



basic education

Department:
Basic Education
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VERBRUIKERSTUDIES

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NASIENRIGLYNE

PUNTE: 200

Hierdie nasienriglyne bestaan uit 21 bladsye.

VRAAG 1: KORTVRAE

1.1	1.1.1	C✓	<i>Onthou, Maklik (Verken, p. 171; Suksesvol, p. 191)</i>	(1)
	1.1.2	D✓	<i>Toepassing, Maklik (Verken, p. 165; Suksesvol, p. 183)</i>	(1)
	1.1.3	A✓	<i>Toepassing, matig (Verken, p. 156; Suksesvol, p. 173)</i>	(1)
	1.1.4	C✓	<i>Onthou, matig (Verken, p. 85; Suksesvol, p. 100)</i>	(1)
	1.1.5	B✓	<i>Onthou, Maklik (Verken, p. 77; Suksesvol, p. 91)</i>	(1)
	1.1.6	D✓	<i>Onthou, Maklik (Verken, p. 104; Suksesvol, p. 126)</i>	(1)
	1.1.7	A✓	<i>Toepassing, Maklik (Verken, p. 93; Suksesvol, p. 113)</i>	(1)
	1.1.8	D✓	<i>Verstaan, matig (Verken, p. 106; Suksesvol, p. 128-129)</i>	(1)
	1.1.9	B✓	<i>Verstaan, matig (Verken, p. 49; Suksesvol, p. 50)</i>	(1)
	1.1.10	C✓	<i>Verstaan, matig (Verken, p. 56; Suksesvol, p. 59)</i>	(1)
	1.1.11	B✓	<i>Onthou, Maklik (Verken, p. 148; Suksesvol, p. 130)</i>	(1)
	1.1.12	D✓	<i>Onthou, Maklik (Verken, p. 135; Suksesvol, p. 153)</i>	(1)
	1.1.13	B✓	<i>Onthou, Maklik (Verken, p. 127; Suksesvol, p. 146)</i>	(1)
	1.1.14	A✓	<i>Verstaan, Maklik (Verken, p. 134; Suksesvol, p. 156)</i>	(1)
	1.1.15	D✓	<i>Analiserings, matig (Verken, p. 142; Suksesvol, p. 157)</i>	(1)
	1.1.16	C✓	<i>Onthou, Maklik (Verken, p. 19; Suksesvol, p. 23)</i>	(1)
	1.1.17	A✓	<i>Onthou, Maklik (Verken, p. 16; Suksesvol, p. 21)</i>	(1)
	1.1.18	D✓	<i>Verstaan, moeilik (Verken, p. 15; Suksesvol, p. 13)</i>	(1)
	1.1.19	A✓	<i>Verstaan, matig (Verken, p. 15; Suksesvol, p. 13)</i>	(1)
	1.1.20	D✓	<i>Verstaan, matig (Verken, p. 8; Suksesvol, p. 12)</i>	(1)

- 1.2 1.2.1 Grysgoedere/skuil invoere ✓ (Verken, p. 158; Suksesvol, p. 176) (1)
- 1.2.2 Swendelskema/uitvissing/aanlyn- (Verken, p. 159; Suksesvol, p. 177) (1)
- swendelskema ✓ (Verken, p. 157; Suksesvol, p. 173) (1)
- 1.2.3 Afkoeltydperk ✓ (Verken, p. 161; Suksesvol, p. 177) (1)
- 1.2.4 Stokvel/Kruideniersklub ✓

Verstaan, matig

- 1.3 1.3.1 vaardige ✓ (Verken, p. 25; Suksesvol, p. 17) (1)
- 1.3.2 vaste ✓ (Verken, p. 38; Suksesvol, p. 36) (1)
- 1.3.3 uitvoerbaarheidstudie ✓ (Verken, p. 35-40; Suksesvol, p. 35, 42) (1)

