



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2013

CONSUMER STUDIES

MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

SECTION A FOOD AND NUTRITION

QUESTION 1

1.1	C	(1)K
1.2	A	(2)C
1.3	D	(2)K
1.4	B	(2)K
1.5	A	(1)C
1.6	B	(2)K
		[10]

- 1.7
- 1.7.1 Colourant, improves the colour
 - 1.7.2 Hyperactivity, running noses, asthma, swelling lips, skin rashes
 - 1.7.3 Skin rashes, swelling of the throat and face therefore difficulty breathing
 - 1.7.4 Flavourant: enhances the flavour of foods, stimulates taste buds
 - 1.7.5 Hives (raised red welts), swelling of the face, bronchospasm (unable to breathe) and anaphylaxis (itchy rash, throat swelling/closes)
- (5)C
[15]

QUESTION 2

- 2.1 **Identify this symbol.** (1)K
- Heart mark, Heart and Stroke Foundation of SA
 - Healthy for the heart
- 2.2 **Food qualifies to carry this label?**
- Lower in cholesterol
 - Lower in saturated fat/unsaturated fats
 - Lower in sodium
 - Higher in fibre
 - Lower in added sugar
 - Strict nutrition standards through testing
- (any 4) (4)K
[5]

QUESTION 3

- 3.1 **Define type 2 diabetes.**
- It is a chronic condition that affects the way your body metabolises glucose. With type 2 diabetes, the body either resists the effects of insulin or doesn't produce enough insulin to maintain a normal glucose level. Non-insulin dependent. Diabetes (2)K
- 3.2 **Four of the mentioned factors contribute to type II diabetes – discuss.**
- Genetics:** There is an increased risk if a close family member such as a mother or father has type II diabetes. The closer the relative the higher the risk. Obesity can also be linked to genetics and a higher risk of diabetes.

Inactivity: The less active you are, the greater your risk of type 2 diabetes. Physical activity helps you control your weight ∴ not overweight. Uses up glucose as energy. Cells more sensitive to insulin. If you are active – better control over diabetes.

Diet: Unhealthy eating contributes largely to obesity. Too much fat, not enough fibre, and too many simple carbohydrates or sugar all contribute to a diagnosis of type II diabetes. Excess alcohol can place strain on pancreas.

Obesity: Being overweight is a primary risk factor for type 2 diabetes. The more fatty tissue you have, the more resistant your cells become to insulin. More food eaten especially fats and carbohydrates the more stored fat (adipose tissue) and the more glucose in the blood. Fluctuating body weight can contribute to insulin resistance. Higher BMI will increase likelihood of developing diabetes.

Age: The risk of type 2 diabetes increases as you get older, especially after age 45. That's probably because people tend to exercise less, lose muscle mass and gain weight as they age. But type 2 diabetes is also increasing dramatically among children, adolescents and younger adults.

Smoking:

Smoking can harm the pancreas where insulin is released from. Increase blood sugar levels, and impair your body's ability to use insulin. (Any 4 plus discuss) (4 × 2= 8)Ap

3.3 **Understanding the factors that contribute to the onset of type II diabetes is still an unfinished puzzle – why?**

- There are other factors that are known and others that are not known that could possibly lead to type 2 diabetes.
- Some of these factors could be hypertension/high blood pressure, ethnicity, high cholesterol levels and high fat levels not mentioned in the puzzle.
- Because there are factors that are not known it leaves the puzzle unsolved and open to further solving or discovering.
- Best treatment/control thereof is still being investigated, e.g. medication and new developments.
- No treatment is discussed in this puzzle, hence unfinished.
- No symptoms are discussed in the puzzle – how do people know they have it – hence unfinished.

(4)Syn
[14]

QUESTION 4

4.1 **Genetically Modified foods – define.**

An organism whose genetic characteristics have been altered by the insertion of a gene from another organism using the techniques of genetic engineering to obtain a trait or desirable characteristic.

