Province of the
EASTERN CAPE
EDUCATION

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Provinsie van die Oos Kaap: Department van Onderwys
Porafensie Ya Kapa Botjahabela: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2026

CONSUMER STUDIES MARKING GUIDELINE

MARKS: **200**

This marking guideline consists of 19 pages.

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SECTION A

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	B ✓ Understand, Easy (F p.138, S p. 155)	(1)
	1.1.2	B ✓ Remember, Easy (F p. 165, S p. 182)	(1)
	1.1.3	C ✓ Remember, Easy (F p. 169, S p.190)	(1)
	1.1.4	B ✓ Understand, Moderate (F p. 49, S p. 51)	(1)
	1.1.5	D ✓ Remember, Easy (F p. 49, S p. 51)	(1)
	1.1.6	C ✓ Remember, Easy (F p. 51, S p. 49)	(1)
	1.1.7	D ✓ Remember, Easy (F p. 61 S p. 68)	(1)
	1.1.8	A ✓ Remember, Easy (F p.103, S p. 123)	(1)
	1.1.9	D ✓ Understand, moderate (F p.106, S p.129)	(1)
	1.1.10	A ✓ Understand, moderate (F p. 95, S p. 114)	(1)
	1.1.11	C ✓ Remember, Easy (F p. 89 S p. 104)	(1)
	1.1.12	A ✓ Remember, Moderate (F p 98, S p117)	(1)
	1.1.13	A ✓ Understand, Moderate (F p. 101, S p.121)	(1)
	1.1.14	C ✓ Remember, Easy (F p. 128, S p. 146)	(1)
	1.1.15	A ✓ Remember, Moderate (F p. 127, S p. 145)	(1)
	1.1.16	D ✓ Remember, Easy (F p. 148, S p. 162)	(1)
	1.1.17	A ✓ Remember, Moderate (F p. 19, S p. 23)	(1)
	1.1.18	C ✓ Understand, Easy (F p. 33, S p. 31)	(1)
	1.1.19	C ✓ Understand, Moderate (F p. 39, S p. 41)	(1)
	1.1.20	B ✓ Understand, Moderate (F p. 26, S p. 26)	(1)

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1.2 1.2.1 B ✓ (1)

1.2.2 A ✓ (1)

1.2.3 D ✓ (1)

1.2.4 E ✓ (1)

1.2.5 F ✓ (1)

Apply, moderate (Focus p. 49 & 50, Success p. 50) **[5]**

1.3 1.3.1 E ✓ (1)

1.3.2 A ✓ (1)

1.3.3 B ✓ (1)

Apply, moderate (Focus p 126 – 128, Success p. 144 – 147) **[3]**

1.4 1.4.1 Simple interest ✓ **(1)**

1.4.2 Legal pyramid schemes /Multilevel marketing (MLM) schemes ✓ (1)

1.4.3 Parallel imports/ Grey goods ✓ (1)

1.4.4 Warranty ✓ (1)

1.4.5 Interest ✓ (1)

Understand, Moderate (Focus p. 158,162,166, Success p. 175,176,179,184) **[5]**

1.5. A ✓

C ✓

D ✓

Understand, Easy (Focus p. 53, Success p. 61 – 62) Any order **[3]**

1.6. A ✓

C ✓

D ✓

F ✓

Understand, moderate (Focus p 174, Success p 193) Any order **[4]**

TOTAL SECTION A: [40]

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SECTION B

QUESTION 2: THE CONSUMER

2.1 **Read the extract below and answer the questions that follow:**

2.1.1 **Define the following terms:**

(a) **Inflation**
The rise in prices of goods and services, ✓ measured over a specific period.✓

OR

Inflation
Is the average increase in prices of goods and services ✓ in a year. ✓ (2)
(Remember, easy) (F p. 167, S p. 184 & 185)

(b) **Repo Rate**
The interest rate at which commercial banks ✓can borrow money from Reserve Bank. ✓

