



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**CONSUMER STUDIES
(EXEMPLAR)**

MARKS: 150

TIME: 2½ hours



This question paper consists of 17 pages.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of SIX questions.

SECTION	MARKS	TIME (mins)
Question 1: Short questions (All topics)	35	35
Question 2: The Consumer	25	25
Question 3: Food and Nutrition	30	30
Question 4: Clothing	10	10
Question 5: Housing	25	25
Question 6: Entrepreneurship	25	25
TOTAL	150	150

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. You may use a non-programmable calculator.
6. Write in black or blue ink only.
7. Pay attention to spelling and sentence construction.
8. 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 the letter (A–D) next to the question numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 The practice of collating and analysing numerical information is referred to as ...

- A data.
- B statistics.
- C a census.
- D a model. (1)

1.1.2 Which of the following is NOT an expense on a budget:

- A A gym contract
- B Insurance
- C Wi-Fi contract
- D Interest on saving (1)

1.1.3 If a person is credit worthy, they are likely to ...

- A use a credit card only in one store.
- B transfer money electronically.
- C purchase goods and services on credit.
- D meet their financial obligations. (1)

1.1.4 A credit bureau ...

- A dispenses information relating to the credit ratings of individuals.
- B hears and decides on cases involving consumers and credit providers.
- C protects the consumer in the credit market and makes credit more accessible.
- D protects and promotes consumer rights and raises related issues. (1)

1.1.5 A person who has a deficiency of water could have the following symptoms:

- A Oedema and constipation
- B Sweating and a headache
- C Tiredness and dehydration
- D Kidney strain and weakness (1)

- 1.1.6 The main sugar in milk:
- A Lactose
 - B Glucose
 - C Sucrose
 - D Fructose
- (1)
- 1.1.7 The scientific names for vitamin B2 and vitamin C are:
- A Niacin and retinol
 - B Thiamine and calciferol
 - C Riboflavin and ascorbic acid
 - D Riboflavin and folic acid
- (1)
- 1.1.8 A deficiency of iodine results in ...
- A tooth decay.
 - B too little thyroxine.
 - C weakened muscles.
 - D stunted growth.
- (1)
- 1.1.9 Night blindness is a symptom of a deficiency of ...
- A vitamin A.
 - B vitamin E.
 - C vitamin B1.
 - D vitamin B3.
- (1)
- 1.1.10 When everything in an outfit looks as if it belongs together, the design ...
- A is balanced.
 - B has good rhythm.
 - C has good proportions.
 - D is harmonious.
- (1)
- 1.1.11 A suitable suggestion for a female with a triangle body / pear shape:
- A Use horizontal lines in the lower body
 - B Wear bell-shaped skirts to make the hips appear slimmer
 - C Wear long v-necklines and a long necklace
 - D Use vertical lines above the waist to create width
- (1)

- 1.1.12 The fabric construction technique that is most suited for gym wear is ...
- A woven fabric.
 - B bonded fabrics.
 - C knitted fabric.
 - D heat bonded fabrics. (1)
- 1.1.13 A static-control finish means that the fabric ...
- A will not crease easily.
 - B is resistant to catching fire.
 - C will not cling to the body.
 - D does not attract dirt. (1)
- 1.1.14 Using a dominating horizontal line will make a room ...
- A seem higher and conveys stability.
 - B appear longer creating graceful movement.
 - C create a sense of height and informality.
 - D appear wider and offer a sense of calm. (1)
- 1.1.15 The décor in a living room is dusty pink and fern green. The colour harmony is therefore ...
- A complementary.
 - B analogous.
 - C double complementary.
 - D monochromatic. (1)
- 1.1.16 This colour would create a feeling of space and warmth in a small room:
- A Light orange
 - B Burnt orange
 - C Dark red
 - D Red orange (1)
- 1.1.17 A hue is made lighter by adding white, and the result is called ...
- A shade.
 - B tone.
 - C spectrum.
 - D tint. (1)

1.1.18 A business is said to be ... if it can survive successfully.

- A costly/expenditure
 - B standardised
 - C practical
 - D variable/changes
- (1)

1.1.19 A product specification is ...

- A the business statement of a unique idea.
 - B a product's required characteristics.
 - C the number of products the business sells.
 - D directing your product to a specific person.
- (1)