(2)K

4.2 **Two examples of edible crops that are genetically modified in South Africa.**

- white maize
- yellow maize
- tomatoes
- soya bean

(2)K

Must be South African examples and not just GM foods in general.

4.3 Four reasons why foods are genetically modified?

- Make the crops resistant to disease/drought/fluctuation in temperatures
- Increase the nutritional value of food
- Lower the production cost
- Produced in a shorter space of time
- Increase crop yield or size of animal (heavier more money)/combat food insecurity
- Last longer on the shelves
- Improves export quality/improve quality, e.g. shape
- Improve colour
- Makes crops resistant to weed killing chemicals
- Food that has GM – edible vaccine
- Improves flavour/taste

(any 4)

(4)C

4.4 Debate whether Genetically Modified foods are safe to eat and pose no risks to the consumer.

<p>Safe</p> <ul style="list-style-type: none"> • Fewer pesticides need to be used – safer for the consumer. • No proven fact that chronic illnesses are a result of GM foods. • Not proven that any resistance to antibiotics will happen – don't know what the end result will be. 	<p>Unsafe</p> <ul style="list-style-type: none"> • Some pesticides are used which could potentially be unsafe and cause allergies. • Raise the risk of developing a chronic illness, e.g. cancer. • Antibiotic – resistant genes may cause humans to become resistant to antibiotics.
<p>Conclusion Agree</p> <ul style="list-style-type: none"> • These GM foods are regulated and there is no proof that these foods are harmful to your health and no cases have been evident so far. • GM foods are not labelled/misleading/misrepresentation therefore the consumer is unaware and no allergies/problems are evident and therefore safe. 	<p>Conclusion Disagree</p> <ul style="list-style-type: none"> • The biggest concern on eating these foods is the safety. As people are becoming more aware of what they are eating through the media, the consumer does not know what the long term effects will be. • Consumers are doubting the use of these products as not enough is known about them and also they are not labelled. <p>Reason</p>

(6)SYN

Points must relate to the health of the consumer and not general points.

4 marks for the debate safe or unsafe and 1 mark for agree or disagree and 1 mark for a sound reason.

[14]

QUESTION 5**Four guidelines for the prevention of osteoporosis.**

- Exercise regularly
 - No smoking
 - Reduce alcohol intake
 - Reduce caffeine intake
 - Increase in calcium intake/have more dairy products
 - Increase in vitamin D
 - Supplementation in severe cases
 - Increase sun exposure
 - Hormone therapy/replacement
 - Increase in fluoride
 - Increase in phosphorus
- (any 4)

(4)
[4]

QUESTION 6**Health effects the Vuka campaign will have on the South African population – physical and economic social effects on the population.****Physical:**

- Many chronic life style diseases such as hypertension, high cholesterol, type II diabetes, cancers, osteoporosis are lessened through increased activity
- Obesity levels may be lowered with increased activity therefore less illness or deaths and therefore maintenance of the work force.
- Increased activity increases your feel good hormones and you feel better about yourself by exercising – less stress and depression
- Campaign – educate people on what is healthy i.e. food and activity – longevity, healthier
- Educate all ages so youngsters can lead a healthy lifestyle as they get older
- Immune system is boosted so can prevent or lessen diseases, e.g. AIDS/HIV
- Increase activity better appetite, e.g. HIV

Economic:

- Less money spent by country on illness. Money for other areas.
- Very obese people may not be able to work – strain on the economy
- Obese people have more medical bills – strain on the economy with medical bills
- People do not need to pay money to go to the gym as walking and running is for free – no excuse not to exercise that the cost is too high
- Healthy people place less strain on economy
- More people are working, as less are ill, therefore production increases, less poor people
- Create jobs through activity centres
- Improved economic cycle
- Cycling to work – less money spent on transport

[8]Syn

QUESTION 7

'Genetics loads the gun and environment pulls the trigger' – Evaluate in relation to anorexia.**'Loads the gun'** – it is there, has no choice

- Anorexia has been linked to genetics – family member has it, more likely to get it
- Pressure from parents who are also obsessed with health and dieting
- Parents who are critical of their children's weight, or critical of child altogether
- A controlling environment at home i.e. a parent can also trigger anorexia
- Troubled family relationships also act as an important trigger
- As much as genetics plays a part many other factors contribute to anorexia and pull the trigger to lose weight
- Might feel unloved, their weight is something they are able to control and feel good about.
- Depression and anxiety – genetic
- Genes – determine one's appearance and you can be unhappy with your appearance.

