of the work will improve ✓ which will ensure that the target market will buy the garments/ profit will be made. ✓
 - Training of workers will help Maya to reduce maintenance and repair costs. ✓
- (Any 6 x 1) (6)
- Analysing, moderate (Focus, p. 25; Successful, p. 26)*

6.3.5 **Write a paragraph to describe how Maya achieves good customer relations.**

- Maya pays special attention to every customer. ✓ Customers do the final fitting of the garment ✓ (and may give feedback after each fitting) ✓ what Maya then used to improve the garment/business/service. ✓ Maya complies with the customer's needs. ✓ The garments are always ready two weeks before the delivery date, ✓ this ensures that the customers are satisfied. ✓ She serves refreshments to her clients, they feel important, and this ensures that they enjoy doing business with her. ✓ (Any 6 x 1) (6)
- Remembering, easy (Focus, p. 24 and 25 Successful, p. 25)*

6.3.6 **Comment on the impact of quality control and explain the different stages where Maya must perform quality control.**

- Quality control is a measure of excellence, ✓ is the procedure of making sure that the quality of your product is maintained, ✓ which include product inspection. ✓ Maya need to make sure that the dress of the customer is sewn together correctly, ✓ no loose seams ✓ and that it fits the customer perfectly. ✓

Stages of quality control:

- First stage: Checking quality of raw materials, she uses 100% locally produced satin fabric. ✓
- Second stage: Production process, cutting out dress and sewing the dress. ✓
- Third stage: Finished product, the final fitting, doing small changes/alterations. ✓
- Fourth stage: Packaging and labelling, ironing and packaging of dress. ✓

Mark allocation: Two marks for impact of quality control.

Four marks for explaining each of the stages.

(6)

Applying, difficult (Focus, p. 16; Successful, p. 22)

6.4 **Calculate the total cost of one dress with a mark-up of 30%. Show all calculations:**

$$4 \times R70,00 \checkmark^1 = R280,00$$

$$R280,00 + R20,00 + R300,00 = R600,00 \checkmark^2$$

$$R600,00 \times 30\% \checkmark^3 = R180,00 \checkmark^4 \text{ or } R600 \times \frac{30}{100} \checkmark^5 = R180,00 \checkmark^6$$

$$\text{Total cost} = R600,00 + 180,00 = R780,00 \checkmark^7$$

OR

$$R600,00 \times \frac{130}{100} \checkmark\checkmark = R780,00 \checkmark^{10}$$

(5)

Applying, moderate (Focus, p. 37 and 38; Successful, p. 39 and 40)

[40]

TOTAL: 200