1.1.20 When the employees go on strike, the factor affecting the production costs are:

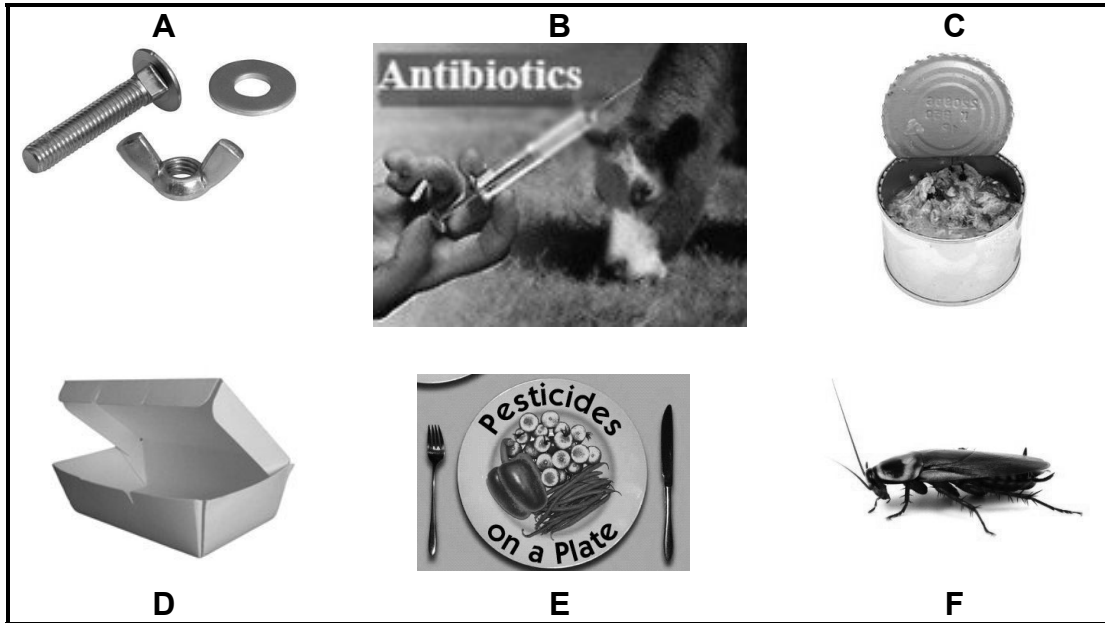
- A Electricity
 - B Labour
 - C Capital
 - D Natural resources
- (1)

1.2 Select the function in COLUMN B that matches the nutrient listed in COLUMN A. Write only the correct letter (A–G) next to the question numbers (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A NUTRIENT	COLUMN B FUNCTION
1.2.1 Water	A A concentrated form of energy
1.2.2 Vitamin K	B Necessary for nerve functioning
1.2.3 Fat	C Controls the body's temperature
1.2.4 Vitamin C	D Prevents cell damage
1.2.5 Folic acid	E Essential for maintenance of connective tissue
	F Needed for blood clotting
	G Forms genetic material/DNA

(5 x 1) (5)

1.3 Identify THREE examples of chemical contamination in food from the illustrations shown below. Write only the letters (A–F) next to the question number (1.3) in the ANSWER BOOK.



[Source: Google images]

(3)

1.4 Give ONE word for each of the descriptions below. Write only the word/term next to the question numbers (1.4.1–1.4.4) in the ANSWER BOOK.

- 1.4.1 Financial assistance from the government to improve the standards of living for people who are vulnerable to poverty
- 1.4.2 A recruitment scheme that promises great returns if more people are recruited
- 1.4.3 A central piece in the design acts as an attention grabber in a living space to create a point of interest
- 1.4.4 It is described as the fitting together throughout the design which creates a sense of unity (4 x 1)

(4)

1.5 Identify THREE examples that reflect the core principles of marketing. Write only the letters (A–F) next to the question number (1.5) in the ANSWER BOOK.

- A Reaching more people by advertising electronically.
- B When the business must retrench employees.
- C An overseas company will invest in the business.
- D Closing the business during the government imposed lockdown.
- E Five employees are not very punctual.
- F A new wing of the factory has been built to facilitate expansion.