'pull the trigger'

- peer pressure – the desire to be socially accepted by your peers and to be thin
- media and society – thin is desirable the media portrays thin girls and boys as the way to look socially acceptable. They are the ones who have the most fun
- overachievers – often overachievers such as ballet dancers or gymnasts – forced to be thin as it assists them in their performance and to compete with others
- diets – so many 'quick fix diets' – to help you become socially acceptable and be thin
- advertising to be thin, actresses, singers, ballet dancers, models
- low self-esteem, feel they are not accepted
- attention seeking behaviour – trying to get help
- teenagers' judgement is not mature
- previous trauma or incident

Conclusion: Genetics does or does not play a part as this is where teenagers learn their values and ways of doing things but there are environmental factors that trigger anorexia, such as peer group influence and media that places pressure on young teenagers to fit in and achieve. Also no control how the outside world causes them to behave.

Pupils must have an opinion of the statement and provide substantiation for their opinion.

8 marks for evaluation of both genetics (4) and other factors (4) and 2 marks for conclusion (10)Ev
[10]

70 marks

SECTION B CLOTHING**QUESTION 8**

8.1 Term for the following words as used in the passage:

8.1.1 **Imitations or 'copy-kates'**

- Counterfeits or fakes/rip-offs/fashion follower/replica/knock off

8.1.2 **Timelessly elegant fashion**

- Classic fashion

8.1.3 **High street fashion**

- high fashion/contemporary fashion/prevailing fashion/ haute couture/ couture/trend

(3)C

8.2 **Explain the term style.**

It is a distinctive form of dress with recognisable qualities that distinguish it. It is a particular look or appearance. Can be a particular fashion look at a specific time. Silhouette, an outline of the look. Style remains a style regardless of being in fashion, example of a style

(2)K

8.3 **State how hats and shoes worn by Kate Middleton can be used to accessorise her fashion outfits.**

- Bring in colour
- Accentuate a simple design
- Change the look of a garment
- Create a focal point/statement
- Functionality/suitability for the occasion

(3)Ap

8.4 **Discuss the effect 'copy kates' will have on the purchasing of branded clothing.**

- Less people may buy the branded clothing – because they cannot afford them and fakes are cheaper.
- Brand loses out – may have excess stock that they cannot sell and branded clothing has spent money establishing themselves.
- If branded clothing companies lose money – may force job losses within the company.
- Increase in sales of Kate's styles fake or original.
- Establishment of brand
- Increased jobs
- Go into debt buying the branded clothing
- Increase economy

(3)App

8.5 **Influence the 'Kate effect' will have on:**

8.5.1 **The fashion industry**

- Goods are international and can possibly be purchased online so it makes the fashion more accessible worldwide
- Want to dress like her as she is a celebrity and fashionable
- Boost the fashion industry – as more people want to dress like her – she is a fashion icon
- If more people want to dress like her – more clothes will be sold – higher demand for those brands
- Higher demand will mean more money – more jobs – better economy
- Improvement of peoples self-esteem can be like others and like Kate

(5)Syn

8.5.2 **The natural and economic environment**

Economic:

- The Kate effect creates the fashion demand – cheaper type retailers copy the styles, mass produce them and sell them to the shops
- The Kate effect seldom repeats her garments for occasions – therefore stimulates fashion to change – create a large demand – place excess pressure on resources to produce the goods
- There is a demand which has to be met quickly ∴ more jobs available
- Buy on credit to keep up with Kate – go into debt