Verstaan, Maklik

- 1.4 1.4.1 C ✓ (Verken, p. 130; Suksesvol, p. 149) (1)
- 1.4.2 D ✓ (Verken, p. 118; Suksesvol, p. 137) (1)
- 1.4.3 A ✓ (Verken, p. 119; Suksesvol, p. 138) (1)
- 1.4.4 B ✓ (Verken, p. 122; Suksesvol, p. 140) (1)

Verstaan, matig

- 1.5 B ✓
- C ✓
- E ✓
- H ✓ (Enige volgorde) (4)

Toepassing, matig (Verken, bladsye 49, 53-54; Suksesvol, p. 51, 61-62, Graad 11)

- 1.6 D ✓
- E ✓
- F ✓
- H ✓
- I ✓ (Enige volgorde) (5)

*Analisering, moeilik (Verken, bladsy 75-77, 79, 84-85, 95; Suksesvol, bladsy 85, 89-91, 93-94, 100-111)***[40]**

VRAAG 2: DIE VERBRUIKER

- 2.1 2.1.1 • Inflasie is die styging/verhoging in die prys van goedere en dienste✓oor 'n spesifieke periode/in 'n jaar.✓ (2)
Onthou Maklik (Verken bladsy 167; Suksesvol bladsy 184)
- 2.1.2 • Inflasie verlaag die koopkrag van die rand.✓
• Minder goedere/dienste kan met dieselfde bedrag geld gekoop word/weens die verlaagde waarde van die rand.✓ (2)
• Goedere en dienste sal duurder wees.✓ (Enige 2)
Onthou matig (Verken bladsy 167; Suksesvol bladsy 185)
- 2.1.3 • Lopendebetaalstelsel/LBS✓
• Voorlopige belasting/belasting van ongereelde inkomste verdieners✓ (2)
Onthou, Maklik (Verken, bladsy 163; Suksesvol, bladsy 181)
- 2.1.4 • Die heffings word gebruik vir die Padongelukkefonds/Derde party slagoffers vir motorongelukke vergoeding.✓ (1)
Onthou, Maklik (Verken, bladsy 165; Suksesvol, bladsy 182)
- 2.1.5 • Voedsel produseerders wat petrol/diesel in die produksieproses gebruik mag 'n toename in die produksiekoste hê.✓
• Groothandelaars en kleinhandelaars sal dan hulle voedselpryse verhoog, om 'n wins te maak✓dus sal (3)
verbruikers meer van hulle inkomste op voedsel moet bestee.✓
• Ingevoerde voedselpryse mag ook styg as gevolg van die verhoogde petrol/diesel/vervoerkoste.✓ (Enige 3)
Toepassing, moeilik (Verken, bladsy 165; Suksesvol bladsy 182)
- 2.2 2.2.1 • Neo moenie ou medikasie/vuil seepwater in die toilet wegspoel nie/wegdoen daarmee op 'n eties aanvaarbare manier.✓
• Hy moet omgewingsveilige/-vriendelike skoonmaakmiddels gebruik.✓ (2)
Verstaan, matig (Verken, bladsy 180-181; Suksesvol bladsy 198)
- 2.3 2.3.1 • Voorsien huishoudelike water✓
• Vullisverwydering✓ (2)
• Sanitasie/Riool versameling/wegdoening✓ (Enige 2)
Verstaan, Maklik (Verken, bladsy 183-184; Suksesvol, bladsy 202-203)
- 2.3.2 • Ja✓
• Jake het nooit versuim in die betaling van munisipale dienste/water/elektrisiteit/tariewe/belasting.✓ (2)
Toepassing, Maklik (Verken, bladsy 183-184; Suksesvol, bladsy 202-203)

