This memorandum consists of 14 pages.
QUESTION 1

1.1  1.1.1  A ✓ Remembering, easy  (F p 159, S p 176)  (1)
     1.1.2  B ✓ Remembering, easy  (F p 157, S p 173)  (1)
     1.1.3  A ✓ Remembering, easy  (F p 164, S p 188)  (1)
     1.1.4  D ✓ Remembering, easy  (F p 80, S p 93–94)  (1)
     1.1.5  C ✓ Remembering, easy  (F p 79, S p 94)  (1)
     1.1.6  C ✓ Remembering, moderate  (F p 75, S p 83–85)  (1)
     1.1.7  C ✓ Remembering, moderate  (F p 83, S p 98)  (1)
     1.1.8  D ✓ Understanding, easy  (F p 104, S p 126)  (1)
     1.1.9  C ✓ Applying, easy (Grade 11)  (1)
     1.1.10 A ✓ Applying, easy  (F p 59, S p 65)  (1)
     1.1.11 D ✓ Remembering, easy  (F p 182, S p 201)  (1)
     1.1.12 B ✓ Remembering, moderate  (F p 127, S p 145)  (1)
     1.1.13 C ✓ Understanding, easy  (F p 117-121, S p 137–140)  (1)
     1.1.14 B ✓ Understanding, easy  (F p 141, S p 16)  (1)
     1.1.15 A ✓ Applying, difficult  (F p 117, S p 136)  (1)
     1.1.16 D ✓ Applying, difficult  (F p 120, S p 139)  (1)
     1.1.17 C ✓ Remembering, easy  (F p 37, S p 36)  (1)
     1.1.18 B ✓ Remembering, easy  (F p 35, S p 35)  (1)
     1.1.19 B ✓ Understanding, easy  (F p 18, S p 22)  (1)
     1.1.20 A ✓ Understanding, easy  (F p 7, S p 11)  (1)

1.2  1.2.1 Specification (of the product) ✓ (F p 8–9, S p 15)  (1)
     1.2.2 Start-up costs/initiation costs ✓ (F p 11, 35, S p 18)  (1)
     1.2.3 Quality control ✓ (F p 16, S p 22)  (1)
     1.2.4 Sustainable production ✓ (F p 16, S p 22)  (1)
     1.2.5 Production costs ✓ (F p 36, S p 35)  (1)
1.3  1.3.1  B✓ (1)
1.3.2  C✓ (1)
1.3.3  A✓ (1)
1.3.4  G✓ (1)
1.3.5  F✓ (1)

Understanding, moderate (F p 117–122, S p 140, 146–147)

1.4  1.4.1  D✓ ii✓ (F p 73, S p 90) (2)
1.4.2  F✓ v✓ (F p 82, S p 94–95) (2)
1.4.3  E✓ vi✓ (F p 82, S p 94–95) (2)
1.4.4  C✓ iii✓ (F p 69, S p 80) (2)
1.4.5  A✓ iv✓ (F p 84–85, S p 94–95) (2) [40]

Applying, difficult

QUESTION 2: THE CONSUMER

2.1  • A contract is an agreement✓ that is intended to create legal rights and
duties between its parties✓.
• A contract is a legal agreement✓ between two or more parties✓ where
one party promises to do something in return for a valuable benefit of
some sort✓. (Any 2)

Remembering, easy (F p 155, S p 169) (2)

2.2  • Reduce the temperature of the geyser/ Set the geyser’s temperature to a
steady 60 °C✓.
• Install a geyser timer✓.
• Use a geyser blanket/insulate the geyser✓ to prevent heat loss/to keep it
warm.
• Insulate the geyser’s outlet pipes✓ to prevent heat loss.
• Shower instead of bathing✓/Showering uses less hot water✓/Use a low-
flow shower head to control the amount of water usage each time✓/
A shower uses up to 40% less hot water✓.
• Install a solar water-heating unit/solar energy/wind energy unit linked to a
geyser to heat water✓ (Any 4)

Remembering, easy (F p 174, S 192) (4)
2.3

- Provide basic services to all citizens (water, electricity etc.)
- A free amount of electricity/water/gas is allocated per household
- Sewerage collection and disposal
- Refuse removal
- Municipal health services
- Municipal roads and storm water drainage
- Street lighting
- Municipal parks and recreation
- Libraries
- Fire-fighting services
- Abattoirs and fresh food markets
- Promote local tourism

(Any 4) (4)

2.4

2.4.1

- The consumer price index shows/measures a change/increase in the price/costs of a group of products and services over a year.
- The consumer price index is the tool that is used to measure inflation.
- Inflation is the annual percentage change in the consumer price index.
- The inflation rate is the percentage at which the price of goods and services increases.
- In the extract the price of goods and services rose 6.4 per cent over a year. Therefore that was the inflation rate for that year.