OR

Repo Rate
Is the interest charge by the Reserve Bank ✓ to major banks and other lending institutions. ✓ (2)
(Remember, easy) (F p. 166, S p. 179)

2.1.2 **Demonstrate the effect of a lower inflation on the purchasing power of the rand**
The price of goods and services will decrease ✓ and families will have more deposable income to meet their basic needs. ✓
A decrease in the petrol/ electricity prices ✓ causing a drop in the prices of goods and services. ✓
There will be a drop in production cost of goods and services ✓ more job opportunities. ✓
Increase in salaries ✓ will result in improving the quality of life of families/standard of living having more money to spend on luxury products. ✓
People with fixed/investments incomes/ pensions will earn more interest because of the lower inflation. ✓ (Any 4) (4)
(Apply, moderate) (F. p. 168, S p.185)

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2.1.3 **Explain how the Consumer Price Index (CPI) is used to determine the inflation rate**

The consumer price index (CPI) measure/ calculates/determines ✓ the change in the price of a group of products (basket of goods) and services ✓ over a specific period /12 months. ✓

Is expressed in percentages form ✓ serves as a yardstick for the inflation rate.

The inflation rate is the annual percentage change in the CPI. ✓ (Any 4) (4)

(Analyse, difficult) (F p167 & 168, S p. 185)

2.2 **Study the cartoon below and answer the questions that follow.**

2.2.1 **Identify the scam presented in the picture.**

Phishing scam (1)

(Understand, moderate) (F p. 159 S p. 177)

2.2.2 **Suggest THREE guidelines to protect consumers from this type of scam.**

- If you suspect an e-mail is fake or spam, delete it without opening it. ✓
- Keep anti-spam and anti-virus software up to date. ✓
- Never give your personal details by email. ✓
- Never open attachments on e-mails that claim to come from your bank. ✓
- Check your bank and credit card account statements regularly. ✓
- If you think you may have provided financial information such as credit card numbers to a phisher, contact your financial institution or credit card company immediately. ✓ (Any 3) (3)

(Understand, moderate) (F p. 159, S p. 177)

2.2.3 **Name FOUR other types of scams a consumer should be aware of.**

- Lottery scam/ Price notification scam ✓
- Credit card fraud ✓
- Work-from-home scam ✓
- Computer virus scam ✓
- Advertisement of room/flatmate ✓
- Letter asking for help ✓
- Identity theft ✓
- 419 scams ✓ (Any 4) (4)

(Remember, easy) (F p. 159, 160 &161, S p. 177)

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2.3 **Discuss how a cooling off period can prevent a consumer from unnecessary purchases.**

- A cooling off provision applies to all goods, ✓except services.
- The National Credit Act allows consumers five working days ✓ to cancel a contract when they have purchased goods through direct marketing, ✓ without reason and without penalties. ✓
- The supplier/credit provider must refund ✓ any money the consumer has paid within seven business days/fifteen (15) days ✓ of receiving your notification.

(Any 3) (3)

(Understand, moderate) (F p. 157, S p. 173)

2.4 **"Income tax is the South African government's biggest source of income"**

2.4.1 **Describe what income tax is.**

Income tax is a tax levied on all income ✓ and profit that a taxpayer receive. ✓

OR

Income tax is paid on a sliding scale ✓ it means that the more you earn ✓ the more you pay ✓

(Any 2) (2)

(Remember, easy) (F p. 163, S p. 181)

2.4.2 **Show the relationship between a high salary and paying taxes.**

- It is based on the principle that people should contribute to the wealth of the state/ country to the same extent they are contributing to their own wealth ✓
- Income tax/ pay as you earn (PAYE) is payable at the same time that a salary is payed /earned. ✓
- The higher the salary the more income tax /pay as you earned (PAYE) is payed. ✓
- Consumers earning a high salary are likely to buy more goods and services. ✓
- They will pay more Value Added Tax (VAT) ✓ than consumers who buy fever goods and services.
- Consumer who earn a high salary usually own one or more cars/ drive/ travel more. ✓
- The will pay more fuel levy/toll levy ✓ as they use more petrol/diesel.
- Home owners pay rates ✓ to the municipality. The amount of rates is based on the value of the property. ✓
- The higher the value of the property the higher the rates will be ✓
- A consumer who earns a high salary will buy expensive property in an influent area. ✓
- Transfer duty ✓ is payed when a property is bought which is based on the value of the property ✓
- A consumer with high salary will buy an expensive property and pay more transfer duty. ✓
- Estate duty ✓ is charged on the value of all property/ assets owned ✓ by South Africans citizens at the date of his /her death. (4)