(3 x 1)

(3)

[35]

QUESTION 2: THE CONSUMER

2.1 Study the following case study and answer the questions that follow.

Nwabisa shares an apartment with two friends. She follows a budget to organise her personal finances. She is working toward saving R4 800,00 over the year to go on a Christmas trip. Thus far she has saved R3 600,00. The following table shows her planned and actual figures for the month of October.

Income	Budget Rand	Actual Rand
Salary (Works fulltime)	7 500,00	7 500,00
Wages (Part-time work on weekends)	500,00	650,00
TOTAL	R8 000,00	R8 150,00
Expenses		
Savings for Christmas	400,00	400,00
Rent contribution to communal dwelling	2 500,00	2 500,00
Water and electricity (share)	275,00	300,00
Paying back her study loan	2 000,00	2 000,00
Contribution to communal groceries	1 600,00	1 600,00
Cellphone contract	340,00	340,00
Contribution to petrol for commune vehicle	330,00	300,00
Toiletries	230,00	230,00
Entertainment	325,00	375,00
Online clothing purchase		300,00

2.1.1 Define the term *budget*. (2)

2.1.2 Give TWO other sources of income for households in general, excluding salary. (2)

2.1.3 Discuss how the household composition / type of household has influenced her expenditure pattern. (4)

2.1.4 Identify TWO fixed expenses and TWO variables expenses. Tabulate as follow.

Fixed	Variable
(2)	(2)

2.1.5 Evaluate the budget. Compare the planned expenses with the actual expenses and give TWO corrective steps to balance the budget. (6)

2.2 Read the case study below and answer the questions that follow.

Shane uses his credit card to pay for many of his goods and services. He went to the local electronics store and used his credit card to buy a television. He spent over his credit limit again and will owe the bank interest on the outstanding amount. He will not be able to pay the interest back for a few months as he has outstanding debt on two store cards. He decided to seek assistance at one of the debt counselling services.

- 2.2.1 Give the TWO disadvantages for Shane using a credit card for his purchases. (2)
- 2.2.2 Identify the credit provider in this case study. (1)
- 2.2.3 The National Credit Act (NCA) serves to protect consumers. Name ONE area that the NCA stipulates in the case of credit cards. (1)
- 2.2.4 Explain how the debt counselling service will help Shane. (3)

[25]

QUESTION 3: FOOD AND NUTRITION

3.1 Sardines are known to be a healthy animal protein food source.

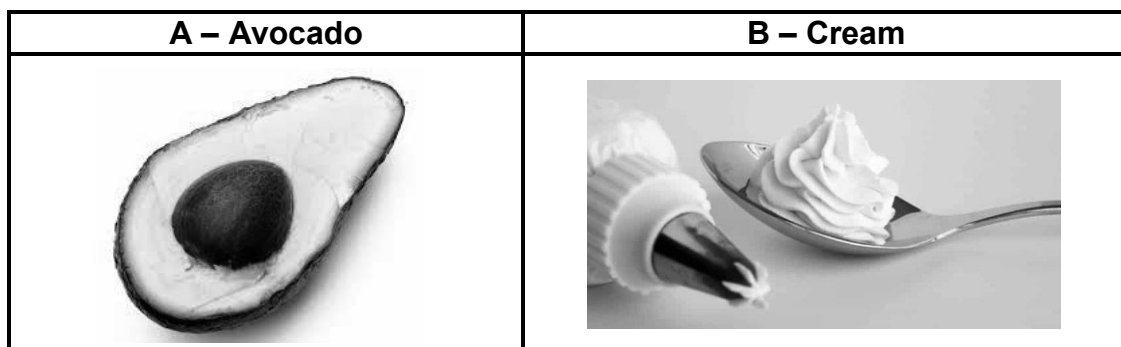
3.1.1 State TWO other animal protein sources. (2)

3.1.2 Give the vitamin that is only found in animal products. (1)

3.1.3 Give an essential fatty acid found in fish and give ONE function of this fatty acid. (2)

3.1.4 Explain how sardines are of a high biological value. (3)

3.2 Refer to the illustrations below to answer the questions that follow.



[Source: Google images]

Compare the types of fat found in the foods labelled **A** and **B**. Tabulate your answer as follow.

