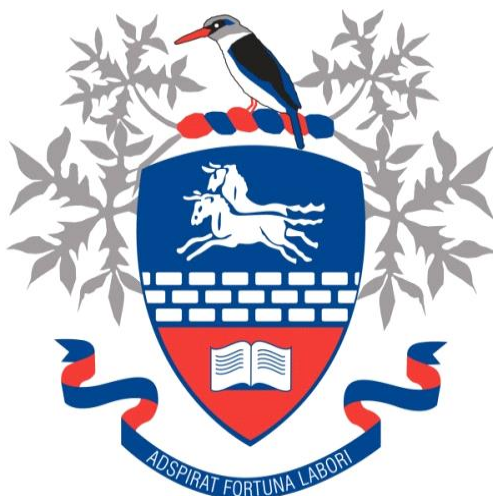


Hillcrest High School



Consumer Studies

Grade 12

June 2022

MEMORANDUM

Time: 3 Hours

Total: 200 Marks

Examiner: Mrs S.J. Geel

Moderator: Mrs J. Bega

INSTRUCTIONS AND INFORMATION

1. This question paper consists of FOUR questions.

QUESTION	CONTENT	MARKS	TIME (minutes)
1.	Short Questions (All topics)	50	40
2.	Food and Nutrition	60	60
3.	Clothing	40	35
4.	Entrepreneurship	50	45
TOTAL:		200	180

2. ALL the questions are COMPULSORY and must be answered in the ANSWER BOOK.
3. Number the answers correctly according to the numbering system used in this question paper.
4. Start EACH question on a NEW page.
5. Draw a MARKING MARGIN.
6. You may use a calculator.
7. Write in black or blue ink only.
8. Pay attention to spelling and sentence construction.
9. Write neatly and legibly.

QUESTION 1: SHORT QUESTIONS

1.1. Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1. The index on a scale of 1–100 for the carbohydrates group that when eaten will result in a sudden and rapid rise of glucose in the blood. (1)

- A 1–55
- B **70 or more** ✓
- C 56–69
- D 54 or less

1.1.2. A food additive type that prevents rancidity in fats: (1)

- A Emulsifier
- B Stabiliser
- C Preservative
- D **Anti-oxidant** ✓

1.1.3. The nutrient content on a product label for sodium is 120 mg per 100g. This means the salt content is ... (1)

- A High
- B Very Low
- C **Low** ✓
- D Virtually Free

1.1.4. A 'sell-by date' means the ... (1)

- A **last date that the product is for sale.** ✓
- B same thing as an expiry date.
- C the date that it is unsafe to eat.
- D product will be safe if stored correctly.

1.1.5. Food labelling legislation benefits the consumer in that ... Choose the INCORRECT answer. (1)

- A they enforce truthful descriptions.
- B the consumer is given basic information.
- C **misleading claims can be justified.** ✓
- D consumers can make informed decisions.

- 1.1.6. Substances added to food to enhance the flavour, texture, appearance or to preserve it: (1)
- A Preservatives
 - B Flavourings
 - C Colourants
 - D **Food Additives** ✓
- 1.1.7. A disadvantage of organic farming: (1)
- A Crops cannot be grown in winter.
 - B Less land is required for growing.
 - C **Weeds are difficult to control.** ✓
 - D Yields of crops are higher.
- 1.1.8. One is advised to eat more fatty ... to limit the risk of coronary heart disease. (1)
- A Beef
 - B Chicken
 - C Mutton
 - D **Fish** ✓
- 1.1.9. A description for the curve of a fad on the fashion cycle graph: (1)
- A Slight rise that reaches a plateau
 - B **Rise sharply and decrease rapidly** ✓
 - C Resembles the shape of a wave
 - D Shows a dip in the centre
- 1.1.10. An example that stimulates fashion change: (1)
- A When the repo rate has increased
 - B The coronavirus pandemic lockdown
 - C **Fashion information is marketed** ✓
 - D A country with severe flooding
- 1.1.11. Retrospective fashions are ... (1)
- A expensive exclusive successful styles.
 - B those that pre-empt the next fashion trend.
 - C **looks back at the past at previous eras.** ✓
 - D styles that have a short life span.

- 1.1.12. Negative effect of brand piracy: (1)
- A Creates competition in the market
 - B The image of brand holders is improved
 - C Registered trademarks increase their profits
 - D **Registered trademarked goods do not enter the market** ✓
- 1.1.13. Eco-fashion implies that ... (1)
- A chemical dyes were used to colour fabrics for garments.
 - B inorganically grown cotton is environmentally friendly.
 - C only synthetic fibres are used to manufacture garments.
 - D **the manufacturing process does not harm the environment.** ✓
- 1.1.14. A cash flow projection ... (1)
- A **shows the movement of money in a future period.** ✓
 - B identifies the sales targets for the next few weeks.
 - C is a detailed description of a marketing plan.
 - D is a list of all the expenses incurred.
- 1.1.15. Which entrepreneur made a bad choice with regard to the availability of raw materials? (1)
- A Bonita buys all her raw materials in a nearby town.
 - B Lindiwe's raw materials are delivered monthly from the city.
 - C Sihle's raw materials are produced locally.
 - D **Pete imports high-quality raw materials from Somalia.** ✓
- 1.1.16. The factor that clearly influences the efficient production of the products of an entrepreneur who moves to larger premises to be more organised: (1)
- A Consumer appeal
 - B Hygiene of workers
 - C **Tidy workspace** ✓
 - D Efficient use of time
- 1.1.17. An effective advertisement for your product will ... (1)
- A only have one core message for the customer.
 - B **entice the consumer to use your product.** ✓
 - C focus on consumers basic needs.
 - D make a claim about the brand name.