(Any 5) (5)

Understanding, moderate (F p 183, S p 201–204)

2.4.2

(a) Weak rand:
- Do not buy/buy fewer imported goods because they are more expensive/buy locally produced products.

(1)

(b) Increased petrol price:
- Travel less in your own car/become part of a lift club/make use of public transport to reduce the money spent on personal transport.
- Use cheapest mode of transport available.
- Combine rides for errands to be done to reduce the amount of money spent on transport.
- Walk where you can to reduce the amount of money spent on transport.
- Buy locally produced goods because there are no/less transport costs involved and they will be cheaper.

Creating, difficult (4)

[20]
QUESTION 3: FOOD AND NUTRITION

3.1
- Chemicals/Fertilizers/Pesticides/Herbicides which could harm the natural environment are not used. ✓
- Water is cleaner/Pollution is limited/less. ✓
- Organic farming improves soil quality. ✓

(Any 3)  (3)

Remembering, easy (F p 104, S p 125)

3.2
- Use salt sparingly/no more than 5 g of salt should be consumed per day. ✓
- Check for salt, sodium, sodium chloride and monosodium glutamate on the list of ingredients of processed food. ✓
- Flavour food with herbs and spices instead of salt. ✓
- Avoid salty processed foods, such as smoked meat/bacon/macon/biltong/potato chips/salted nuts/salted popcorn. ✓
- Eat low fat/less saturated fat foods to lose weight/maintain healthy weight. ✓
- Use low fat/skimmed dairy products. ✓
- Calcium/milk/milk products ✓, potassium/bananas/potatoes ✓ and magnesium/green leafy vegetables ✓ may help to lower high blood pressure.
- Limit alcohol intake. ✓
- Cut down on coffee/tea. ✓
- Eat plenty of fresh fruit and vegetables. ✓
- Eat high fibre/wholegrain cereals rather than refined cereal products. ✓

(Any 5)  (5)

Remembering, easy (F p 77, S p 87, 88)

3.3
3.3.1 Lecithin
- Emulsifier ✓
- Prevents the separation of oils and water/Allows oils and liquids to mix together/Enables the combination of oil and water ✓
- Provides a consistent texture  (Any 2)  (2)

Remembering, easy (F p 102, S p 123)

3.3.2 Vitamin C
- Anti-oxidant ✓
- Prevents the oxidation of foods ✓ prevents rancidity ✓ or discolouration ✓  (Any 2)  (2)

Remembering, easy (F p 94, S p 114)

3.3.3 Sulphur dioxide
- Prevents browning in dried fruit/fruit juices ✓  (1)

Remembering, easy (F p 94, S p 114)

3.4 Cholesterol is found in blood and can build up inside the coronary arteries ✓ if the level becomes too high in the blood. ✓ The deposits, called plaque ✓ cause the arteries to narrow ✓, thicken ✓ and harden ✓. This condition is known as atherosclerosis. ✓ This blocks the flow of blood and oxygen to the heart. ✓ This causes heart failure/heart attack ✓  (Any 4)  (4)

Understanding, moderate (F p 75, S p 84)
3.5 • 'Use by' indicates that the product is not marketable/cannot be sold after this date.
• It appears on perishable products, e.g. milk/meat/fish
• 'Use by' shows the period for which the product will be of good quality and safe to eat.
• The consumer may get sick/food poisoning if the product is eaten after this date.
• The consumer must choose products with a 'use by' date that is far ahead of the purchase date as the product may be used earlier/the consumer must read labels when shopping for food products to check how near the 'use by' date is to the date of purchase.
• A 'use by' date that is close means that the product must be used within a short time
• Bulk buying of products should not be done when the 'use by' date is close if proper storage facilities are not available.