	A – Avocado	B – Cream	
Type of fat	(1)	(1)	
Effect on blood cholesterol levels	(1)	(1)	
Another food item example of this same type of fat	(1)	(1)	(6)

3.3 Read the following information and answer the questions that follow.

Adequate nutrition is important during the young adult years for proper growth and development. Today's teenagers consume more than the recommended amounts of fat, added sugars, simple carbohydrates, inadequate amounts of whole grains, iron and calcium. Focusing on including the necessary nutrients in a young adult's diet can help them have more energy and be healthier.

[Adapted from healthyeating.sfgate.com]

- 3.3.1 State the main function of calcium and list TWO nutrients that work together with calcium to help it function more effectively. (4)
- 3.3.2 Explain why a young female adult requires more iron than a male of the same age. (2)
- 3.3.3 Describe the role of iron in preventing the feeling of tiredness that is a symptom of iron deficiency (anaemia). (4)
- 3.3.4 Discuss the implications when young adults consume more amounts of added sugars, simple carbohydrates and inadequate amounts of whole grains in their diet. (3 x 2) (6)

[30]

QUESTION 4: CLOTHING

4.1 Refer to the illustrations below and answer the questions that follows.



[Source: Google images]

- 4.1.1 State TWO fabric finishes that can be applied to alter the appearance of the cotton fabric used to make the shirt. (2)
- 4.1.2 The coat is made from wool. Discuss ONE fabric property that would make the coat comfortable to wear. (2)
- 4.1.3 Identify the dominant line in the shirt and give the effect it would have on the body. (3)
- 4.1.4 Discuss how rhythm is achieved in the outfit. (3)

[10]

QUESTION 5: INTERIOR

5.1 Refer to the pictures below and answer the questions that follow.



[Source: Google images]

- 5.1.1 Define the term *texture*. (2)
- 5.1.2 Discuss what effect the texture of the headboard will have on the room. (2)
- 5.1.3 The bedside lamp in picture is a similar style to the example shown below. Discuss the principle proportion as applied to the lamp. (3)




[Source: Google images]


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

Betty has limited space in her wardrobe. She needs to purchase a storage box for her bedroom so that she can pack away her winter clothes. She wants to be an environmentally responsible consumer when making her choice. She has narrowed her selection down to the following three options.