1.1.18. The pricing strategy refers to ... (1)

- A **the method used to price the products or services.** ✓
- B making enough profit for the business to survive.
- C analysing pricing data that determine pricing.
- D factors that determine your production costs.

1.1.19. The purpose of a financial feasibility study will determine: (1)

- A The profit made at the financial year end
- B The employee, community, and product safety
- C An effective way to reach potential clients
- D **Whether to go ahead with the business idea** ✓

1.1.20. The factor that improves staff morale and motivation: (1)

- A Quality controls
- B Storage procedures
- C **Staff training** ✓
- D Customer relations

1.2. Indicate the type of food additive that is used in each of the descriptions below. Write down only the word/term next to the question number (1.2.1–1.2.3) in the ANSWER BOOK.

1.2.1. Additives added to margarine to mix oil and water permanently. (1)
Emulsifiers. ✓

1.2.2. Additives used in frozen yoghurt to prevent large crystals. (1)
Stabilisers. ✓

1.2.3. Additives added to freshly milled flour to change the yellowish tint. (1)
Bleaches. ✓

1.3. Study the illustration below and answer the questions that follow. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.



1.3.1. Select TWO foods from the list that are typical for causing E. coli infection: (2)

Peanut butter; **unpasteurised milk** ✓; cheese, **undercooked meat** ✓; eggs; bread.

1.3.2. Identify the organ that is affected by the Hepatitis A: (1)

stomach; small intestine; large intestine; lungs; **liver** ✓

1.3.3. Select ONE range of time that the symptoms for gastroenteritis may last: (1)

2 weeks; **1–7 days** ✓; 12–48 hours; 2–12 hours.

1.3.4. Select TWO additives present in bread: (2)

Calcium propionate ✓; citric acid; bleach; benzoic acid

1.3.5. The nutrient content on cheese wrapper states low fat therefore the grams of fat per 100 g would be: (1)

1,5 g or less, 6 g or less, **maximum 3 g or less** ✓, 300 mg


1.4. Choose the explanation from COLUMN B that matches the term in COLUMN A. Write only the letter (A–H) next to the question numbers (1.4.1 to 1.4.4) in the ANSWER BOOK, for example 1.4.5 I.

COLUMN A TERM			COLUMN B EXPLANATION	
1.4.1.	Fashion Cycle	E ✓	A	A fashion trend which is outdated
1.4.2.	Contemporary Fashion	D ✓	B	The general direction the fashion style follows
1.4.3.	Obsolete	A ✓	C	The outline of the garment
1.4.4.	Accessory	H ✓	D	Fashion is available to many at affordable prices
1.4.5.	Silhouette	C ✓	E	The path that fashion trends take
			F	Inexpensive clothing produced rapidly
			G	Appropriate for everyday wear
			H	A decorative item that can make the outfit look more stylish

(5 X 1)

(5)

1.5. Select FIVE CORRECT statements regarding the photograph below. Write only the letters (A–J) next to the question number (1.5) in the ANSWER BOOK.

	<p>The woman is wearing a sleeveless shift dress with three different colours.</p> <p>The dress is dark blue from the shoulders to the middle of the thigh with a 5 cm white strip below the dark blue and a 20 cm blue-green strip which ends just above the knee.</p> <p>The man is wearing blue jeans with a white and blue check shirt and a light blue blazer.</p> <p>[Source: www.truworths.co.za]</p>
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- A **The blazer is a classic fashion item.**
- B The blazer is a good example of retrospective fashion.
- C The colour of the blazer creates the illusion that the man's figure is slenderer.
- D **The colour of the dress creates the illusion that the woman's figure is slender.**
- E The dress is a fashion fad.
- F **The dress draws attention to the woman's legs.**
- G **The dress is suitable for a professional job.**
- H **The dress shows harmony of colour.**
- I The man's whole outfit is suitable for a professional job.
- J The man's jeans are suitable for formal occasions.

(5)