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- The higher the salary owned during his/her life, the higher the value of the property that they owned, therefore more estate duty will be payable ✓
- People who earn more will buy more import goods ✓ and therefore pay more excise/import duty ✓
- People with a high salary will buy more luxury goods/ alcohol/ perfume ✓ and will pay more sin/ excise tax ✓ (Any 4)

(Apply, difficult) (F p. 128,163-165 & 182, S p. 181-183, 146, 201)

2.5 **Read the article and answer the questions that follow.**

2.5.1 **Name FOUR causes of water pollution.**

- Not using environmentally friendly washing powder/cleaning agents/toiletries ✓
- Agricultural water pollution/overuse of pesticides/fertilisers/ micro-organisms/chemicals/that can seep into ground water ✓
- Dumping /throwing litter in rivers/ dams /lakes ✓
- Destruction of river catchments caused by urbanization/deforestation/ damming of rivers/destruction of wetlands.
- Accidental water pollution, such as burst pipes/tanks/major leaks/ fire and oil spills/ oil pollution ✓
- Untreated sewerage/flowing into rivers/catchment areas ✓
- Industrial waste/factories using fresh water to carry waste away from factory into rivers/lakes ✓
- Marine dumping/ dumping litter in the sea ✓
- Leaks of underground storage/pipes of petroleum oil ✓
- Mining causing acid mine drainage ✓ (Any 4) (4)

(Remembering, easy) (F p. 178, S p. 197 & 198)

2.5.2 **Suggest THREE tips for our schools on water saving methods.**

- Make sure there are no dripping taps ✓ can waste between 30 to 40 litres of water every day.
- Fit a tap aerator as they reduce the flow by 50-70%. ✓
- Turn off water when washing hands/ soaping hands/open only when rinsing your hands. ✓
- Encourage learners to use bottles and not drink in hand while water is running. ✓
- Make sure toilets have no leaks/toilet pipes does not leak. ✓
- Reduce the flush volume of toilets by placing a brick/2 litre bottle in cistern. ✓ (Any 3) (3)

(Apply, moderate) (F p. 180, S p.199)

2.5.3 **Discuss why it is necessary that the municipality supply clean safe water to all citizens.**

- Water is the basic need for all people to survive. ✓
- They must see to it that it's properly treated to ensure safety of all people ✓ and prevent contamination. ✓
- People also need it for hygiene purpose ✓ and sanitation. ✓ (4)

(Evaluate, moderate) (F p. 183. S p. 203) **[40]**

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QUESTION 3: FOOD AND NUTRITION

3.1 **Define the following terms**:

3.1.1 **Allergens**

Substance ✓ that causes an allergic reaction. ✓ (2)

(Remember, easy) (F p. 79, S p. 91, 92)

3.1.2 **Food irradiation**

- Is the treatment of food with light/radio short waves in order to improve its safety, ✓ acceptability or shelf life. ✓
- These rays penetrate deep into the food, killing undesirable bacteria and insects. ✓ (Any 2) (2)

(Remember, easy) (F. p. 105, S p. 127)

