

Additional exemplar mid-year examination

QUESTION 1: SHORT QUESTIONS

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write the correct letter (A-D) on your answer sheet.
- 1.1.1 A ... is used to identify the strengths and weaknesses of a business idea. (1)
A business plan
B marketing plan
C SWOT analysis
D PESTLE analysis
- 1.1.2 A ... is used to ensure that the product quality is consistent (1)
A SWOT analysis
B marketing plan
C product specification
D product analysis
- 1.1.3 A trade mark is a ... (1)
A brand name that can be vocalised
B trade name that is indicated on the product
C name or symbol that has been registered
D symbol that is represented by
- 1.1.4 ... becomes a silent salesman for self service shopping. (1)
A labelling
B packaging
D image
E product name
- 1.1.5 The selling price is calculated by adding a mark up on the final cost of the product. (1)
A Demand based pricing strategy
B Competitor based pricing strategy
C Cost based pricing strategy
D Productivity
- 1.1.6 Direct selling is when a manufacturer sells ... (1)
A directly to the wholesaler
B has their own stores to sell their goods
C pays for people to demonstrate the goods in the stores
D sells directly to retailers
- 1.1.7 The ... is the specific group of customers who will be most likely to purchase the products or service. (1)
A target market
B market
C competitive edge
D customer base

- 1.1.8 Sustainable profitability is when a business is able to ... (1)
 A sell all the products made
 B have long term goals to grow the business
 C achieve their break-even point
 D achieve their best sale scenario.
- 1.1.9 Which of the following foods should be avoided by a person with a gluten intolerance? (1)
 A Cornflakes
 B Pasta
 C Rice
 D Soya beans
- 1.1.10 People who are lactose intolerant may be able to tolerate (1)
 A buttermilk
 B cheese
 C cream
 D milk
- 1.1.11 A person with a body mass index of 23 ... (1)
 A is underweight
 B has a normal weight
 C is overweight
 D is obese
- 1.1.12 Which of the following starchy foods will raise the blood glucose level the quickest? (1)
 A Basmati rice
 B Couscous
 C Samp
 D White rice
- 1.1.13 Which of the following types of additives may impact adversely on the behaviour of some children? (1)
 A Colourings
 B Emulsifiers
 C Gelling agents
 D Stabilizers
- 1.1.14 E-numbers on food labels indicate (1)
 A ingredients that have passed all safety checks
 B additives that have nutritional value
 C additives that were approved by the European Food Safety Authority
 D allergens
- 1.1.15 For milk-allergic child special attempts should be made to include sufficient amounts of the following nutrient: (1)
 A Fat
 B Vitamin C
 C Iron
 D Calcium

- 1.1.16 A high standard of construction is a property of (1)
- A all fashion
 - B fashion fads
 - C trends
 - D haute couture

- 1.1.17 The graph below represents: (1)



- A a classic curve
 - B an average fashion curve
 - C a fad curve
 - D a prevailing fashion curve
- 1.1.18 Skinny denim jeans is both (1)
- A high fashion and a fashion trend
 - B high fashion and mass fashion
 - C a classic style and mass fashion
 - D a classic style and a fashion fad

- 1.1.19 Concerned consumers prefer to purchase garments that display a Fair Trade logo similar to the one below because (1)



- A the goods come from small, informal producers and manufacturers
 - B no synthetic pesticides were used during cultivation
 - C workers were paid competitive wages and worked under good conditions
 - D the products were produced in a developing country
- 1.1.20 Select the factor which will promote fashion change (1)
- A Religion
 - B Nano technology and the latest textiles
 - C Government legislation
 - D Economic recession

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- 1.2 Choose the definition in COLUMN B that matches the term in COLUMN A. Write only the letter next to the question number (1.2.1–1.2.5) (5)

1.2.1	Fixed costs	A	Costs change if the number of products increases or decreases
1.2.2	Gross profit	B	The price to manufacture one item.
1.2.3	Production cost	C	The costs stay the same and do not change if the number of products made increases or decreases
1.2.4	Variable costs	D	The total cost of producing a specific number of products
1.2.5	Mark up	E	The profit made before overheads and other expenses is deducted
		F	The amount that is added to cost price.