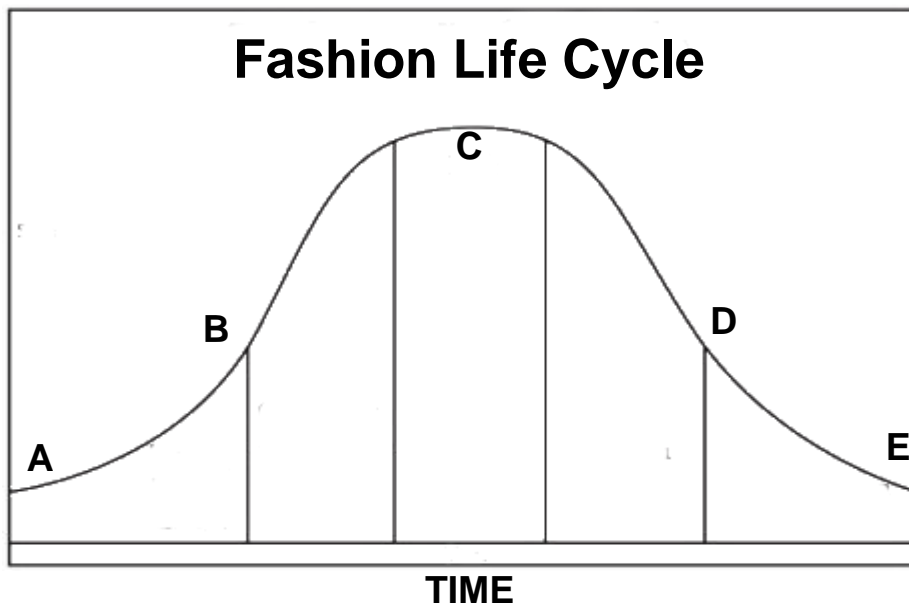
1.6. Choose the description from COLUMN B that matches the term in COLUMN A. Write only the letter (A–G) next to the question number (1.6.1–1.6.4) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A TERM		COLUMN B DESCRIPTION	
1.6.1.	Capital	B ✓	A costs such as wages, electricity, water, administration and cleaning
1.6.2.	Overheads	A ✓	B money or assets used to start a business
1.6.3.	Production Costs	G ✓	C surplus after expenses have been deducted
1.6.4.	Profit	C ✓	D the cost of the product is covered by the sales
1.6.5.	Cost Price	F ✓	E the flow of money into and out of the business
			F the price displayed on the product that includes all costs
			G the total amount paid for materials, labour and overheads

(5 x 1)

(5)

1.7. Identify labels A – E in the Fashion Cycle Diagram. Write only your answer next to the letter (A – E) in your ANSWER BOOK.



(5 x 1)

(5)

- A **Introduction** ✓
- B **Incline / Increase** ✓
- C **Peak** ✓
- D **Decline / Decrease** ✓
- E **Obsolete** ✓

1.1.1.	B ✓	(1)
1.1.2.	D ✓	(1)
1.1.3.	C ✓	(1)
1.1.4.	A ✓	(1)
1.1.5.	C ✓	(1)
1.1.6.	D ✓	(1)
1.1.7.	C ✓	(1)
1.1.8.	D ✓	(1)
1.1.9.	B ✓	(1)
1.1.10.	C ✓	(1)
1.1.11.	C ✓	(1)
1.1.12.	D ✓	(1)
1.1.13.	D ✓	(1)
1.1.14.	A ✓	(1)
1.1.15.	D ✓	(1)
1.1.16.	C ✓	(1)
1.1.17.	B ✓	(1)
1.1.18.	A ✓	(1)
1.1.19.	D ✓	(1)
1.1.20.	C ✓	(1)

[20]

1.2.1.	Emulsifiers. ✓	(1)
1.2.2.	Stabilisers. ✓	(1)
1.2.3.	Bleaches. ✓	(1)

[3]

1.3.1.	Unpasteurised Milk. ✓	(1)
	Undercooked Meat. ✓	(2)
1.3.2.	Liver. ✓	(1)
1.3.3.	1 – 7 Days. ✓	(1)
1.3.4.	Calcium Propionate. ✓	(1)
	Bleach. ✓	(2)
1.3.5.	Max 3g or less. ✓	(1)

[7]

1.4.1.	E ✓	(1)
1.4.2.	D ✓	(1)
1.4.3.	A ✓	(1)
1.4.4.	H ✓	(1)
1.4.5.	C ✓	(1)

[5]

- 1.5.1. **A** ✓ (1)
D ✓ (1)
F ✓ (1)
G ✓ (1)
H ✓ (1)
(ANY ORDER)

[5]

- 1.6.1. **B** ✓ (1)
1.6.2. **A** ✓ (1)
1.6.3. **G** ✓ (1)
1.6.4. **C** ✓ (1)
1.6.5. **F** ✓ (1)

[5]

- 1.7.1. **A = Introduction** ✓ (1)
B = Incline / Increase ✓ (1)
C = Peak ✓ (1)
D = Decline / Decrease ✓ (1)
E = Obsolete ✓ (1)

[5]

QUESTION 2: FOOD AND NUTRITION

- 2.1. Define the following terms:
- 2.1.1. Allergen (2)
A substance that causes an allergic reaction. ✓✓
- 2.1.2. Allergies (2)
Abnormal reactions of the immune system to substances that are normally harmless. ✓✓
- 2.1.3. HIV (2)
The Human Immunodeficiency Virus. ✓✓
- 2.1.4. AIDS (2)
Acquired Immune Deficiency Syndrome. ✓✓
- 2.1.5. Malnutrition (2)
When the body does not get enough nutrients, because of an inadequate diet or because of an inability to absorb or use nutrients. ✓✓
- 2.2. Give the name of the ranking system that classifies food containing carbohydrates according to how they affect blood glucose levels. (1)
Glycaemic Index. ✓
- 2.3. Give a brief description of the condition *diabetes*. (3)
ANY 3
- **Diabetes is a chronic disease in which the blood-glucose level is abnormally high ✓ because the body 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 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. ✓**
- 2.4. State TWO roles of insulin in the body. (2)
- **Maintains normal blood glucose levels. ✓**
 - **Stimulates the enzymes in muscle and fat tissue to remove sugar from the blood. ✓**
 - **Transports glucose from the bloodstream into the cells. ✓**
 - **Break down / changes glucose / sugar into energy. ✓**

2.5. Explain what the consumer can do to prevent type 2 diabetes. (5)

ANY 5

- **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. ✓**
- **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.**

2.6. Read the case study below and answer the question that follow.

Sally is not a diabetic. She ate too many sweets and cake for her afternoon snack. This has caused her blood glucose level to rise rapidly.