3.2 **Recommendations for managing obesity:**

- Include more food high fibre ✓ as this will fill you up/delay the feeling of hunger ✓ so that you will eat less ✓
- Eat at least three meals a day/do not skip breakfast. ✓ Skipping meals can lead to overeating later in the day ✓ skipping breakfast slows down a person's metabolism
- Reduce the intake of fat/eat lean meat/fish/chicken ✓ as this will reduce the total energy intake ✓ and contribute to weight loss.
- Grill/bake/steam food ✓ as frying adds more energy/kilojoules that could be stored as fat ✓
- Include more low GI food ✓ as this will help to control blood glucose levels ✓ and delay the feeling of hunger.
- Increase the intake of pulses ✓ as they are filling ✓ and low in fat. ✓ They will reduce overeating ✓
- Snacks on healthy foods/choose less junk/fewer sweets in between meals ✓ as this will reduce the total kJ intake. ✓
- East small amounts/portions of food as this will reduce the total energy intake ✓ and aid weight loss.
- Eat at least 5 serving/plenty of fruit and vegetables per day ✓ as it is rich in fibre, will reduce hunger and lead to eating less

(Any 3 x 2) (6)

(Understand, moderate) (F p. 83, S p. 98)

3.3 **Read the case study and answer the questions that follows.**

3.3.1 **Incubation period for gastroenteritis.**

- A few hours to a few days. ✓ (1)

(Remember, easy) (F p. 91)

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3.3.2 **THREE symptoms of gastroenteritis.**

- Loose stools/ non-bloody diarrhoea ✓
- Cramps/ abdominal pain ✓
- Nausea ✓
- Bloating ✓
- Fever ✓
- Vomiting ✓
- Muscle aches/headaches ✓

(Remember, easy) (F p. 91. S p. 108) (Any 3) (3)

3.3.3 **How gastroenteritis was transmitted to toddlers**

- Food could have been prepared with contaminated water ✓
- Utensils used for food preparation / serving food could have been dirty / not thoroughly washed as there was a lack of water ✓
- The toddlers could have drunk contaminated water ✓
- A toddler may have been infected with gastroenteritis and infected others ✓
- The staff members may not have washed their hands after changing nappies ✓
- A staff member may have been infected with gastroenteritis and may not have washed his/her hands before preparing the food ✓

(Understand, Moderate) (F p. 91. S p. 109) (Any 3) (3)

3.4 **Read the information and answer the questions that follows.**

3.4.1 **Explain what food additives are.**

Food additives are natural/chemical substances/ingredients ✓ intentionally added to food products during processing/ production process to perform specific functions. ✓

OR

Food additives are substances/ ingredients ✓ added to food to preserve/ improve their flavour/ texture/ appearance ✓

(Remember, easy) (F p. 92, S p. 110) (Any 2) (2)

3.4.2 **Identify from list the ingredients that are responsible for:**

A. Improving the natural taste of the product.
Salt/monosodium glutamate ✓

B. Improving the texture as it absorbs water, swells and thickens.
Stabiliser/ emulsifier ✓

C. Improving the colour of the product.
Tartrazine ✓

(Apply, moderate) (F p. 95&96, S p. 114) (3)

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3.5 **Read the scenario and answer the questions that follow.**

3.5.1 **Name the disorder Lydia suffers from**.
Bulimia/bulimia nervosa ✓ (1)
(Understand, moderate) (F p. 82, S p. 95)

3.5.2 (a) **Psychological treatment**
- Lydia will need counselling ✓ and support from family and friends for depression and feelings of guilt. ✓
- She may need to get medication for depression/antidepressants. ✓
- The treatment must address Lydia's feelings of guilt and psychological needs ✓ so that her physical health and normal eating pattern can be restored. ✓ (Any 3) (3)

(Analyse, difficult) (F p. 82, S p. 96)

(b) **Nutritional education and treatment**
- Nutritional education/a dietician will guide her on her eating habit behavioural management. ✓ This will assist her to stop binge eating/eating large amounts of food/purging. ✓ This will result in healthier alternatives to manage/stabilise/control her weight. ✓
- Lydia will be encouraged to eat a balanced diet ✓ with enough carbohydrate and fats ✓ to give her energy and proteins to sustain the body. ✓ (Any 3) (3)

(Analyse, difficult) (F p. 82, S p. 96)