A – Wooden Kist



B – Cane



C – Plastic

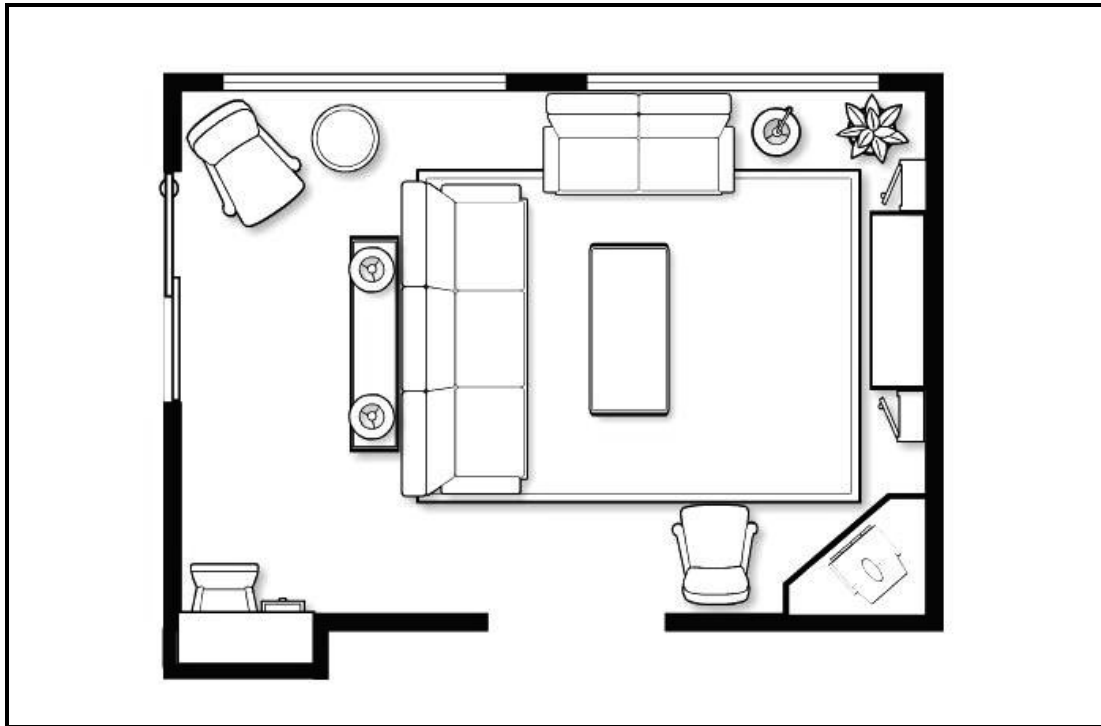


Compare the three boxes according to the suitability for her need and whether it is made from an eco-friendly material. Tabulate your answer as follows.

Criteria	A – Wood	B – Cane	C – Plastic
Suitability for need	(1)	(1)	(1)
Eco-friendly	(1)	(1)	(1)

(6)

5.3 Study the furniture plan below and answer the questions that follow.



- 5.3.1 State the zone represented by this lounge. (1)
- 5.3.2 Identify ONE other activity besides the conversation area that is provided for in this room. (1)
- 5.3.3 Discuss the different types of lighting that is evident in this room. (4)
- 5.3.4 Evaluate the furniture arrangement in the room. (6)

[25]

QUESTION 6: ENTREPRENEURSHIP

6.1 Read the case study below and answer the questions that follow.

Angie's grandmother taught her the basics of sewing when she was in Grade 8. Over the past few years, she has sewn some garments using basic patterns. When the coronavirus outbreak started in South Africa, she decided to make herself a face mask. She did some research on the internet and created two designs. The one design is where the elastic is worn over the ears and for the other design the elastic goes behind the head. She had old pillow slips to use for the fabric that could be cut up and they were a good quality tight weave cotton. She tested the masks out to check that the fit was comfortable, and that the fabric was breathable. Her friend asked her to make her a mask for her. Soon she realised with the rising pandemic that there was a need for masks. By selling masks it would help contribute towards the family income. She was confident in herself and promoted her masks on social media. She was overwhelmed with people wanting to place orders.

She wanted her masks to be reusable, washable, limit the spread of COVID-19 as well as protect people from dust and help those who suffer from sinuses. She must cover her production costs, but the sale price must be affordable. Once the old pillow slips were recycled into masks, she would use some of her profit to buy good quality cotton. She decided to help her community by pledging to give a mask away to the needy for every two masks that she sold.

She was sure that in the future there would still be a demand for masks, as she could make them as a stylish fashion accessory.

[Examiner's own text]

- 6.1.1 State TWO characteristics that Angie has, that are positive strengths for an entrepreneur to possess. (2)
- 6.1.2 Identify TWO groups of people that her mask would appeal to besides protecting people from the virus. (2)
- 6.1.3 Name any THREE P's in the marketing mix and match an example from the case study to each one. (6)
- 6.1.4 Identify the stage that her masks would be at in the product life cycle at these parts of the case study:
- (a) She promoted her masks on social media (1)
 - (b) There would still be a demand and she could make them as a stylish fashion accessory (1)

6.1.5 Discuss how her masks had a competitive edge at the time when the masks were required for the pandemic. (4)

6.2 Angie's requirements and the cost of materials and packaging for ten masks is as follow.

REQUIREMENTS	COST
Fabric: needs 1 metre	R79,99 per metre
Sewing thread: needs $\frac{1}{4}$ reel	R15,65 per reel
Elastic: 3 metres	R5,95 per metre
Labels: pack of 10	R2,70
Packaging: pack of 10	R10,00

6.2.1 Calculate the production cost for 10 masks. (3)

6.2.2 Calculate the profit on 10 masks if she adds 75% mark up. (3)

6.2.3 Calculate the selling price of ONE mask. Round off to the nearest rand. (3)

[25]

TOTAL: 150



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GRADE 11

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**CONSUMER STUDIES
MARKING GUIDELINE
(EXEMPLAR)**

MARKS: 150

This marking guideline consists of 11 pages.