2.6.1. Explain in detail her body's response to the quick release of so much glucose into her blood. (5)

- **She will have an energy boost / rapid rise in glucose level. ✓**
- **The body / pancreas will respond/secrete insulin ✓ as she will now have hyperglycaemia / high blood sugar. ✓**
- **Insulin is secreted by the pancreas to remove the excess glucose from the bloodstream. ✓**
- **Insulin allows glucose to be transported to the cells for energy ✓**
- **Excess glucose is converted to glycogen for storage ✓ (used at a later stage).**
- **Eating high-GI foods on their own/eating wrong foods ✓ causes the body to overreact to the high sugar content and releases too much insulin. ✓ The blood sugar levels will drop too low/rapid fall in blood glucose ✓/ She will have hypoglycaemia / caused by sudden removal of glucose from the blood. ✓**
- **This leads to symptoms such as feeling hungry, headache, shaky, sweaty, cold, tired, weak, dizzy. ✓**

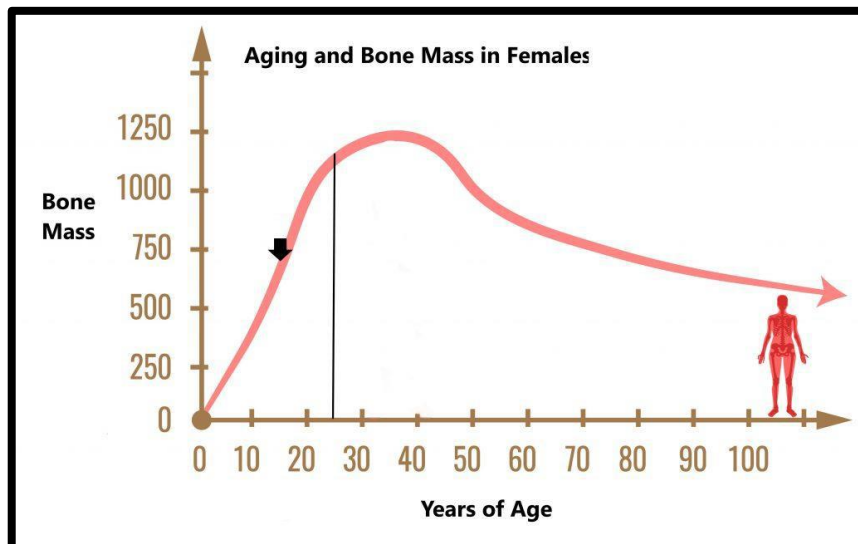
NOTE: Maximum ONE symptom for the symptom mark as this is not the emphasis of the question.

2.7. Compare the management of the diet for diabetes and osteoporosis sufferers with reference to the following recommendations. Tabulate your answer as follows:

	RECOMMENDATION	DIABETES	OSTEOPOROSIS
2.7.1.	A reason why protein should be reduced	To avoid stress on kidneys / excess protein over time will weaken bones ✓	The body draws calcium from the bones to neutralise the acids released when protein digested ✓
2.7.2.	The type of beverage that should be limited	Sugar rich drinks (fruit juice, fizzy drinks) / Alcohol / Full fat milk ✓	Tea / Coffee / Alcohol ✓
2.7.3.	A reason to include canned fish (sardines)	Fish is lower in fat / Unsaturated fat / to reduce risk of heart disease ✓	Is a source of calcium / Calcium in edible bones / good source of vitamin D ✓

(6)

2.8. Interpret the graph below to explain the relationship between aging and bone mass with the risk of osteoporosis in females.



[Source: <https://myfamilyphysio.com.au/osteoporosis>]

(6)

ANY 6

- Bone mass increases up to about 25 years ✓ As you age, bone mass decreases. ✓
- An increase in a younger person is due to the body building new bone faster than old bone is removed / bones repair quickly. ✓
- Bone density increases until 30 years. ✓
- Peak bone mass is reached at 25 to 30 years. ✓
- After 40 years – bone mass gradually reduces / bone density is lost. ✓
- New bone is not built as fast as it is removed / calcium is withdrawn from bones faster than it is replaced. ✓
- This can lead to osteoporosis / increases the risk of osteoporosis ✓ due to the bones been lost and not fully replaced ✓ which results in porous bones. ✓
- Bone mass decreases more after 50 years as bone loss is more rapid due to menopause ✓ oestrogen levels decrease. ✓
- Oestrogen would normally protect the bones against bone loss. ✓

- 2.9. Give THREE characteristics of organic foods excluding that they are non-GMO. (3)
ANY 3
- **Free of (synthetic) fertilisers / ✓ pesticides / insecticides / herbicides / chemicals. ✓**
 - **Does not use hormones. ✓**
 - **No growth regulators / stimulates. ✓**
 - **No livestock feed additives. ✓**
 - **Has more flavour than other fruits and vegetables. ✓**
- 2.10. Explain how food irradiation can extend the shelf life of food. (2)
It reduces / destroys / eliminates ✓ micro-organisms / bacteria / salmonella bacteria / insects in food ✓ using short waves / short light / radio waves into the food. ✓
- 2.11. Give THREE reasons why antioxidants are used as food additives. (3)
ANY 3
- **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 / discolouration in fruit and vegetables / fruit juice / soft drinks / canned vegetables / frozen fruit. ✓**
- 2.12. Read the following extract and answer the question that follows.