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- 1.3 Identify FOUR factors that must be easily available when selecting a suitable product for small scale production: (4)

- A sales people
- B work space
- C raw materials
- D financial resources
- E skilled workers
- F consumer appeal

- 1.4 From the list below identify THREE risk factors for the development of osteoporosis. Write down only the correct letters (A-F) on your answer sheet. (3)

- A Anorexia
- B Diet high in fat
- C High salt intake
- D Intake of little red meat
- E Poor intake of milk and milk products
- F Women with a thin body frame

- 1.5 Give ONE term for each of the following descriptions. Write the term next to the number on the answer sheet.

- 1.5.1 An adverse reaction to food that does not involve the immune system (1)
- 1.5.2 A system of ranking carbohydrate foods according to how quickly they release their energy in the body (1)
- 1.5.3 A substance added to food to enhance or improve the taste, aroma, colour, texture or appearance. (1)
- 1.5.4 The disease where bones become weak, brittle and break easily. (1)
- 1.5.5 The process where scientists identify an individual gene responsible for a desired characteristic, extract it, copy it, and insert the copy into another organism. (1)
- 1.5.6 The white waxy substance that may clog up arteries. (1)
- 1.5.7 Condition of excessive fatness (1)
- 1.5.8 Causes the heart muscle to thicken and the arteries to stretch. (1)

[8]

QUESTION 2: ENTREPRENEURSHIP

- 2.1. List THREE components of a marketing plan. (3)
- 2.2. Define a target market (3)
- 2.3. List TWO requirements for a good advertisement. (2)
- 2.4.

Marisa and Peter have just completed a 3 year fashion design course. They have decided to start making maternity clothes as there is very little that is inspiring on the market. After two years, Peter and Marisa's business has become very successful. However, some of the garments are being returned with faulty stitching or the fabric is stretching after the first wash. One garment that had been in storage for a while had fish moth holes. There are more competitors in the market and they need to find ways to sell more garments to keep up their profit levels.

 - 2.4.1 State TWO components of a financial feasibility study and explain how each one is necessary to ensure the success of their business idea. (2 × 5)
 - 2.4.2 They will be making their own garments .How will planning help them to grow the business so that they can employ more staff? (5)
 - 2.4.3 Suggest how they can ensure their business profitability is sustainable. (5)
 - 2.4.4 Explain correct storage procedures in order to solve some of their problems. (4)
 - 2.4.5 Discuss the careful control of finances and suggest how this could increase their profit. (5)
 - 2.4.6 Can you suggest any other ways, other than selling more products, that they can increase their profit? (4)
- 2.5 Identify briefly explain THREE requirements for production of quality products. (6)
- 2.6 How will a competitive edge assist them to attract more customers? (3) (CL2)
- 2.7 Discuss product specification as a means to ensuring consistent quality. (3) (CL1)
- 2.8 Suggest TWO methods of marketing their product to increase their sales. (2 x 4) (CL1)
- 2.9 Compare own and borrowed money as a source of finance for a business. (4) (CL2)

QUESTION 3: FOOD AND NUTRITION

- 3.1 Explain how the nutritional information on a label could be beneficial for consumers. (4)
- 3.2 Vomiting and diarrhoea are symptoms of many food-borne diseases. Suggest SEVEN guidelines that can help to prevent or manage dehydration. (7)
- 3.3.1 List the advantages of a healthy eating pattern for a person living with HIV/AIDS (4)
- 3.3.2 Choose from following list FOUR foods that will best strengthen the immune system and give a reason for each choice. (8)

Peanut butter	Jam
Butter	Guavas
Apples	Pumpkin
Cucumber	Lettuce
Bran flakes	Corn flakes
- 3.4 Suggest, for each dish below, an alternative that would be more suitable for a person who must lose weight. The alternative must be similar to the dish. (7)
 - 3.4.1 Fried egg
 - 3.4.2 Omelette with meat and cheddar cheese filling
 - 3.4.3 Croissant
 - 3.4.4 Deep-fried potato chips
 - 3.4.5 Choc chip muffin
 - 3.4.6 Pizza with salami and Tussers cheese

- 3.5 A well-known retailer in South Africa has published the following extract in an advertisement. Study the extract and answer the questions that follow.