QUESTION 1: SHORT QUESTIONS

1.1	1.1.1	B ✓		
	1.1.2	D ✓		
	1.1.3	D ✓		
	1.1.4	A ✓		
	1.1.5	C ✓		
	1.1.6	A ✓		
	1.1.7	C ✓		
	1.1.8	B ✓		
	1.1.9	A ✓		
	1.1.10	D ✓		
	1.1.11	B ✓		
	1.1.12	C ✓		
	1.1.13	C ✓		
	1.1.14	D ✓		
	1.1.15	A ✓		
	1.1.16	A ✓		
	1.1.17	D ✓		
	1.1.18	C ✓		
	1.1.19	B ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	C ✓		
	1.2.2	F ✓		
	1.2.3	A ✓		
	1.2.4	E ✓		
	1.2.5	G ✓	(5 x 1)	(5)
1.3	B, C, E ✓✓✓ (Any order)		(3 x 1)	(3)
1.4	1.4.1	Social (security) grant ✓		
	1.4.2	Pyramid (scheme) ✓		
	1.4.3	Emphasis / Focal point ✓		
	1.4.4	Harmony	(4 x 1)	(4)
1.5	A C F ✓✓✓		(3 x 1)	(3)
				[35]

QUESTION 2: THE CONSUMER

2.1 2.1.1 Definition of budget

A spending plan / detailed breakdown for a specific period of time ✓ where the income and expenditure are estimated/planned. ✓ (2)

2.1.2 Two other sources of income

Casual wages, social grants, pension, UIF, government pension, business profits / investments, fringe benefits, income from produce ✓✓ (Any 2) (2)

2.1.3 Discuss how the household composition / type of household has influenced her expenditure pattern

Nwabisa shares with 2 other friends / there are 3 of them sharing. ✓ All 3 earn an income ✓ therefore more disposable income. ✓ Her expenditure would be on holidays, social activities and clothing ✓ as she has no dependants. ✓ (Any 4) (4)

2.1.4

Fixed	Variable
Rent ✓ Study loan ✓ Cellphone contract	Water and electricity ✓ Groceries ✓ Petrol Toiletries Entertainment
(Any 2) (2)	(Any 2) (2)

(4)

2.1.5 Evaluate the budget

- She had R8 150 ✓ to spend and spent R8 355 ✓
- She had a deficit/ shortfall of R345 ✓
- She spent more than planned on water and electricity / R25 more ✓ and R50 more on entertainment ✓
- She spent R300 for online shopping (clothes) that she did not budget for ✓
- She spent less on petrol / R30 less ✓ (Max. 4)

Corrective steps

- She should not have bought online clothing as then her budget would have balanced ✓
- If she wanted the clothing, she could cut down on entertainment / check if she should by luxuries instead of groceries ✓
- She should aim to save R800 (10%) ✓
- She has not put money aside for the unexpected / emergencies ✓
- May save a bit by watching a movie at home/ not eating out ✓ (Max. 2) (6)

NOTE: The question states that TWO corrective steps must be given – no full marks unless steps are included.

- 2.2 2.2.1 **Disadvantages of credit card**
- He will pay interest if he does not pay the bank back by the given date of the month ✓
 - Interest is higher on credit cards / costs more ✓
 - It is easy to overspend ✓
 - Using the card irresponsibly leads to debt / financial burden ✓
- (Any 2) (2)
- 2.2.2 **Credit provider**
The bank ✓ (1)
- 2.2.3 **NCA stipulation**
They stipulate the maximum interest rate / costs that can be charged ✓ (1)
- 2.2.4 **Explain how the debt counselling service will help Shane**
- They will do an assessment to see if he is in debt ✓
 - They will assist him to reach a repayment arrangement with the bank ✓
 - They will help him plan a budget ✓
 - He will be given a clearance certificate when the debt is paid ✓
- (Any 3) (3)
- [25]**

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1 **TWO other animal sources**
Meat, poultry, eggs, milk and milk products / cheese ✓✓ (Any 2) (2)
- 3.1.2 **Vitamin only found in animal products**
Vitamin B12 ✓ (1)
- 3.1.3 **Fatty acid and function**
Omega-3 / linolenic **OR** Omega-6 / linoleic ✓
Essential for growth / brain development / necessary for good health ✓ (2)
- 3.1.4 **High biological value**
The protein in sardines can maintain/repair body tissue ✓ and provide growth. ✓ It is high when the protein contains all 8 / the essential amino acids ✓ making it a better quality protein / complete protein. ✓ (Any 3) (3)

3.2 **Type of fats**

	A – Avocado	B – Cream
Type of fat	Monounsaturated ✓	Saturated ✓
Effect on blood cholesterol levels	Lowers blood cholesterol levels ✓	Raises blood cholesterol levels ✓
Another food item example of this type of fat	Fish oils Olive oil, canola oil, peanut oil, peanuts, pecan nuts, almonds	Meat, chicken, some fish oils bacon, eggs, butter, hidden in milk and cheese
	Any 1 example ✓	Any 1 example ✓

(6)

NOTE: Subtract -1 mark if not tabulated.