- 2.3.3
- Jake het sy verantwoordelikheid as 'n verbruiker nagekom✓ hy het betaal vir die verbruik van sy munisipale dienste/ elektrisiteit.✓
 - Die munisipaliteit het nie sy verantwoordelikheid✓ van diensverskaffer teenoor Jake in terme van elektrisiteit nagekom nie.✓
 - Die diensverskaffer het elektrisiteit vir 'n sekere tydperke voorsien✓ maar het die elektriese toevoer af gesny omdat die munisipaliteit nie die diensverskaffer betaal het nie.✓

(4)

(Enige 2 x2)

Analisering, moeilik (Verken, bladsy 185; Suksesvol, bladsy 205/Scenario)

[20]

VRAAG 3: VOEDSEL EN VOEDING

- 3.1
- Gebruik sout spaarsamig/verminder die hoeveelheid sout in jou dieet/niks meer as 'n teelepel sout behoort per dag gebruik word nie/kruie en speserye kan gebruik word om voedsel te geur in plaas van sout .✓
 - Verminder die inname van geprosesseerde voedsel/souterige voedsel/gerookte vleis/spekvleis/'macon'/biltong/aartappelskyfies/gesoute neute/gesoute springmielies.✓
 - Let op jou gewig/verloor gewig✓indien jy oorgewig is/beperk versadigde vet/koolhidrate inname om te voorkom dat jy gewig optel.
 - Neem genoeg kalsium/kalium/magnesium in.✓
 - Beperk die inname van alkohol.✓
 - Verminder die inname van koffie en tee.✓
 - Eet 'n gesonde dieet laag in versadigde vette en cholesterol.✓
 - Eet baie vrugte en groente.✓
 - Kies hoë vesel, volgraan grane eerder as verfynde graanprodukte.✓
 - Gebruik laevet of afgeroomde suiwelprodukte.✓ (Enige 5) (5)

Onthou, Maklik (Verken, bladsy 77; Suksesvol, bladsy 87-88)

- 3.2
- Onvoldoende yster inname/nie genoeg ysterryke voedsel nie.✓
 - Verlies deur bloeding tydens swaar menstruasie.✓
 - 'n Bloeiende maagsweer/bloedverlies na 'n besering/neus bloei.✓
 - Swak absorpsie van yster.✓
 - Kroniese niersiekte.✓ (Enige 4) (4)

Onthou, matig (Verken, bladsy 76; Suksesvol, bladsy 91)

- 3.3
- Voedsel met 'n hoë GI is geneig om vinnig te verteer✓en dus voorsien dit 'n skielike/vinnige styging✓in bloedglukose vlakke. Dit voorsien kits energie.✓ Dit versnel die oormatige vrystelling/oormatige afskeiding van insulien✓om die verwydering van glukose uit die bloedstroom te stimuleer. Die skielike verwydering van glukose veroorsaak dan dat die bloedglukosevlak vinnig daal.✓Dit laat dan die bloed met te min glukose vir onmiddellike energie.✓ (Enige 2)
- Lae GI voedsel word stadig verteer✓dus word die glukose geleidelik/stadig/gereeld✓ in die bloedstroom voorsien. Dit beteken dat daar 'n geleidelike/aanhoudende voorsiening van glukose vir energie✓vir 'n lang tydperk is.✓Die pankreas word nie gestimuleer om te veel insulien te produseer nie.✓ (Enige 2) (4)

Verstaan, matig (Verken, bladsy 71; Suksesvol, bladsy 77)

LET WEL: Leerders kan 'n maksimum van 2 punte kry vir die verduideliking van hoë GI voedsel en 'n maksimum van 2 punte vir die verduideliking van lae GI voedsel.
LET WEL: Een punt moet afgetrek word as die antwoord nie in paragraaf format geskryf is nie.