Natural:

- Because they are mass produced they may not be created in an environmentally friendly way – sweat shops
- Garments are copied and produced in many different parts of the world – imports therefore money leaves S.A. creating a global demand for products and boosts fashion and uses valuable resources rather than recycling or reusing fashion items for longer
- This global demand could encourage countries like China and India to replicate Kate's clothes to sell on the global market placing excess pressure on natural and economic resources
- Increase carbon footprint

(5)Syn

8.6 FIVE eco-friendly practices the designer could use when making this dress.

- Source local textiles and materials – as the textiles and materials do not need to travel via ship or use air miles therefore less carbon emissions
- Try and re-invent or remodel or re-use (to make it more modern) an outfit she already has in this way she will not have to acquire something new
- Use recycled textiles and materials –save the environment rather than producing more
- Use recycled materials (notions, resources, items) for zips, buttons and trimmings – save the environment
- Use organic textiles – these textiles are more enviro-friendly than natural and synthetic fibres, e.g. hemp, bamboo
- Use sustainable/ecologically friendly textiles/materials/dyes/processes
- Try and keep the design simple – the more intricate the design – the more material is required – any embellishments will create the need for more resources as they will need to be manufactured, more resources used the less environmentally friendly the product becomes (5 plus expand)
- Use environmentally friendly practices, e.g. solar systems
- No animal products, e.g. leather or fur
- Choose easy to care for fabrics, e.g. that require less ironing

(5 × 2 = 10)App

8.7 How to achieve a professional look through the choice of outfit.

- Dress conservatively – that is not too revealing or too short as this would be inappropriate
- Clothes fit properly and are comfortable – that is not too loose or tight
- Choice of style is classical – linked to classy and tasteful
- Choice of jewellery is kept to a minimum – not too overdone
- Good quality garments are chosen – look better and wear better
- Choose/design an outfit to suit a particular occasion, e.g. good choice of style and colour
- Choose an outfit to suit the figure type Appropriate shoes to match/complement outfit Conceal tattoos and piercings

(4)App
[35]

QUESTION 9**9.1 Differentiate between self-esteem and self-image.**

Self-esteem – how you think and feel about yourself, i.e. a mental concept of yourself. This includes physical self as well as psychological feelings. Belief in oneself. Self worth.

Self-image – the picture a person has of themselves. This develops from birth through interaction with others. How others see you. The image portrayed to others. Physical image. (2 × 2= 4)K

9.2 Discuss how self-esteem and self-image will influence the way a teenager dresses.

- Most teenagers have the desire to 'fit in' and to be accepted by the peers therefore they tend to wear clothes that their friends are also wearing so they fit in.
- Teenagers with a good self-image and self-concept – may choose bright colours and vibrant designs as they feel confident to wear them.
- Converse poor self-image or concept teenagers may wear pale colours or dull designs so they are not noticed or dark colours – hide poor qualities.
- They want others to think they also look good, which makes them feel good. (4)Syn

9.3 Why a teenager may decide to conform to fashion rather than practice individuality when dressing.

- Poor self-esteem – teenager may conform to be accepted and to fit in with their peers and feel confident and comfortable (peer pressure)
- Conformity – can make you adopt the behaviour of the group and can work as a team and then you don't stand out
- Lack of confidence on what to choose to suit him/herself. Easier to know what to wear when conforming to a particular style/dress code.
- Fashion – want to follow fashion – conforming to the latest styles or trends so as to belong

(4)Ap
[12]**QUESTION 10****10.1 Evaluate the advice given by the cartoon character is a good solution to getting out of debt.**

- No, low income, so already in debt
- No it is not – credit cards charge a high interest, so you will be more in debt.
- It will assist you in paying your debt for a short time only Cost you more in the long run, because of the interest charged.
- Using borrowed money from the bank to try and get you out of debt, become deeper in debt.
- A vicious circle as you will just end up more in debt.