More Organic Choices
 We were the first retailer to offer you organic produce and now bring you the widest range of organic foods that are as good for you as for the planet.

Critically evaluate the statement: “Organic foods that are as good for you as for the planet.” (15)

- 3.6 Study the list of ingredients for recipes below and answer the questions that follow.

Recipe A	Recipe B
Spaghetti Carbonara	Spaghetti with white beans and tomatoes
Serves 4	Serves 4
400 g spaghetti	400 g spaghetti
4 rashers bacon	1 can white beans
30 ml oil	30 ml finely chopped fresh mint leaves
3 eggs	15 ml lemon juice
45 ml cream	1 clove garlic, finely chopped
100 g finely grated Parmesan cheese	250 ml / 140 g cherry tomatoes, cut in half
Some chives, chopped	45 ml olive oil
2 cloves garlic	15 ml lemon zest
Salt and freshly milled pepper	Salt and freshly milled pepper

- 3.6.1 Evaluate both recipes in terms of their suitability for a person with diabetes. Choose the recipe that will be the best choice for a person with diabetes. (8)
- 3.6.2 Evaluate both recipes in terms of their suitability for a person with high blood cholesterol levels. Choose the recipe that will be the best choice a person with high cholesterol levels. (12)
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QUESTION 4: CLOTHING

- 4.1 Explain how the factors listed below can accelerate the availability of fashion items to South African consumers.
- 4.1.1 Increased mobility (3)
- 4.1.2 Methods of distribution (3)
- 4.1.3 Communication (3)
- 4.2 “Teenage fashions, buying patterns and decision making differ from those of adults.” Discuss this statement. (6)
- 4.3 Read the extract below and answer the question that follows.

Prior to 1850 (a very general date), most clothing was custom made either in home production or through an order placed at a dressmaker or tailor. The latter option was usually only open to those who could afford the labour and materials of a professional, making fashion a prerogative of the wealthy classes. The mass production that characterises the twentieth century fashion industry can be seen to rely on three factors without which the industry would not exist as we know it today: the emergence of the factory system of production out of the industrial revolution; the invention of technologies that sped up the time it took to produce materials and garments (e.g. the sewing machine and loom); and the rise of capitalism. Another factor paramount to the creation of the modern day fashion industry is the selling platform that makes fashion items accessible to the market (that is, outlets and retail stores).

Source: www.fashionweg.co.za

Explain, using the information in the abstract, why fashion is now changing faster than in 1850. (10)

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Grand total: 200 marks

Additional exemplar mid-year examination memorandum

QUESTION 1: SHORT QUESTIONS

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

[20]

- 1.2.1 C (CL1)
- 1.2.2 E (CL1)
- 1.2.3 D (CL1)
- 1.2.4 A (CL1)
- 1.2.5 F (CL1)

- 1.3 B, C, D, F (CL1)

- 1.4 A ✓
- E ✓
- F ✓ remembering

- 1.5.1 Allergy ✓
- 1.5.2 Glycaemic Index ✓
- 1.5.3 Additive ✓
- 1.5.4 Osteoporosis ✓
- 1.5.5 Genetic modification/manipulation ✓
- 1.5.6 Cholesterol ✓
- 1.5.7 Obesity ✓
- 1.5.8 Hypertension ✓ remembering

QUESTION 2: ENTREPRENEURSHIP

- 2.1 Product, Price, Place, People, Promotion (3 x 1 mark)
- 2.2 The specific group of people ✓ who will purchase the goods ✓ and to whom the business will aim their advertising. ✓ Their needs and wants must be identified. ✓ (max 3)
- 2.3 Attract attention, ✓ arouse interest, ✓ create a demand, ✓ lead to action ✓ (any 2)
- 2.4.1 Start up capital ✓ this is the total amount that will be needed ✓ to begin a business ✓ and keep it going until it can sustain itself. ✓ identifies the most important costs that must be paid or purchased first. ✓ (5)
- Production costs ✓ These are all the costs involved ✓ in the manufacture of goods. ✓ It includes variable costs ✓ fixed costs ✓ and overheads. ✓ (5)