3.4 3.4.1 Aartappelskyfies verruil met springmielies

- Skyfies is hoog in vet✓en transvetsure.✓Springmielies is laer in vet en bevat nie transvetsure nie✓Daarom het dit 'n laer impak/vet neerslag in die slagare/verminder verstopping van slagare✓en dra by tot 'n meer gesonde hart. ✓ (2)
- Totale vet en transvetsure verhoog cholesterolvlakke.✓ (Enige 2)

Verstaan, matig (Verken, bladsy 74-75; Suksesvol, bladsy 84-85)

3.4.2 Botter verruil met canola olie vir voedselvoorbereiding

- Versadigde vet verhoog laedigheid-lipoproteïenvlakke (LDL) wat cholesterol na die slagare toe vervoer waar dit neergelê word.✓Dit verhoog cholesterolvlakke wat mag lei tot arteriosklerose (is 'n risiko faktor vir koronêre hartsiekte).✓
- Canola olie is hoog in (mono) onversadigde vet.✓Dit verhoog hoëdigtheid-lipoproteïenevlakke (HDL) wat cholesterol na die lewer vervoer waar dit uit die liggaam geskei word.✓Dit verlaag cholesterolvlakke, wat voordelig is vir hart gesondheid.✓ (Enige 4)

Verstaan, matig (Verken, bladsy 74-75; Suksesvol, bladsy 84-85)

3.4.3 Wit, verfynde meelblom verruil met bruin, volgraan meelblom

- Volgraan meelblom bevat meer vesel.✓Vesel het 'n cholesterol verlagende effek✓en dus sal minder cholesterol neerslaan in die slagare, dus 'n meer gesonde hart. (2)

Verstaan, matig (Verken, bladsy 74-75; Suksesvol, bladsy 84-85)

3.5 3.5.1 • E.coli infeksie✓ (1)

Verstaan, matig (Verken, bladsy 90; Suksesvol, bladsy 106)

- 3.5.2 • Die beste benadering is om te rus.✓
- Voorkom ontwatering✓ deur baie vloeistowwe/goeie kwaliteit water te drink om die vloeistof verlies as gevolg van diarree, te vervang.✓
- Moenie anti-diarree medikasie/medikasie om die diarree te stop neem nie✓omdat dit die persoon se dermkanaal sal voorkom om van die E.coli bakterieë ontslae te raak/die liggaam moet so gou moontlik van die kiem ontslae raak.✓ (4)
- Mense wat ernstig ontwater/dehidreer moet moontlik in die hospitaal opgeneem word✓sodat hulle vloeistowwe deur middel van binnearse voeding gegee word/vloeistowwe en elektroliete binnears toegedien word.✓ (Enige 4)

Verstaan, matig (Verken, bladsy 90; Suksesvol, bladsy 107)

- 3.5.3
- Die rou melk kon besmet was✓ aangesien dit nie gepasteuriseer was nie.✓
 - Die vleis kon besmet was tydens slagting✓ en toe die vleis gemaal was, kon kieme regdeur die maalvleis gemeng het.✓
 - Die maalvleis kon nie voldoende gaargemaak gewees het nie✓ aangesien hulle uit gas geraak het terwyl middagete voorberei was.✓
 - Die groente kon besmet wees met diere ontlasting/mis✓ aangesien boere organiese metodes gebruik om te boer/geen pesdoders/onkruiddoders vir hul oeste gebruik nie.✓
 - Die groente mag moontlik nie goed/deeglik afgespoel gewees het nie/afgespoel was in besmette water uit die dam.✓
 - Die emmers drinkwater kon moontlik besmette damwater gewees het. (Enige 5) (5)

Toepassing, matig (Verken, bladsy 90; Suksesvol, bladsy 106-107)

- 3.6 3.6.1 • Bulimia/bulimia nervosa✓ (1)
- Verstaan, Maklik (Verken, bladsy 82; Suksesvol, bladsy 95)*

3.6.2

Psychological treatment

- Sonia will need counseling✓ and support from family and friends for depression and feelings of guilt.✓
- She may need to get medication for depression/anti-depressants.✓
- The treatment must address Sonia's feelings of guilt and psychological needs✓ so that her physical health✓ and normal eating pattern can be restored.✓ (Enige 4) (4)