- 3.3 3.3.1 **Main function of calcium**
Formation of strong bones ✓ and teeth ✓
- TWO nutrients that work with calcium**
Phosphorous ✓ and Vitamin D ✓ (4)
- 3.3.2 **Female – higher iron needs**
With menstruation ✓ iron will be lost / compensate for iron loss ✓ (2)
- 3.3.3 **Describe the role of iron in preventing the feeling of tiredness that is a symptom of iron deficiency, anaemia.**
Iron is needed for haemoglobin ✓ which carries oxygen to the cells/ tissues ✓
If oxygen does not reach the cells, they will not have energy / cannot function efficiently/fatigue will set in ✓
Haemoglobin is found in red blood cells ✓ (4)

3.3.4 **Discuss the implications when young adults consume more amounts of added sugars, simple carbohydrates and inadequate amounts of whole grains in their diet.**

Excess sugar leads to tooth decay, ✓ causes obesity ✓ as the excess energy is stored as fat ✓ and this will lead to a feeling of fullness so less nutritious foods will be eaten. ✓ (Max. 2)

Excess carbohydrates are first converted to glycogen ✓ if not used its converted to fat ✓
Simple carbohydrates are refined therefore it lacks fibre. ✓ (Max. 2)

Inadequate intake of whole grains in a diet results in a lack of fibre ✓
which is needed for bowel movement ✓ and they will suffer constipation, ✓ haemorrhoids ✓ and colon cancer ✓
Fibre increases feeling of fullness therefore less snacking ✓
Controls glucose levels in blood ✓
Plays a role in lowering cholesterol levels ✓ (Max. 2) (3 x 2) (6)

[30]

QUESTION 4: CLOTHING4.1 4.1.1 **TWO fabric finishes**

- Calendering ✓
- Mercerising ✓
- Sanforising ✓

(Any 2) (2)

4.1.2 **Fabric properties**

Absorbency ✓ – Wool is a natural fibre so it would take up extra moisture / perspiration. ✓

OR

Heat retention/ poor conductor of heat, ✓ wool retains body heat / prevents loss of heat so would be warmer. ✓

(2)

4.1.3 **Identify the dominant line in the shirt and give the effect**

Vertical line. ✓ Slimming effect ✓ – formal feel ✓

(3)

NOTE: *Do not mark height as stripes only appear in the shirt.*

4.1.4 **How rhythm is achieved**

Through the repetition ✓ of buttons ✓ in the coat and the shirt. ✓

OR

Stripes / vertical lines ✓ in the shirt ✓

And accept – it creates movement as the eye is carried ✓

(3)

[10]

QUESTION 5: INTERIOR5.1 5.1.1 **Definition of texture**

Texture describes the surface properties / quality of an object ✓
 Texture can be visual (see) or tactile (feel) ✓ (2)

5.1.2 **Effect the texture of the headboard will have on the room**

Add visual interest / interesting look ✓
 Gives an informal ✓ masculine feel ✓ (Any 2) (2)

5.1.3 **Discuss the principle proportion as applied to the lamp**

The lamp is in good proportion ✓ it is 2 : 3 ✓
 The base and shade are in pleasing relationship to each other ✓
 The base takes up 3 parts ✓ and the shade 2 ✓ when the total height is divided into 5 equal parts (Any 3) (3)

5.2 **Furnishing materials**

Criteria	A – Wood	B – Cane	C – Plastic
Suitability to need	Has a lid to keep dust out ✓ big enough / can pack clothes flat / rectangular shape ✓ sturdy ✓ (Any 1)	No lid – dust can settle on clothes ✓ Delicate clothes could snag on rough edges ✓ Square shape limits lying clothes flat ✓ (Any 1)	Has lid to keep dust out ✓ Can pack clothes flat / rectangular shape ✓ Light box if she wants to move it ✓ (Any 1)
Eco-friendly	Reusable / recyclable / Is renewable ✓ (Any 1)	Cane grows fast ✓ Uses little water to grow ✓ (Any 1)	Not biodegradable ✓ When burning releases toxic fumes ✓ so pollute the air ✓ (Any 1) (6)

NOTE: For suitability mark ANY logical answer.