HOW TENDING A FOOD GARDEN LENDS TO GREATER FOOD SECURITY

While providing food parcels during the Covid-19 pandemic addresses the short-term needs of vulnerable communities, it does not make for a sustainable food security solution during or beyond the current crisis. The Community Market Gardens programme goes beyond helping communities meet their immediate food security needs, explains Ruth Butcher, CSI consultant at MAMAS Alliance: “When it comes to food gardens, not only are they providing food relief, but there is a transfer of skills, a sense of responsibility and pride in being able to provide for one’s family. There is direct food relief, as well as the potential to generate an income from the produce. This creates a full circle of sustainability.”

[Source: www.bizcommunity.com/Article/. Accessed on 6 July 2020.]

Analyse why self-sufficiency may be a means to address the need of food insecurity.

(6)

ANY 6

- **Self-sufficiency refers to growing your own crops / keeping livestock to produce some of their own food. ✓**
- **Food security is the individual's ability to obtain sufficient food on a day-to-day basis ✓/ that is also safe and nutritious. ✓**
- **Yet not all S.A. households have access to adequate food. ✓**
- **Organisations that provided food during the Covid-19 pandemic is a temporary solution. ✓**
- **Food inadequacy, hunger, poverty and high unemployment will remain a challenge. ✓**
- **This programme teaches people to become self-sufficient by teaching them the skills /educating people to grow their own crops therefore able to feed themselves and their families ✓ which will ensure that food will be available on a continuous basis. ✓**
- **This enables people to have these skills for life and there will be a sense of hope for the future. ✓**
- **The people can generate their own income by selling, produce that they have grown themselves. ✓**
- **They will reap the benefits of being an entrepreneur as they have started their own business/ (sense of responsibility, pride, reduce crime). ✓**
- **This in turn reducing poverty. ✓**
- **Sustainability is achieved as people can to a certain extent meet their own needs. ✓**
- **This addresses the issue of food insecurity where people would otherwise turn to cheap foods and consume a diet which is of a poor nutritional value ✓ which is then linked to chronic diseases such as obesity, diabetics, hypertension, and heart diseases. ✓**

2.13. Determine the different types of information that appears on food labels that relate to food safety and explain how each category guarantees consumer safety. (4 x 2)

(8)

- **The storage instructions ✓ so that the food stays safe to eat, for example, keep refrigerated or eat within 3 days of opening. ✓**
- **Date labelling / stamp ✓ so that the product can be consumed within the day and month time frame which could be harmful to health if not known / for example a use by date for perishable food. ✓**
- **A batch number / food recall information ✓ is essential for tracing the product so that it can be quickly recalled from the shelves in case of unsafe / unsuitable food. ✓**
- **An allergen list ✓ as a consumer can have an adverse reaction to a substance, they are sensitive to. / A severe reaction like an anaphylactic shock would be fatal. ✓**
- **Preparation / cooking / heating instructions so that the product is prepared at the correct temperature. Incorrect temperatures may not destroy micro-organisms / promote their growth**
- **Additives listed ✓ a consumer may be sensitive to an additive that is harmful to their health. ✓**
- **Ingredient list. ✓ A consumer may be sensitive / have adverse reaction to an ingredient that may not be in the allergen list. ✓**

[50]

QUESTION 3: CLOTHING

- 3.1. List the qualifying criteria for manufacturers to place the fairtrade logo below on their clothes. (3)



ANY 3

- 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. ✓

- 3.2. Name TWO technological factors that influence fashion change. (2)

ANY 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.

- 3.3. Write a paragraph to explain how a young adult's choice of clothing contributes to first impressions when he/she goes for a job interview. (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. ✓

- 3.4. Read the statement below and answer the questions that follow.

Consumers always look for new fashion trends.

- 3.4.1. Explain the effect that the constant consumer demand for new fashion trends will have on fashion cycles. (2)

ANY 2

- 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. ✓

3.4.2. Write a paragraph to explain the negative impact that the constant consumer demand for new fashion trends may have on the natural environment.

(4)

ANY 4

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. ✓

3.5. Suraya is short and stout. She has to select TWO items in the list below to wear to a business presentation. Give TWO reasons for EACH choice.

- Grey blazer
- Blue denim jeans
- Grey trousers
- Pink, floral long-sleeved T-shirt
- Red, chunky, knitted jersey
- White long-sleeved shirt

(2 X 3) (6)