Conclusion: It is better to spend less, pay off your debts and clear your bad credit and then pay cash for anything you require after that, this will ensure you do not overspend and lead to the bad debt cycle.

3 marks for evaluation of advice 1 mark for conclusion OR 2 marks for evaluation and 2 marks for conclusion

(4)Ev

10.2 Explain how consumers can get into 'deep debt' when purchasing clothing.

- Buy clothing on account as they can take the garment now and pay later – often the consumer does not have the money and hence they charge it to their account

- Consumers use credit cards – also take now pay later concept – credit cards are paid at the end of the month, consumers run out of money at the end of the month as their expenses are more than their income and they go further into debt.
- Consumers are unsure how much they have spent.
- May not be able to pay back the whole amount and therefore pay extra on interest.
- Overbuying of clothing. (not needed)/Buying too much.
- Easy access to purchases.
- Consumers are given too high credit relative to their earnings
- Store card also gets consumer into debt

(4)Syn
[8]

55 marks

SECTION C HOUSING AND FURNISHINGS

QUESTION 11

11.1	C	(1)C
11.2	B	(1)K
11.3	A	(1)K
11.4	C	(1)C
11.5	D	(2)K
11.6	B	(1)K
11.7	C	(2)C
11.8	B	(1)C
		[10]

QUESTION 12

12.1 Explain the following terms as applicable to renting:

12.1.1 lease

A written agreement under which a property owner allows a tenant to use the property for a specified period of time and rent (1)K

12.1.2 landlord

A landlord is the owner of a house, apartment, land or real estate which is rented or leased to an individual or business. (1)K

12.1.3 tenant

A person who leases a property from its owner also called lessee, one who pays rent. (1)K

12.2 **Compare the responsibilities of the tenant and the landlord when renting a property.**

Responsibilities of the tenant	Responsibilities of the landlord
<ul style="list-style-type: none"> • Respect the privacy of the landlord • Inspect the property with the landlord before moving in – noting any problems • Respect the property and maintain it in good condition • Pay the rent on time • Respect the rules • Pay required deposit • Repair any damages caused through their own fault • Inform the landlord in writing when they plan to vacate the property • To sign a lease (all in writing) of requirements • Stick by the lease agreement • Allow visitation 	<ul style="list-style-type: none"> • Respect the privacy of the tenant • Inspect the property with the tenant and highlight any problems • Maintain the property • Respect rules • Provide receipt for payments • Place any deposit in an interest bearing account • Inspect the property with the tenant before the tenant leaves and reflect on the initial inspection • Adequate notice to the tenant should you sell the property • Provide written rules and lease agreement for the tenant • To sign the lease (all in writing) of acceptance • Ask for permission to enter

(8)Syn

12.3 Decide whether money is the only deciding factor in renting a property rather than buying.

Money is the determining factor.

- Rent because the monthly expenses are cheaper such as electricity and water which can be included in the rental
- Also rental income is usually fixed for the year, whereas if they owned a home and paid a bond it would be linked to the repo rate (fluctuate)
- The tenant usually doesn't have to pay for maintenance
- Just starting out and cannot afford transfer/hidden costs

Money may be a large deciding factor but other factors could be considered.

- Mobility – especially if a person travels in their job they want to have the flexibility to move
- People also rent as an interim measure, until they find a property that meets their needs/lifestyle/stage of the family life cycle
- People rent when they move to a new area to determine whether they want to live there, before buying
- Not wanting to be responsible for a property
- Uncertain income/lack of job stability

Conclusion

Pupils who agree with statement that money is the deciding factor:

Most people want to own their own home as it is an asset but it is often an affordability (money) issue that prevents them from doing so. Money can also determine whether they can afford to buy the house now or save and rent and buy the house later.

Pupils who disagree with statement:

People may be able to afford to buy but they choose to rent as they want the flexibility to move and also that they want to take the stress out of owning their own home.

Pupils must be able to defend their opinion with clear reasons for their choice.