5.3 **Furniture planning**5.3.1 **Zone**

Social zone / public ✓ (1)

5.3.2 **ONE activity**

Study / work area ✓
 Leisure / reading corner ✓ (Any 1) (1)

5.3.3 **Different types of lighting**

Natural lighting: ✓ Provision was made for two big windows ✓ and a sliding door ✓
 Artificial lighting: ✓ There is one single lamp at the 2 seater couch ✓ and two lamps behind the 3 seater couch ✓
 (Any 4) (4)

5.3.4 Evaluation of furniture arrangement

- The couches are within easy access / reachable to the coffee table ✓ however, the single chair is far from the coffee table ✓
- The single chair is out on its own, so the furniture grouping is not a cosy one / does not foster easy conversation. ✓
- Eye contact is limited / people on 2-seater chair will need to turn their heads to have eye contact with the people on another
- couch ✓
- Those on the 2-seater couch cannot see the TV ✓
- The 2-seater is blocking access to opening the window / opening and closing curtains ✓
- The big 3-seater couch is well placed for the shape room as there is no long wall where it could have been placed ✓
- Space between the arms of the 2 couches is too close ✓
- The furniture is the right scale/ sizing for the size room ✓
- Adequate lighting has not been provided for at the desk ✓
- Desk should be closer to the window for natural lighting and a desk lamp for night work ✓
- The traffic flow; there is space to move from door to door / no obstruction in the traffic lane ✓
- There is space to move in the centre of the lounge and it is not cluttered ✓
- Overall, the room could be more functional to meet the needs of the activities taking place in this room ✓

(5 marks + 1 conclusion)

(6)
[25]

QUESTION 6: ENTREPRENEURSHIP**6.1 6.1.1 TWO characteristics**

- The ability to sew / follow a pattern ✓
- Creative ✓ (made her own designs and used old pillowcases)
- Risk taker ✓ (She took the chance when she advertised on social media)
- Confident ✓ (Any 2) (2)

6.1.2 TWO groups of people

- Those who value protection from dust ✓
- Those who suffer from sinuses ✓ (2)

6.1.3 Any 3P's in the marketing mix

- Product ✓ – Mask ✓
Place ✓ – Home ✓
Promotion ✓ – Social media ✓
People ✓ – Target market / those who bought her masks ✓ or people who wanted to be protected from dust / sinuses / coronavirus ✓
Price ✓ – Affordable ✓
- (Any 3 P's + matching 3 examples) (6)

6.1.4 Product life cycle

- (a) Introduction ✓
(b) Maturity ✓ (2)

6.1.5 Competitive edge

- For every 2 masks she made she would give one away to the needy ✓
- They are reusable and washable ✓
- They are affordable ✓
- Was not available in shops ✓
- Good fit as they protect people from dust / sinuses ✓
- Homemade so possibly a better quality ✓
- She used a tight weave cotton/ good quality cotton ✓ (Any 4) (4)

6.2 Calculations

6.2.1 Production cost for ten masks

Fabric – R79,99

Thread – R3,91 ✓ (R15,65 ÷ 4)

Elastic – R17,85 ✓ (R5,95 x 3)

Label: – R2,70

Packaging – R10,00

TOTAL = R114,45 ✓

(3)

6.2.2 Profit on ten masks with 75% mark up

R114,45 x 75% = R85,84 ✓

R114,45 + ✓ $\frac{R85,84}{R200,29}$ ✓

(3)

6.2.3 Selling price of one mask

R200,29 ÷ 10 ✓ = R20,03 ✓ = R20,00 ✓

(3)

NOTE: *If they get the answer incorrect for 6.2.1 – then carry across the answer and continue to mark for 6.2.2 and 6.2.3*

-1 if the 'R' value is not indicated as part of the answer.

[25]**TOTAL: 150**