GREY BLAZER

- 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 ✓

OR

LONG GREY PANTS

- 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 ✓

OR

WHITE LONG-SLEEVED SHIRT

- 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 ✓

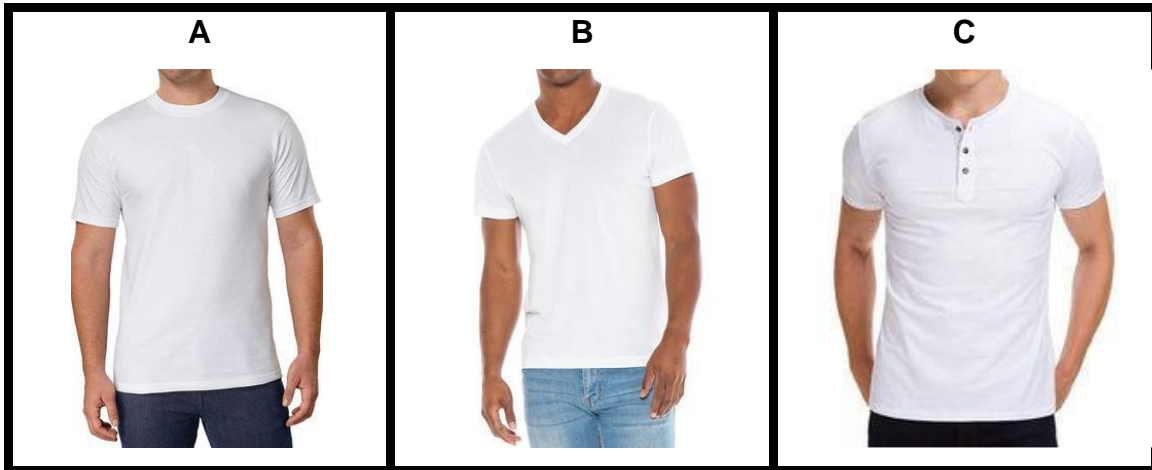
3.6. State TWO examples where a consumer can 'reuse' their clothing instead of the recycling option.

(2)

ANY 2

- Sell or exchange unwanted garments at a second time around / charity / thrift shop ✓
- Resew the garment into something new / upcycling ✓
- Donate clothing to a clothes bank / church / charity shop / hospice / to the needy ✓

3.7. Study the pictures below and answer the questions that follow.



3.8. 3.8.1. State TWO facts why the T-shirt is considered a classic. (2)

ANY 2 X 1

- It has been around for years / long time / timeless / lasted many seasons ✓
- It has remained popular ✓
- The design has simple lines / simplicity / basic style / tasteful ✓
- Appeals to a larger group of people ✓

3.8.2. Describe the term *style*. Refer to the pictures in your answer. (3)

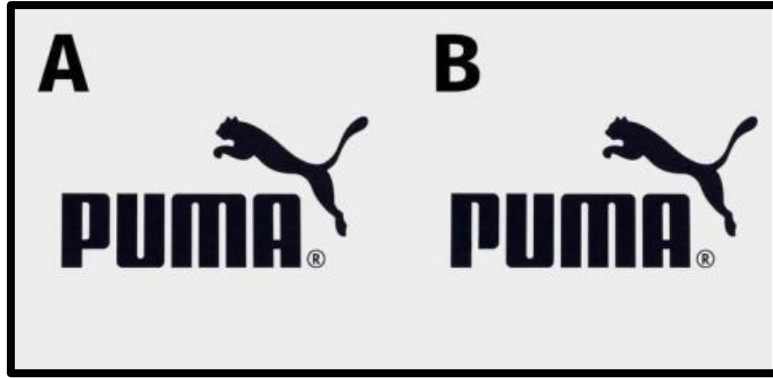
- **Style is the characteristics that make one item different from another product of the same type / Outline of the garment that distinguish one from another ✓**
- **The T-shirts differ in the shape of the necklines ✓**
- **A = Round neck, B = V-neck, C = button up ✓**

3.9. List TWO consequences of brand piracy for businesses. (2)

ANY 2

- **The original manufacturers lose millions of rands / sales ✓**
- **The image / reputation of the brand is harmed ✓ / less sales as customers lose faith in the brand / quality of item poorer**
- **It prevents the registered trademark owners from entering the markets where pirate brands are popular / already existing ✓**
- **It damages retailers selling legitimate products, resulting in missed opportunities to create jobs ✓ and results in actual job losses ✓**
- **No competition in the market. ✓ / Competitors are put off by the price war they will have to wage against the low prices of counterfeit goods.**
- **Countries do not receive custom duties / import tax on products entering the country ✓ and this is detrimental / negative impact on the economy ✓**

3.10. Describe why illustration **B** is an example of brand piracy.



[Source: Google images] (2)

ANY 2

- The name is very similar to the original. ✓
- There are very few changes to the cougar logo. ✓
- The original name and logo are protected by trademark law and it has been copied/used on purpose. ✓
- This misleads/confuses the customer. ✓

3.11. Read the scenario below and answer the question that follows.

More businesses are operating online. A virtual meeting with clients and colleagues with the webcam functioning will still require one to look professional. Appropriate clothing is good virtual etiquette – from the waist up at least.

[Examiner's own text]

Discuss why the outfit below is suitable for a virtual meeting.

ANY 3

- The top half is formal as only this is seen in a virtual meeting ✓ therefore the jeans and shoes are suitable as the bottom half ✓
- The shirt is not revealing. ✓ The jacket adds formality ✓
- The neutral colours (tan and white) will not be too flashy ✓
- The necklace is not too bulky ✓ and goes with the tan colour ✓
- The features of her face will be seen/emphasis is on the face so clothes will not dominate ✓

WORKING FROM HOME



Jacket: tan/taupe

Shirt: white

Necklace: gold

Jeans: blue

Shoes: white takkies
with tan stripe

[Source: Google images] (3)

3.12. Read the statement below and answer the question that follows.

Recycled polyester is definitely a sustainable option for our wardrobe. However, we need to be aware that it is still non-biodegradable and takes years to disappear once thrown away.

[Source: <https://www.sustainyourstyle.org>]

Explain the term *sustainable* as it relates to clothing and analyse the statement to conclude whether recycled polyester is sustainable or not.