(6)Ev
[17]

QUESTION 13

13.1 THREE disadvantages of building a house as identified in the article.

- Additional cost of purchasing a plot of land must be taken into account
- More expensive to build than buy a house
- Can take a long time and there could be delays and he may not have anywhere to stay (only has a place for 3 months)
- Hidden costs
- The potential to earn 50% per month is not guaranteed
- Need somewhere to stay while building

Answer must be related to the article and **not** general ideas.

(3)Ap

13.2 Decide why building a house would be a good idea for the writer of the article.

- Can choose own fixtures and build to his own specifications/needs and wants
- Not inheriting 'old' house problems e.g. old floors, carpets, cupboards.
- Inheriting old house problems are expensive
- The writer has experience of drawing up plans – this could save money
- The writer will be able to afford building as he has the potential to earn 50% more per month
- No available house in the area that meets his expectations.

(5)Ana

Answer must be related to the article and **not** general ideas

13.3 Two hidden cost involved in buying a house.

- Moving expenses
- Initiation fee
- Admin fee
- Assessment/inspection fee
- Rates and taxes
- Service connection fees – electricity, telephone, water
- Rates clearance certificate
- Miscellaneous expenses – paint, curtaining, hidden maintenance costs
- Occupational rent
- Home owners comprehensive insurance
- Life assurance
- Interim interest
- Interest on bond

(any 2)

(2)K
[10]**QUESTION 14****14.1 FIVE ways the cartoon character can save electricity whilst cooking and contribute to making the environment a greener place.**

- Turn off cooking appliances not being used
- Non cooking days. Use some raw ingredients
- Gas instead of electricity
- Use energy efficient appliances such as a microwave, pressure cooker, steamer
- Use appliances wisely – if the oven is turned on use it to cook a variety of foods at one time
- Hot/wonder/hay box – cooking – less electricity is used
- Small amount of water – when boiling the kettle
- Use recently boiled kettle water if needed for other dishes, e.g. pasta
- Cooking pot should be the same size as stove plate – reduces heat loss
- Cook more than one food together, e.g. in a steamer pot
- Solar water heating system
- Don't preheat oven too far in advance
- Energy efficient stoves
- Thaw food outside rather than in the microwave

(any 5)

(5)C

14.2 14.2.1 Importance of recycling food packaging.

- Job creation
- Improves the company's image to recycle plastic
- Harmful chemicals and greenhouse gasses are released from rubbish in landfill sites. Recycling helps to reduce the pollution caused by food packaging waste.
- Global warming are some of the effects caused by deforestation. Recycling reduces the need for raw materials for packaging so that the rainforests can be preserved.
- Huge amounts of energy are used when making packaging from raw materials. Recycling requires much less energy and therefore helps to preserve natural resources
- No space for increased landfills from packaging waste
- Making packaging from raw materials costs much more than if they were made from recycled products.
- Preserve natural resources for future generations. Recycling reduces the need for raw materials; to make packaging it also uses less energy, therefore preserving natural resources for the future.
- Saves energy and reduces manufacturing costs of packaging
- Preserves air and water quality because of less decomposition and pollution of food packaging waste
- Increase in tourism if less litter is evident
- To prevent the growth of micro-organisms
- Kills animals/wildlife/fish/ecosystems

(6)C

14.2.2 Two food packaging materials that can be recycled.

Glass, plastic, paper, cans/tins, polystyrene, tetra pack, bamboo, aluminium, foil, wooden crates

(any 2)

(2)K
[13]

QUESTION 15

Drying your laundry in a tumble drier is not an environmentally friendly practice – evaluate.

Agree:

- Use of electricity places strain on coal production
- Coal production causes pollution – release CO₂ – greenhouse gases
- Electricity production uses large volumes of water
- Tumble drier is a heating appliance and naturally uses more electricity
- Most tumble driers only have a B energy rating or lower, not like other appliances which can be rated at A+++ for energy efficiency such as washing machines.
- In South Africa our climate is conducive to drying clothes outside for most of the year – sun saves electricity, whereas a tumble drier does not save electricity.
- The size of the tumble dryer. The larger the more energy is used.
- The wetter the clothes the longer the cycle – more electricity used.