3.6 **Study the recipe below and answer the questions that follow:**

Discuss the suitability of this dish for each of the following food-related health conditions:

(a) **Gluten intolerance**
- Unsuitable ✓
- Gluten is found in wheat ✓
- Flour is made from wheat ✓ (3)

(Understand, moderate) (F p. 80 & 81 S p. 93)

(b) **Milk allergy**
- Suitable ✓
- No dairy products included/used ✓ (2)

(Understand, moderate) (F p. 80, S p. 93 & 94)

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3.7 **Read the statement below and answer the question that follow:**

Do you agree with the above statement and justify your opinion and draw a clear conclusion regarding the benefits of organic food.

- One mark for agree/yes ✓
- It is healthier ✓ studies show that chemicals and pesticides in conventionally produce food products may harm your health. ✓
- Free-range and organically farmed animals are treated more humanly ✓ than factory-farmed animals.
- Animals are free to move around ✓and are fed a natural diet ✓ meat taste better ✓
- Animals are not given growth hormones ✓ or unnecessary antibiotics ✓
- Pollution is reduced ✓ (Any 6) (6)

(Analyse, difficult) (F p 104, S p 125 &126)

[40]

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QUESTION 4: CLOTHING

4.1 **Define the term style**

- Specific characteristics ✓ that distinguishes a product from a similar product. ✓ (2)

(Remembering, easy) (F p. 48)

4.2 **List FOUR reasons why fashion changes.**

- Economic factors/reasons ✓
- Social factors/reasons ✓
- Technological factors/reasons ✓
- Political factors/reasons ✓
- Clients get bored quickly and are constantly on the lookout for something new ✓
- Need for sustainability calls for change in style and material used by clothing manufacturers ✓ (Any 4) (4)

(Remembering, easy) (F p. 51, S p. 53–55)

4.3 **Explain the difference between retrospective fashion and vintage fashion.**

Retrospective fashion

- Refers to articles that was inspired by previous fashions ✓/designers to turn to history for inspiration.
- Are not an original antique article ✓/articles from previous eras. ✓
- It is a faithful copy of an older garment and may be new or second hand. ✓

Vintage fashion

- Refers to an old article that dates back in history/previous eras. ✓
- Antique articles manufactured many years ago ✓, fashion stay preserved

(Understand, moderate) (F p. 51, S p. 53)

NOTE: 2 marks retrospective fashion, 2 marks vintage fashion (4)

4.4 **Discuss the versatility of a denim jacket in a person's wardrobe.**

- It is a great layering piece. ✓
- Can be worn by males and females. ✓
- Low maintenance – easy to wash, little to no ironing. ✓
- Can be worn across all seasons – winter and summer. ✓
- Can be worn with any outfit/dress/shirt/jeans. ✓
- Wide variety of options/ styles available. ✓
- It is a timeless/classic fashion style. ✓
- Can be worn by people of all ages – young and old. ✓
- Can be worn formally or casually. ✓
- Easy to mix and match with other colours. ✓

(Applying, moderate) (F p. 58 & 59, 63 – 65) (Any 6) (6)

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4.5 **Evaluate the benefits of buying classic fashions such as practical leather shoes and bags for one's working wardrobe.**

- Styles do not go out of fashion/are timeless/can be worn for many years. ✓
- This saves money/offers good value for money as they don't need to be replaced too quickly. ✓
- Classic items are usually of a good quality/will last/are durable. ✓
- Classic styles suit most people. ✓
- Classic styles are usually neutral/basic colours and can be worn with many outfits/are easy to mix and match with outfits. ✓
- Classic styles are of good taste ✓, meaning you will be dressed suitably for work. ✓ (Any 4) (4)

(Evaluate, Difficult) (F p. 55, S p. 62)

[20]

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QUESTION 5: HOUSING

5.1 **Read the extra below and answer the questions that follow:**

5.1.1 **Explain what a lease agreement is.**
An agreement/contract between an owner of property and a tenant ✓ for the use and occupation of a property ✓against payment of rental. ✓
(Any 2) (2)
(Understand, easy) (F p. 118., S p. 137)

5.1.2 **The first thing the lawyer asked Thabisa was: "Did you read the lease agreement"**
List the information that must be included in the lease agreement.