(b) Nutritional education and treatment

- Nutritional education/a dietician will guide her on her eating habit and behavioral 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.✓
- Sonia will be encouraged to eat a balanced diet✓ with enough carbohydrate✓ and fats✓ to give her energy and proteins to sustain the body.✓ (Enige 4) (4)

Analisering, moeilik (Verken, bladsy 82; Suksesvol, bladsy 96)

[40]

VRAAG 4: CLOTHING

4.1 Name FOUR factors that influence fashion change.

- inflation/recessions/depression/wealth/poverty✓ Economic factors:
- geographical/living patterns/educational level/wars/disasters/religious beliefs/current events/lifestyle✓ Social factors:
- factors: new textiles/new manufacturing methods/better communication methods✓ Technological
- climate: laws/trading regulations✓ Political/judicial
- bored/need something new✓ Consumers get
- sustainability/eco-fashion✓ Need for
- boundaries/unisex clothing✓ (Enige 4) Blurring of gender

Onthou, Maklik (Verken, bladsy 49, 51; Suksesvol, bladsy 53-55)

NOTE: Fashion shows can only be awarded a mark once.

4.2 Give TWO characteristics of the peak stage of the fashion cycle.

- The fashion reaches the height of popularity. ✓
- Many people wear it. ✓
- It is produced in growing numbers/mass produced. ✓
- Advertised by clothing stores in magazines/window displays. ✓ (Enige 2) (2)

Onthou, Maklik (Verken, bladsy 63; Suksesvol, bladsy 68)

4.3 Explain the importance of versatile items for a wardrobe for the world of work.

- Versatile items can be worn in more than one season. ✓
- Versatile items can be easily mixed-and-matched. ✓ This extends your wardrobe/ensures (2)
(Enige 2)

Verstaan, Maklik (Verken, bladsy 55; Suksesvol, bladsy 62)

4.4 Discuss how your knowledge of standard fashion trends, classic fashions and fashion fads can be applied when you plan a basic wardrobe for work.

- **Standard fashion trends** form the basis of the wardrobe for the world of work✓ can add interest✓/can be updated/complimented with new accessories/changing hemlines/collars/sleeves✓ and should be less expensive items such as shirts.✓
- **Classic styles** should form the basis/foundation/80%✓ of a wardrobe for work as they are timeless/long lasting/good quality.✓
- **Fashion fads** can add interest✓ in the form of accessories/jewellery/scarves/ties/shoes.✓ The basic items should not be fashion fads✓ as they are short-lived/are in fashion for a short time.✓ Fashion fads often do not look professional/can change basic items/new look to be fashionable✓ and saves money✓ (3 x 2) (6)

Toepassing, matig (Verken, bladsy 49. 52, 53; Suksesvol, bladsy 62)

4.5 Read the scenario below and answer the VRAAGs that follow.

Analyse how the summer season will influence John's choice of clothing with specific reference to:

4.5.1 Weather conditions:

- In summer when it is very hot/hot✓ John will have to choose light weight✓ pants/tops/shirts.
- He has to choose fabrics such as cotton/linen✓ that can breathe/let air through✓ in order to release perspiration/not retain perspiration/sweat.✓
- He may also need protective clothes against elements of the weather✓ such as a hat/cap/raincoat (on rainy days)/head gear for protection.✓ (4) (Enige)

4.5.2 Colour of clothing:

- John must choose light/tint colours✓ that will not show dirt easily/khaki/light blue/light green for summer as it reflects light✓ and will look✓ and feel cool.✓ (2) (Enige 2)

Analiserig, moeilik (Suksesvol p 59; Verken p 56-57)

[20]

VRAAG 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 as a result of death, retrenchment or disability.✓

- Homeowner's (comprehensive) insurance:✓ Cover Enige losses should the home structure suffer damage as a result of a natural disaster/ storm/flood/an accident/a burst geyser/political unrest/fire.✓ (2 x 2)
Onthou, Maklik (Verken, bladsy 127-128; Suksesvol, bladsy 145)