Applying, moderate (F p 95, S p 86)

(Any 5)  

3.6 3.6.1 Tuberculosis
Inhaling the bacterium through the air when the aunt coughed/sneezed/spat/spoke or sung. They lived in a crowded space with the aunt/being in close contact with the aunt/breathing the same air as the aunt for prolonged periods.

Understanding, moderate (F p 89, S p 104)

3.6.2 • Sugar/Honey/Syrup
• Non-fat dairy-milk powder/Amasi
• Peanut butter
• Vegetable oil/butter/margarine

(Any 2)  

Understanding, easy (F p 84, S p 105)

3.6.3 • They use milk that contains calcium, phosphorus and vitamin D that strengthens bones.
• The canned fish, if eaten with the bones, will provide calcium.
• The spinach provides calcium.
• They occasionally eat canned fish (oily fish) that contains Vitamin D that assists in the absorption of calcium and its incorporation into the bones.
• The tomatoes, oranges and strawberries contain vitamin C which is necessary for collagen/connective tissue synthesis/building tissues.
• She consumes protein in the fish and milk which assist with connective tissue synthesis/building tissues.
• She does not eat too many protein-rich foods as the body releases acids into the bloodstream when it digests protein and draws calcium from the bones to neutralize the acids.

(Any 6)  

NOTE: The foods can only be awarded a mark when linked with the correct nutrient.

Understanding, moderate (F p 75–76, S p 89–90)
3.6.4

- Spinach is a source of iron\(\checkmark\) and selenium\(\checkmark\) and plays a role in maintaining a healthy immune system.\(\checkmark\)
- Green peppers/tomatoes/strawberries/oranges are rich in vitamin C\(\checkmark\) that build the immune system\(\checkmark\) and assist people in recovering from infections\(\checkmark\). Vitamin C is an anti-oxidant\(\checkmark\) which protects cells from damage\(\checkmark\).
- Spinach/Carrots contain beta-carotene/vitamin A\(\checkmark\) and selenium\(\checkmark\) that are anti-oxidants\(\checkmark\) which protect cells against damage\(\checkmark\) and keep the immune system healthy.\(\checkmark\) Vitamin A keeps the linings of the lungs intact.\(\checkmark\)
- Fruit and vegetables are colourful\(\checkmark\) and may improve the appetite\(\checkmark\) of a person with tuberculosis. \(\text{(Any 6)}\)

Conclusion:
The seasonal fruit and vegetables will have a positive impact\(\checkmark\) on Wendy's health as they will meet the increased need for vitamins and minerals/boosts the immune system/protects the cells against damage.\(\checkmark\)

\(\text{(2)}\) \(\text{(8)}\)

*Evaluating, difficult* (F p 84–85, S p 100, 105)
QUESTION 4: CLOTHING

4.1
- Economic✓, social✓, political-judicial✓ technological events/changes✓
- Consumers get bored and look for something new✓
- Sustainability calls for change in style and fabric that clothing manufacturers use✓
- Biotechnology opened up a range of fabrics with special characteristics for special purpose textiles, for example sportswear✓

*Remembering, easy* (F p. 51, S p. 53)

4.2

<table>
<thead>
<tr>
<th>TYPE OF FASHION</th>
<th>NUMBER OF PEOPLE ACCEPTING AND WEARING THE STYLE</th>
<th>LENGTH/DURATION OF THE FASHION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion fads</td>
<td>A fashion fad is quickly accepted by a larger number of people than a classic fashion✓</td>
<td>A fashion fad lasts only one season/suddenly becomes popular and disappears suddenly/shortest life cycle✓</td>
</tr>
<tr>
<td>Fashion</td>
<td>A fashion is accepted by the largest number of people/many people wear the style/worn by more people than a fashion fad and a classic fashion✓</td>
<td>Fashion lasts for two to three seasons/lasts longer than a fad but shorter than a classic style✓</td>
</tr>
<tr>
<td>Classic fashion</td>
<td>A classic fashion is worn by a smaller number of people✓ than a fashion/fashion fad</td>
<td>A classic style lasts longer than a fashion fad or fashion/a fashion/the longest/for many seasons/years✓</td>
</tr>
</tbody>
</table>

*Understanding, moderate* (F p. 49–50, S p. 50–51)

4.3 4.3.1 When a product is deliberately given a name/logo✓ similar to a well known brand✓ to mislead/let consumers mistake it for the actual brand name✓