(6)

Sustainable means that during the growing / production of crops and manufacturing of fabrics resulted in minimal impact on the environment/ environmentally friendly ✓ and resources are not depleted / damaged / made from renewable resources. ✓

Clothing made from recycled polyester / plastic bottles would otherwise land up as waste in our landfills. ✓ It means that less new fabrics must be manufactured, and some resources are saved (petroleum) ✓ and reduce our carbon footprint ✓ due to less energy and fewer chemicals to make recycled fibres ✓ less air pollution and greenhouse gases ✓ Therefore, it is a better option than buying clothing new. ✓

Recycled polyester is not biodegradable ✓ plastic is derived from petroleum which is non-renewable ✓ therefore is not environmentally friendly ✓ and therefore it does not fulfil the meaning of the word sustainable. ✓

To conclude: Recycled polyester is not sustainable. ✓

NOTE:

2 marks for the term sustainable.

3 marks for discussion relating to statement.

1 mark for the conclusion.

[40]

QUESTION 4: ENTREPRENEURSHIP

- 4.1. Define the term *target market*. (2)
A certain group of people who will be most likely to buy your product/service
OR
The group of people you aim to sell your product to ✓ ✓
- 4.2. Give TWO advantages of routine / preventative maintenance of equipment when running a business. (2)
ANY 2
 - **Ensures a continuous production flow / does not slow down / don't stop production. ✓**
 - **Reduces repairs therefore decreases costs of repairs. ✓**
 - **Reduces unscheduled maintenance which will disrupt production. ✓**
 - **Prevents unexpected interruptions/breakdowns during production. ✓**
 - **Prevents a loss of income for the business. ✓**
- 4.3. List THREE reasons why a business should do stock control. (3)
ANY 3
 - **Ensure the purchase of the correct, high quality raw materials and make them available for production. ✓**
 - **Avoids running low / shortage on raw materials which would slow down / stop production ✓ and harm reputation of the business when you miss orders. ✓**
 - **Prevents waste of raw materials due to incorrect purchasing or overstocking /damage in storage ✓ / Overstocking needs more storage space. ✓**
 - **Prevents spending too much money spent on stock that could be used more effectively elsewhere. ✓**
 - **Helps to prevent theft which will slow down production. ✓**
 - **It prevents waste – old, expired stock / use ingredients before they spoil. ✓**
- 4.4. List the information that should appear on a product label. (4)
ANY 4
 - **Name of Product. ✓**
 - **Trade Name / Trademark. ✓**
 - **Name and address of Manufacturer. ✓**
 - **Price / Price Code / Bar Code. ✓**
 - **Product Content. ✓**
 - **Size / M / L / XL, etc. ✓**
 - **Care Instructions. ✓**
- 4.5. List THREE objectives of advertisements. (3)
ANY 3
 - **Creating awareness about the product or service. ✓**
 - **To attract customers attention. / 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. ✓**

4.6. Explain the term *sustainable production*. (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. ✓

4.7. Read the scenario below and answer the questions that follow.

As a young boy Thabo discovered his enjoyment of cooking as he often helped his grandmother prepare the meals. After finishing school, he worked at a small bakery for one year, but the business closed because of the Covid-19 pandemic. He decided to start a food truck business. The following were some of the points he made when investigating his idea.

- Food is a necessity and there would always be a demand for ready-made food.
- As a mobile restaurant, he could drive to a busy area in town and sell to customers of all ages.
- His grandfather was prepared to rent his truck to him for a reasonable price.
- His uncle was prepared to assist him by investing in his small business.

Thabo needed a product that would be suitable for breakfast, lunch or a snack. He decided to sell roosterkoek and vetkoek with a variety of sweet or savoury fillings. He had all the equipment at home. He asked his friends to try out the fillings to ascertain which ones were tastier.

Each day he would get up early to make the dough and prepare the fillings. His price would range from R8,00 to R35,00 depending on the filling chosen by the customer. Cooldrinks would also be sold.

[Examiner's own text]

4.7.1. Identify the factor that was available to Thabo when he chose a product for his business from the sentences given below.

a) Thabo showed interest in food from a young age and gained knowledge at work. (1)
Availability of human skills. ✓

b) He would prepare the food before leaving home and when his truck is parked, the fillings would be placed into the products. (1)
Availability of workspace. ✓

4.7.2. State TWO advantages of Thabo using the truck as his point of sale. (2)
ANY 2

- **He can drive to where his target market is/be closer to the target market/ be in the right place. ✓**
- **He can distribute his products directly to the customers/ direct selling has more advantages. ✓**
- **He can be in contact with his target market/be very aware of their needs/make them feel important as he is personally selling his product. ✓**

- **Get feedback from the customers as they can speak to him and so improve his business/keep customer happy. ✓**
- **He can control his brand image himself as he is personally promoting the product. ✓**

4.7.3. Identify TWO start-up needs. (2)

ANY 2

- **Capital (from his uncle) ✓**
- **Truck ✓**
- **Ingredients ✓**
- **Cooldrinks ✓**
- **Sanitiser (in the truck) ✓**

NOTE: Not equipment, as he had all the equipment at home.