5.2 Give FIVE ways in which employers can give housing support to their employees.

- By paying wages and salaries that will enable the employees to pay rent and save towards buying their own homes.✓
- By giving employees the option of staying in compEnige-owned houses at a lower rent/rent out compEnige-owned houses to employees.✓
- By assisting in arranging home loans.✓
- By assisting with the purchase of building materials/by buying building materials in bulk.✓
- By helping employees to use their pensions/provident funds as collateral for loans.✓
- Provide employees with a monthly housing allowance/subsidy.✓
- Subsidise part of the interest on an employee's home loan.✓
- Offer guarantees to lenders on an employee's housing loan.✓
- Help with relocating costs.✓
- Provide housing consumer education and advice to employees.✓

(Enige (5)

5)

Verstaan, Toepassing (Verken, bladsy 132; Suksesvol, bladsy 150)

5.3 Study the advertisement below and answer the VRAAGs that follow.

5.3.1 Identify the type of ownership for the property in the advertisement.

- Sectional title✓ (1)
Onthou, Maklik (Verken, bladsy 122; Suksesvol, bladsy 140)

5.3.2 Explain the term *transfer duty*.

- A tax✓ collected by the Receiver of Revenue on behalf of the government.✓ The tax is paid every time a property changes hands.✓ It is based on the value of the property.✓
(Enige

3)
OR

- It is a government tax✓ on the property to transfer it to the buyer's name✓ and is based on the value of the property.✓ (3)

Onthou, Maklik (Verken, bladsy 128; Suksesvol, bladsy 146)

5.3.3 Explain why no transfer duty is payable if an apartment is bought.

- The apartment is bought from a developer.✓
- It doesn't get transferred from one owner to the next/the property is not changing hands✓ as there is no previous

owner.✓
2)

(Enige (2)

Verstaan, Maklik (Verken, bladsy 128; Suksesvol, bladsy 146)

5.3.4 Use the information in the advertisement and explain what the levy will be used for.

- To pay for the security,✓ which include salaries of the guards✓ and electric fencing.✓
- To maintain the communal facilities✓ such as the (rooftop splash) pool,✓ gym,✓ braai facilities✓ and common entertainment area.✓

(Enige (4)

4)

Onthou, Maklik (Verken, bladsy 140; Suksesvol, bladsy 122)

5.3.5 Discuss the validity of the statement:
“Invest in a housing development that offers profitable long-term rewards.”

- It is cheaper to buy from a new development as no transfer duty is payable.✓ This saves money/ensures a larger profit when it is sold.✓
- As it is a brand new apartment, no/very little maintenance✓ will have to be done in the first few years. This saves money/ensures a larger profit when it is sold.✓
- As it is near the university, it will be Maklik for the owner to find tenants/ students to rent the apartment.✓
- Once the bond is paid off, the owner/landlord can earn a good, steady income if the apartments are rented out.✓
- The value of the apartment will increase over time✓ and thus have a greater value. ✓
- The owner will be able to sell the apartment for a profit✓ over the long-term/after a few years.
- The apartment can form part of the owner’s estate after his/her death,✓ so they will benefit from the investment/benefit from the increased value of the property✓/can inherit the property✓.

(Enige 8)

(8)

Toepassing, moeilik (Verken, bladsy 122; Suksesvol, bladsy 141)

5.4 Study the information below and answer the VRAAGs that follow.

5.4.1 State THREE responsibilities that a consumer must adhere to after this convection microwave oven has been installed in his/her kitchen.

- Do not complain if the instructions were not followed.✓
- Read the warranty.✓
- Follow the manufacturer's instructions.✓
- Fill in the registration card and return to the manufacturer.✓
Keep/read the warranty/keep receipts in a safe place.✓
- Record serial numbers in the instruction book.✓
- Use all of the features of the microwave oven several times during the warranty period to make sure that it continues to operate as it should.✓

(Enige

(3)

3)

Verstaan, Maklik (Verken, bladsy 150; Suksesvol, bladsy 165)

5.4.2 Read the information in the scenario below and answer the VRAAG that follows.

Evaluate the suitability of the convection microwave oven for this young working adult.