OR

Unauthorised use✓ of legally protected brand names✓ that can be mistaken for the original✓

*Understanding, easy* (S pg 72, F pg 64)
4.3.2 Piracy has a negative influence/hurts the economic environment as manufacturers of original brands sell less products and lose income. ✓

The image/reputation of the brand is harmed consumers lose faith in the brand and will not buy it. ✓

Retailers selling original brands will be missing out on opportunities for job creation and will suffer job losses ✓ this will result in unemployment/unfavourable economic conditions. ✓

On the other hand piracy might boost sales in the informal sector where pirated brands are popular and more affordable ✓

(Any 7) (7)

Evaluating, difficult (F p 64, S p 72)

QUESTION 5: HOUSING

5.1 5.1.1 • Sectional title ✓

Remembering, easy (F p 122, S p 140)

5.1.2 • It is safe/secure ✓

• Each unit has a parking bay ✓

• There is a lift/elevator from the parking bay/level to the unit/apartment ✓

• Easy access to transport routes ✓

• The units are built by a reputable developer ✓

• The buyer can live in the unit or rent it out ✓

(Any 3) (3)

Understanding, easy

NOTE: From advertisement.

5.1.3 • National Home Builders Registration Council/NHBRC ✓

Remembering, easy (F p 119, S p 139)

5.1.4 • If a new property is being purchased from a developer ✓, no transfer duty is payable ✓

• The purchase price includes VAT ✓, which is payable by the developer ✓

• Transfer duty is only payable when a property is transferred from a previous owner to a new owner ✓

(4)

Understanding, easy (F p 128, S p 146)
5.1.5
- To employ staff to take care of the complex. ✓
- To maintain/repair the outside of the buildings/common areas. ✓
- To cover any extra expenses for the outside of the building/common areas. ✓
- To employ staff for the security of the complex. ✓
- Pay rates and taxes. ✓
- Insurance on the buildings. ✓
- Water and electricity consumption of the common areas. ✓

(Any 3) (3)

Remembering, easy (F p 122, S p 140)

5.1.6
- It is a sound investment ✓ as it will increase in value. ✓
- The tenant can pay part of/whole of the home loan/bond. ✓
- An income can be earned from the property once the home loan/bond is paid. ✓
- Property can be used as security for a bank loan. ✓
- As it is a new development, everything should be in good working order ✓/few/no maintenance issues initially. ✓

(Any 8) (6)

Applying, moderate (F p 122, S p 141)

5.1.7
- They can share the cost/rent. ✓
- The rental fee will be fixed for a specific period. ✓
- They are not responsible for paying the rates and taxes. ✓
- They are not responsible for the maintenance of the unit. ✓
- The unit is new so there should be few/no maintenance issues/ everything should be in good working condition. ✓
- Each have a bedroom for privacy. ✓
- The balcony is an extension of the living space. ✓
- There is no garden to look after ✓, this saves time ✓ and cost. ✓
- It is safe/secure/there is a fence/lift from parking to units ✓
- Easy access to transport routes. ✓

Conclusion: Their decision is suitable as they will share the expenses and they have very little responsibilities with regard to maintenance. ✓

(Any 8) (8)

Analysing, difficult (F p 118, S p 137)
5.2 Financial implications:
An instalment sale is a type of credit agreement. The buyer pays a deposit and the balance of the purchase price in instalments/smaller amounts over a set period of time until the unit price has been paid in full. Finance charges (bank charges, administration charges, interest) and insurance charges must be paid.

*Understanding, moderate (F p 148, S p 162)*

5.3

5.3.1

- Rechargeable batteries are environmentally friendly/ renewable source of energy
- Saves electricity as batteries are used
- Charging indicator indicates when batteries are charged – can remove charger to save electricity
- Main Voltage is 7,2 V which is lower energy consumption therefore environmentally friendly.

*Applying, moderate (from given information)*

5.3.2

- Small dust capacity/0,5 litres dust capacity means that the vacuum cleaner must be emptied often
- Less powerful than other vacuum cleaners
- Will not clean thoroughly/well.
- Small cleaning surface, it will therefore take a long time to complete cleaning the house.
- More suited to jobs on flat surfaces.
- Short operating time: Will have to recharge often/will not be able to clean the whole house in one go.
- Must bend down to use it to clean floor: back will get sore/taxing on human resources.
- Can reach into awkward corners unlike the other more bulky/larger vacuum cleaners.
- Delicate surfaces will not be scratched due to the built-in wheels.