- The address and number of the property. ✓
- The date on which the document was signed. ✓
- The signature of both the tenant, the property owner and witness. ✓
- Date when the rental of the property starts and the length of the lease. ✓
- Details about the renewal of the lease. ✓
- The amount of the rental instalment. ✓
- Clauses that indicate the rights and responsibility of the tenant and landlord regarding the deposit/ water and electricity cost/ sub-letting/ whether pets are allowed/inspection of property and entry to the unit by the property owner. ✓

(Any 4) (4)
(Remember, moderate) (F p. 117 & 118, S p. 139 & 140)

5.1.3 **Thabisa consider buying a property, after eviction. Apply your knowledge of housing options to recommend which option would be better for her, using the advantages of:**

(a) **Full-title (Free-standing) property**

- The buyer is the legal owner of the property. ✓
- Owner can make changes to his/her property. ✓
- Owner has a sense of security and independence ✓
- Owner can use the property as security for a bank loan. ✓
- It is a sound investment because the value of the property increase over time. ✓
- A room in the house can be rented out to earn income from the property. ✓
- Can leave the property to children in will ✓ or sell it and make a profit. ✓
- A Business can be run from home with local authority approval. ✓

(Any 3) (3)

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(b) **Sectional-title property**

- The buyer is the legal owner of the property. ✓
- Living in a complex could be safer than living in a free-standing house/ provides greater security. ✓
- The owner can make use of all the common areas of the complex. ✓
- You can save on travelling cost as these developments are usually closer to the city or workplace. ✓
- You have fever responsibilities as the Body Corporate must control and manage the sectional title block for you. ✓
- The Sectional title Act safeguards your interest as a sectional title owner. ✓
- You save on the cost of maintaining a large property and garden ✓ (Any 3) (3)

(Analysing, difficult) (F p 122- 123, S p. 140 – 141)

5.2 **Read the advertisement and answer the questions that follow:**

5.2.1 **Name TWO possible disadvantages of this oven.**

- It is expensive /more expensive than single oven. ✓
- It takes a lot of space /is high. ✓
- Cannot be installed under the counter. ✓
- Only the main oven has a thermofan. ✓ (Any 2) (2)

(Understand, moderate) (F p. 140, S p159 &160)

5.2.2 **Name TWO advantages of using energy efficient appliances.**

- Running cost is lower. ✓
- There is less load on the national grid. ✓
- Using less energy is good for the environment /environmentally friendly/reduce pollution/low carbon footprint/ helps to conserve the natural environment. ✓ (Any 2) (2)

(Remember, easy) (F p. 134, S p. 154,155)

5.3 **Discuss the suitability of the oven in terms of:**

5.3.1 **Saving human energy**

- Has an easy-to-clean enamel interior ✓
- Easy to use control knobs/ illuminated knobs ✓
- Saves time when cooking in bulk/ many dishes can be prepared at once. ✓
- It's on eye level and you don't have to bend down ✓ (Any 2) (2)

(Evaluate, moderate) (F p. 136, S p. 154)

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5.3.2 **Saving non-human energy**

- It's energy efficient ✓
- Has different functional options / Can switch on one or two elements as desired / Can be used with or without fan ✓
- Defrosting can be done quickly ✓
- Electricity is saved as many dishes can be cooked at once.