- Although the convection microwave oven is expensive✓, it is cheaper than buying a microwave oven and an oven/the young working adult gets two appliances in one.✓
- The convection microwave oven saves space✓ as the young working adult doesn't need a separate space for the convection oven as the kitchen is very small.✓
- The diverse/different cooking modes help to cook food quicker✓ and this saves time.*✓
- The diverse/different cooking modes help to achieve a better texture✓ than using a standard microwave oven.
- The diverse/different cooking modes will enable the young working adult to experiment✓ with different dishes as it is possible to make/produce a variety of dishes✓ such as cooking, baking and making yoghurt.✓
- The diverse/different cooking modes/different power levels are convenient✓ help to reduce energy usage/saves

electricity costs.✓

- The enamel cavity/interior/steam clean makes it Maklik to clean,✓ this saves time considering he is working long hours.*✓
 - The oven is Maklik to operate✓thus no problems wasting time getting to know how to operate/work the oven. ✓
 - The Smart Sensor technology makes it Maklik to cook✓ food to perfection. The Smart Sensor technology saves time*✓ as the young adult doesn't have to set the cooking time and power. (Enige 5)
- (5x2)

(10)

Evaluering, moeilik (Verken, bladsy 141; Suksesvol, bladsy 159-160)

NOTE: The positives in the scenario overshadow the negatives thus only a positive response in the memo.

Saving time can only be awarded a mark once.*

[40]

VRAAG 6: ENTREPRENEURSHIP

6.1 State THREE pricing strategies that a business can use.

- Cost-based pricing✓
- Demand-based pricing✓
- Competitive pricing✓
- Market skimming pricing✓
- Premium pricing✓
- Value-for-money pricing✓
- Undercut pricing✓

(Enige (3)

3)

Onthou, Maklik (Verken, bladsy 32; Suksesvol, bladsy 31)

6.2 Name THREE functions of advertising in a business.

- To create awareness/attract customers.✓
- Create interest in the product/service.✓
- Create a desire for the product/service/persuade/convince consumers to buy the product/promote the use the service.✓
- Expand the market to new customers.✓
- Announce modification/expansion of the product/service/business.✓
- Provide information about the product/service/business.✓
- Maintain/improve sales.✓

(Enige (3)

3)

Onthou, Maklik (Verken, bladsy 31; Suksesvol bladsy 30)

6.3 Explain the purpose of stock control in a business.

- To ensure there are enough raw materials available✓ to produce the required products for a given time.✓
- To minimize the cost of storing the completed products✓ because more products have been made than required/prevent over of raw materials.✓
- The correct quality of raw materials is purchased for the product✓ and thus reduces wastage.✓
- To prevent stock exceeding the sell by date in storage✓ and become of a poorer quality for the buyer✓ prevent loss of income for the producer.✓
- To avoid cash flow problems as a result of money invested in unused/excess stock✓ thus running out of cash flow for other pressing needs.✓

(Enige 3)

(6)

(3x2)

Onthou, matig (Verken, bladsy 19; Suksesvol, bladsy 23)

6.4 Read the scenario below and answer the VRAAGs that follow.

6.4.1 Name FOUR items of information on the packaging of the char-grilled products that would be of benefit to a consumer.