*Conclusion:
- Therefore, this vacuum cleaner is not suitable to clean a three bedroom house.*

*Evaluating, moderate (F p 142–143, S 157,158 and from given information)*

*[40]*
QUESTION 6: ENTREPRENEURSHIP

6.1
- Give clients a positive customer relation experience.
- Must be knowledgeable about the business.
- Good communication skills/must be able to persuade people to buy.
- Use feedback/listen to feedback/clients.

(Any 2)  

Remembering, easy (F p 34, S p 33)

6.2
- Attractive packaging/that will attract attention/is the first thing that a consumer sees/notices.
- Attractive packaging will make a consumer read the information on the label/analyse the product/encourage a consumer to buy the product.
- Consumers will rather buy products which are packed in strong/convenient/that will protect the product against damage/well designed/easy to handle and this could increase product sales.
- Packaging that distinguishes/stands out from other similar products will have a competitive edge which will increase sales.
- Consumers will rather buy products in hygienic and safe packaging that will prevent contamination.
- Well designed packaging reflects a good business image.

(Any 4)  

Understanding, easy (F p 20, 30, S p 29)

6.3
6.3.1
- The local school
- Local mining companies
- Tourists/Tourist shops
- Local companies/consumers who have functions

(Any 3)  

Understanding, easy (F p 20, S p 13, 33)

6.3.2
- The end result will always be the same, even if different people make it.
- The products will always be the same in terms of appearance, size, weight, colour and style.
- Products are always of the same high quality/The quality of the products will be consistent.
- The needs and desires of the target market will be met./Customers will get what they expected.

(Any 4)  

Remembering, easy (F p 8, 16, S p 15, 21)
6.3.3 Training enable the workers to:
• Do the job/Know what is expected of them ✓
• Improve the quality of work ✓
• Be motivated ✓
• Increase productivity ✓
• Increase job satisfaction ✓
• Improve employee moral ✓
• Reduce wastage ✓
• Reduce maintenance and repair costs ✓
(Any 4) (4)

Remembering, easy (F p 25, S p 26)

6.3.4 R2 810.00 + R1 300.00 + R500.00 = R4 610.00 ✓
R4 610.00 x 70% ✓ = R3 227.00 ✓
R4 610.00 + R3 227.00 ✓ = R7 837.00 ✓
R7 837.00 ÷ 200 ✓ = R39.19
= R39.00 ✓

OR
R2 810.00 + R1 300.00 + R500.00 = R4 610.00 ✓
R4 610.00 ÷ 200 ✓ = R23.05 ✓
R23.05 x 70% ✓ = R16.14 ✓
R23.05 + R16.14 ✓ = R39.19
= R39.00 ✓

Applying, moderate (F p 37–38, S p 38–41) (7)

6.3.5 • Lee has a passion ✓ for food/needlework/her business/ producing her products. ✓
• She is hard-working ✓ and creative. ✓
• She has a number of appropriate target markets/groups ✓
• Her business has suitable products for her target market/ which fulfill needs of the target markets. ✓
• Her business is situated/located near her target group/ market. ✓
• The products are marketed through word of mouth and cellphone photos ✓ which convey information fast.
• There is a market for the products right through the year. ✓
(Any 6) (6)

Applying, moderate (F p 7, S p 10–11 and from the scenario)
6.3.6 (a) Word of mouth

What people said about her products/photos created interest/a desire to buy the product.
The increase in orders boosted her business.

(b) Cell phone photo's

Most people have cell phones therefore it is easy/quick to send photos and information.
The pictures attracted the people in the community/local school/mining companies/tourists.

Analysing, moderate (F p 30–31, S p 30)

6.3.7

- November/December/Christmas time because people are buying gifts/presents during this time
- During holidays/festive season people eat and entertain more and they will buy more platters and milk tarts, increasing the turnover.
- People are getting extra money (e.g. bonus) and can afford to buy.
- Overseas tourists visit South-Africa in the summer and would likely buy the fabric souvenirs
- In December South African schools have holiday and there may be many South African visitors to the historical town.

(Any 4)

Creating, difficult

TOTAL: 200