4.7.4. Discuss how the products will appeal to the target market. (4)

ANY 4

- **The products/roosterkoek and vetkoek is homemade not mass produced. ✓**
- **Can be eaten anytime in the day – breakfast, lunch and snacks. ✓**
- **Offers a choice of filling to suit customer preference. ✓**
- **The fillings were tasty and tested them out on his friends. ✓**
- **He would have used his own tried and trusted recipes. ✓**
- **Well known, popular products. ✓**
- **The products are bread / dough based so they are filling to satisfy hunger. ✓**
- **The products are reasonably priced/ value for money. ✓**
- **The business is coming to them, which is convenient. ✓**

4.7.5. Give THREE items of information that should appear on the label if the product was pre ordered and packaged. (3)

ANY 3

- **Name of the product. ✓**
- **Description of product (Filling flavour). ✓**
- **Contact details. ✓**
- **Ingredient list. ✓**
- **Date of manufacture / sell by date. ✓**

4.7.6. Describe SIX hygiene practices that need to be followed to ensure that the food is safe for the customers when selling the food from the food truck during the COVID-19 pandemic. (6)

ANY 6

- **He must wear a mask when assembling and selling the food. ✓**
- **Have hand sanitiser to sanitise his hands regularly. ✓**
- **Wipe the surfaces in the truck. ✓**
- **His hair must be covered. ✓**
- **Serve the food with gloves on. ✓**
- **Each individual portion must be separately sealed for sale. ✓**
- **Fillings and cooked dough must be covered when working with the food. ✓**

- There must be social distancing (1 meter) between him and the customer. ✓
- The customers must socially distance whilst in the queue. ✓
- The customers must all wear masks. ✓
- Have sanitiser to spray on customers' hands. ✓

4.7.7. Read the information below and answer the question that follows.

Thabo sells 80 curry mince vetkoek per week. His production cost is R125 per week. Thabo adds 70% profit to the production cost.

Calculate the profit that he will make per month.
(Work on 4 weeks per month)

Show ALL calculations.

$$R125 \times 80 \checkmark = R10\ 000 \checkmark$$

$$R10\ 000 \times \frac{70}{100} \checkmark = R7\ 000 \checkmark$$

$$R7\ 000 \times 4 \checkmark = R28\ 000 \checkmark$$

NOTE: The 'R' must be indicated to the final answer to be awarded the final mark.

4.7.8. Analyse why this business idea and the product choice has the potential to be a successful business.

- Thabo has always had an interest in the food industry as he enjoyed cooking from a young age and worked in a bakery, so it is likely he has a passion in this field of work. ✓ (He would likely be enthusiastic when promoting his business when he sells the food).
He has the human skills as he would have learnt from the days helping his grandmother and gained experience at the bakery. ✓
Thus, he has the capability to produce these products as his products are dough-based. ✓ He may also have picked up on business skills working in the bakery. ✓
- Thabo's product is fulfilling the need of a light meals/snacks and food is a basic need. / He established that there would always be a demand for ready to eat food / a necessity to eat in the day as he investigated this business idea. ✓ Offering cooldrink is suitable to go with the snacks and an easy way to get extra money as they will sell. ✓

(6)

(8)

- His target market would be all ages, so he has a potentially large target market. The variety of sweet and savoury fillings would appeal to specific preferences; ✓ he could also adapt the fillings to their likes / trends therefore, he shows understanding of the needs of the target market. This would increase the consumer appeal of the products so customers will want to buy his unique / homemade ✓ products. (trendy, fresh, good price) He can even use a simple cost effective, environmentally friendly packet to serve the food items. ✓
- He could use locally available ingredients / raw materials as this would reduce transport costs and not stop production while he waits for deliver from suppliers. ✓ It assures that the ingredients are fresh. He can tailor make the fillings to what is available. ✓
- He tested the business idea/product. He asked his friends to try out the fillings so got other input. ✓
- He is preparing the products from home and has the available workspace therefore has a production facility to plan the workflow / production line. ✓
- He is not trying to compete with large companies but offering something different and his enthusiasm will ensure excellent service therefore he has competitive advantage. ✓ He is planning to sell the products at a range of prices so it can meet the affordability of the customers. ✓ (This point can also be discussed under meeting the need and consumer appeal of the target market).
- The location of the truck. It will be parked at a busy area in town so he will be within reach of the target market ✓ (He does not have to spend money on delivery of goods for consumer appeal.)
- Available finance. His financial position is stable as he has the capital / low start-up costs to start the business. ✓

He does not have to borrow money from a bank, creating debt as his uncle will invest in the business and he can rent the truck from his grandfather at a reasonable price. ✓ This reduces a high capital outlay. He does not need to buy equipment as he has this at home. / He does not have high overheads. ✓ Working from home means he does not have to pay rent on a place to produce the products. ✓ No advertising costs will be necessary as people around there will see people eating and ask where they bought it. ✓

- He has the time and energy to put into the business as he does not have another job or another commitment. ✓
- In the scenario with the Covid-19 restrictions, he can still have a business where sanitising, the wearing of masks and social distancing in queues can be applied. ✓

- The business has the potential to expand as he has met the criteria of what is required in identifying a profitable business opportunity and the factors influencing his choice of suitable products as discussed above. ✓

NOTE:

This is a higher order question, and the candidates cannot just quote from the case study but need to show insight as to how the information is discussed in their analysis.

For the marking of this question, the underlined words in *Italics* indicate the topics relating to a potential business idea and the underlined words in **bold** indicate that the discussion around factors that are considered for a suitable product are covered.

[50]