(Any 2) (2)

(Evaluate, moderate) (F p. 134, S p. 155)

[20]

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QUESTION 6: ENTREPRENEURSHIP

6.1 **Read the case study:**

6.1.1 **Definition *mark-up*:**

The amount/percentage ✓ added to the cost price of goods ✓ to cover overhead expenses ✓ and still leave money for a profit. (3)

(Remember, easy) (F p. 37, S p. 39)

6.1.2 **THREE resources available to Liya:**

- Sewing machine / overlocker ✓
- Skill to sew ✓
- Sewing experience ✓
- Parents home ✓
- Knowledge on entrepreneurship ✓
- Old denims ✓ (Any 3) (3)

(Understand, easy) (F p. 10, S p. 17)

6.1.3 **Objectives of advertising:**

- Create awareness of product/service ✓
- To generate consumer interest ✓
- Persuading customers to buy your product ✓
- To expand your market to new customers ✓
- To maintain sales by reminding customers of products/your reliable service ✓
- To announce the location of your business ✓
- Announcing a modification/expansion of your business ✓
- Giving customers your contact details to enable them to make contact to obtain more information/place an order ✓ (Any 4) (4)

(Remember, easy) (F p. 30, S p. 29,30)

6.1.4 **Explain the benefit of training workers:**

Training help/s:

- Workers to do the job/ know what is expected of them ✓
- To improve the quality of work ✓
- Increase productivity ✓
- Workers to be motivated/ good morale ✓
- To reduce waste ✓
- Reduce maintenance and repair of equipment. ✓ (Any 4) (4)

(Understanding, moderate) (F. p. 25, S p. 26)

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6.1.5 **Purpose of financial feasibility study:**

- To discover the strengths ✓ and weaknesses ✓ of an existing business/ idea.
- To find out whether a business will be a success ✓ after taking into consideration its total cost and probable revenue. ✓
- It will help the entrepreneur to decide objectively whether to proceed with his/her business idea. ✓
- It will help to identify how the business idea could be changed/adapted ✓ to ensure profitability. ✓
- To calculate the amount of start-up capital needed ✓, determine where it can be obtained ✓ and what type of return on investment / profit ✓ can be expected. (Any 3) (3)

(Remember, moderate) (F. p. 35, S. p. 35)

6.1.6 **Factors Liya had to consider when choosing a product for her small scale business:**

- Availability of human skill ✓ - she can sew ✓
- Availability of financial/other resources ✓ - she has a sewing machine and a overlocker ✓
- Availability of workspace ✓ - work from her parents' home ✓
- Availability of raw materials ✓ - old denims given to her by friends and family ✓ (4 x 2) (8)

(Apply, moderate) (F p 10-13, S p. 16-19)

6.1.7 **Explain the components of the marketing mix:**

- Place – markets / small selected arts and craft stores ✓
- Promotion – social media ✓
- Product – creative bags and other handy articles ✓ (3)

(Apply, moderate) (F p. 29-33, Sp. 28-33)

6.1.8 **Calculate the selling price:**

R300,00 + R1 400 + R300,00 + R200,00 = R2 200,00 ✓
70/100 ✓ x R2 200,00 = R1 540, 00
R1540,00 + R2 200,00 = R3 740, 00
R3 740,00 / 60 ✓ = R62,33 ✓

OR

R300,00 + R1 400 + R300,00 + R200,00 = R2 200,00 ✓
R2 200,00 ÷ 60 ✓= R36, 67
R36, 67 x 70% = R25,67 ✓
R36,67 + R25,67 = R62,34 ✓ (4)

(Apply, moderate) (F p. 38, S p. 38)

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6.1.9 **Analyze why Liya's business will show sustainable profitability.**

- She inherited a sewing machine and an overlocker ✓ which means she did not have to buy equipment. ✓
- She works from her parents' home ✓ meaning she does not have to pay rent. ✓
- She gets old denims from her friends and family ✓ to use as raw material so she spends minimal money on purchasing raw material. ✓
- She advertises on social media ✓ which is a cheap way of advertising.
- Products are sold at markets/ arts and craft stores ✓ - she does not have the expense of running her own shop. ✓
- Her client base expanded rapidly ✓ meaning there is a demand/need for her product. ✓
- Fact that she re-uses old denims and reduces waste/need for manufacturing new materials ✓ may be attractive to nature lovers/environmentally conscious people. ✓ (Any 8) (8)

(Analyze, difficult) (F p. 35, S p. 34)

[40]

GRAND TOTAL: 200

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