- Quantity/weight/kg of the meat✓
- Ingredients/spices/marinade/additives used✓
- Date stamps/manufacturing/use-by/best before date✓
- Heating/storage instructions✓
- Serving suggestions✓
- Nutritional information✓
- Name/Trade name/Farm Inn and address of the business✓
- Contact details/email address✓

(Enige

(4)

4)

Onthou, Maklik (Verken, bladsy 29, 97; Suksesvol, bladsy 29, 117)

6.4.2 Give FOUR reasons why Lungi's business has a competitive edge.

- He sells a variety of raw meats and char-grilled meats.✓
- Customers can order char-grilled meat and collect it to take away.✓
- The restaurant/butcher is the first of its kind in his community./There is no other butchery/restaurant in a shopping mall that sells char-grills meat to take away/allow sit-in meals.✓
- He produces meat on his farms✓ and does not need to pay prices demanded by other meat producers✓.
- His restaurant caters for sit-in char-grilled meat meals.✓
- The product/meat/restaurant/service is of good/high quality.✓ He employs skilled personnel✓ consumers can be

(4)

assured of good service.✓

- It offers consumers the convenience of not having to char-grill meat themselves at home.✓ (Enige 4)

Toepassing, matig (Verken, bladsy 13; Suksesvol, bladsy 11)

6.4.3 Explain why Lungi is particularly strict about the hygiene of his workers.

- Hygiene of the workers will prevent food contamination✓ through micro-organisms✓ that could result in food-borne diseases.✓
- It will ensure that the meat/food served/sold is safe✓ and healthy for the customers/consumer.✓ he is known/has the reputation for selling good quality meat✓ (Enige 2)

Verstaan, matig (Verken, bladsy 18; Suksesvol, bladsy 22)

6.4.4 Lungi prefers routine/preventative maintenance to corrective maintenance for the machinery in the butchery. Discuss the consequences of each of the following maintenance methods.

(a) **Routine/preventative** maintenance will prevent the machinery from breaking down,✓ does not result in break-down in production✓ loss of earnings prevented.✓

(b) **Corrective maintenance** production will stop/lower income/profit✓ as machinery is only fixed if it breaks down.✓ A stop in production will lead to lower stock levels/char-grilled meat and this will cause a lower income/profit.✓

(Enige (4)

2)

Toepassing, matig (Verken, bladsy 25; Suksesvol, bladsy 25)

6.4.5 Read the information below and answer the VRAAG that follows.

A customer is buying meat for a small party of 10 people at her house.

Calculate the selling price for 10 of each: sausages, chicken and beef steak. Show ALL calculations.

$$R6.00 + R8.00 + R12.00 = R26.00✓$$

$$R26.00 \times 10✓ = R260.00✓$$

$$R260.00 \times 80\%✓ = R208.00✓$$

$$R260.00 + R208.00 = R468.00✓$$

OR

$$(R6.00 \times 10) + (R8.00 \times 10) + (R12.00 \times 10)$$

$$= R60.00✓ + R80.00✓ + R120.00✓$$

$$= R260.00$$

$$R260.00 \times 80\%✓ = R208.00✓$$

$$R260.00 + R208.00 = R468.00✓$$

(6)

Toepassing, matig (Verken, bladsy 37-38; Suksesvol, bladsy 39-40)

NOTE: NO mark must be given for the selling price of R468.00 if there is not an R.

6.4.6 Analyse the requirements of a potentially profitable business opportunity that Lungi had at his disposal.

- He has business skills✓has a business management degree✓he employs skilled personnel – waiters/chef/butcher✓
- The meat/product/service meets the needs of the target market✓ as it can be bought raw/char-grilled, eaten in the Farm Inn restaurant/ordered for collection and take-away.✓
- His business/product has a competitive edge✓as it is the only butchery that sells char-grilled meat which can be ordered and collected for take away.✓
- The customers are prepared to pay the prices✓because of the good quality of meat✓and the convenience of not having to char-grill meat themselves.✓
- The location of the business is suitable✓as the Farm Inn restaurant is in an upmarket shopping mall/the butchery is in the local town.✓
- He had enough capital/start-up money✓as he inherited an existing small cattle farm.✓

(8)

4x2)

Analisering, moeilik (Verken, bladsy 7-8; Suksesvol, bladsy 10–12)