Conclusion:

A tumble drier is a nice to have or convenient appliance but it uses too much electricity – which is an expensive source and using a tumble drier places a strain on natural resources and the environment.

Disagree:

- The tumble drier can be used as a drying appliance on damp clothes rather than wet clothes – this will use less electricity as the cycle will be shorter
- Clothes don't always need to be dried in the tumble drier – that is only for emergencies
- A cooler cycle can be used which uses less electricity
- A timer can be set so drying can be monitored and not forgotten
- A short cycle in the tumble drier – means less ironing – less electricity

Conclusion:

A tumble drier if used efficiently and responsibly can be used for emergencies and therefore does not place extra pressure on the environment.

4 marks for the argument agree/disagree and 1 mark for the conclusion.

(5)Ev

[5]

55 marks

SECTION D THEORY OF MICRO ENTERPRISE DEVELOPMENT**QUESTION 16****16.1 THREE start-up costs in the Cookie Gift Business.**

Equipment, staff training, stock, advertising and marketing, stationery, uniforms, rental, (place to work from), cash flow, labour, telephone, electricity, water, transport, communication costs. (any 3)

(3)K

16.2 The target market of this business.

Encompasses a large target market, but includes event planners – special events such as weddings, hotels, B and Bs, corporate gift companies, birthdays, anniversaries, baby gifts. B & Bs, any age/gender

(2)C

16.3 Explain batch type production method.

A specific process for each item takes place at the same time on a batch of items, and that batch does not move onto the next stage of production or inspection until the whole batch is done. Can be made by one person from beginning to end. Repetitive process

(2)K

16.4 TWO important aspects ensure cookies will be attractively packaged.

- See through packaging so the cookies can be seen
- Appropriate size for the product must be designed for the target market
- Colourful and eye catching – better than other similar products sold by other companies
- Creative and unique – something different to attract the target market
- Closed attractively – sticker, bow, ribbon
- Eye catching label
- Prevent cookies from breaking
- Neat and clean (any 2)

(2)C

16.5 Why quality control is such an important part of this business.

- Ensure the product looks and tastes the same every time – no burnt biscuits/different sizes
- To keep the product hygienic and safe to eat
- Ensure a good quality end product to sell to the target market
- Reduces waste – as products are standardised
- Keeps customers happy – repeat business – expectations are met
- Increased profit

(3)C

[12]**QUESTION 17****Why it is so important to support small local businesses.**

- Eliminates unemployment by providing jobs and therefore money
- Money stays within the community to feed families and become self-supporting
- Supporting local rather than international – less strain on resources, e.g. air miles and carbon emissions
- Encourages more people to become entrepreneurs
- Larger businesses – tend to monopolise the market – use large amounts of resources and sell on international markets – often money does not stay within the community or in the country
- Often unique and prepared to meet the needs of the customer
- May be cheaper as they are not large branded well known products

- Personal assistance/help as the customers are known

(3)Syn
[3]

QUESTION 18

Contribute to a successful business

8.1 **Good customer relations** are essential if you want

- Repeat business – more profit
- Helps understand customer and helps business to improve products
- People like to feel valued – come back
- If customers are not treated with respect they will not support you.
- Customers will trust your judgements
- Word of mouth through satisfied customers
- Know what customer wants – able to supply their needs

(3)Syn

8.2 **Staff training**

- Very important to keep up to date with modern trends and methods to offer the best product/quality product
- Important to up skill employees so they can feel empowered and enjoy their job and customers will recognise that.
- Train them to deal with customer complaints and quickly resolve them and people will feel satisfied and come back.
- Be able to assist customers adequately – customers are satisfied.
- Reduce losses and damages
- Fewer accidents
- Improve productivity
- Skills development levy

(2)Syn
[5]

20 marks

Total: 200 marks