- Variable costs ✓ These costs change ✓ as the number of goods manufactured changes. ✓ It includes all costs that directly relate to the actual manufacture of the goods ✓ e.g. raw materials ✓ and factory labour ✓ (max 5)
- Fixed costs: ✓ These costs remain the same even ✓ when production numbers change. ✓ The are not related to the manufacture of goods ✓ e.g. rent, ✓ insurance ✓ (max 5)
(any 2 x 5)
- 2.4.2 Planning is important as it ensures the efficient use of materials ✓ and human resources. ✓ Production goals will ensure that all orders are met on time. ✓ Planning production costs ✓ means that the business will have accurate figures ✓ to ensure the selling price is correctly calculated. ✓ This will lead to additional sales ✓ and increased production and staff. ✓ (max 5)
- 2.4.3 A business must work smart ✓ and have short and long term goals ✓ to ensure sustainable profitability. ✓ A business cannot remain stagnant, it must grow to ensure sustainable profitability. ✓ This business recognises that needs of customers and the environment will change ✓ and makes plans to adapt to these changes. ✓ Long term planning ensures the business makes the most of opportunities ✓ and identifies possible threats. ✓ (max 5)
- 2.4.4 Minimum and maximum stock levels must be determined. ✓ This will ensure that the business does not run out of stock ✓ or have too much money tied up in the stock. ✓ There must be sufficient space for stock ✓. It should be stored and arranged so that goods that are used frequently can be obtained quickly. ✓ Develop good procedures for check-in and check-out procedures. ✓ Use correct temperatures for storing stock ✓ e.g. cold rooms and freezer rooms ✓ (max 4)
- 2.4.5 Financial control is essential for efficient production of quality products. ✓ The cost price must be accurately calculated. ✓ Wastage must be reduced as this increases costs. ✓ The cost price must be kept as low as possible ✓ without affecting quality. ✓ The more goods that are produced without increasing costs ✓ the more profit will be made. ✓ (max 5)
- 2.4.6 Reduce cost price of production ✓, increase the number of goods produced in the same period ✓ ensure the machinery and human resources are used efficiently ✓ Draw up budgets to ensure no department wastes money unnecessarily. ✓ (max 4)
- 2.5 Good planning ✓ means production will be efficient ✓,
- Adhering to specifications ✓ means the quality will be consistent ✓
- Quality control ✓ during and after production will reduce wastage ✓
- A tidy workplace ✓ will avoid accidents and poor production quality ✓
- Hygiene of workers ✓ is important for health and safety and that products are not contaminated. ✓
- Control of finances ensures there is enough money to purchase the correct quality of raw materials. (any 3 x 2)
- 2.6 The competitive edge will attract customers as the product or service will be better ✓ than other similar products or businesses. ✓ Increases brand awareness and publicity ✓ which increases sales. ✓ (max 3)
- 2.7 Product specification is a written description of a product ✓. It must include everything so that each batch or product matches this specification. ✓ Its lists the raw materials, how it is made, restrictions, size and appearance. ✓ It also includes details about the equipment that will be used. ✓ (max 3)
- 2.8 Advertising ✓, publicity, ✓ direct selling, ✓ using a middleman, wholesaler or retailer. ✓ (max 2)
Note: If the learners lists advertising media this will also be acceptable, e.g. advertising radio, television, bill boards etc.
- 2.9 Own capital is when the owner uses his own money ✓ or borrows money in his personal capacity. ✓ The reward for own capital is profit. ✓ (max 2)
Borrowed capital: is money borrowed from a bank or financial institution ✓. It must be paid back over a specific period of time ✓ with a specified amount of interest. ✓ (max 2)

QUESTION 3: FOOD AND NUTRITION

- 3.1 The nutrition information per 100g ✓ allows consumers to compare different products. ✓ The nutrition information per serving size helps consumers to determine how many kilojoules ✓ and nutrients ✓ they are actually consuming. The serving size is a guideline as to how much of a specific product should be eaten. ✓ (any 4)
- 3.2 Stop eating solid foods for a few hours ✓ Drink clear liquids ✓ Homemade rehydration liquid ✓ can be made If fluid cannot be kept down, small volumes ✓ can be taken frequently by sucking on ice or ice lollies, or by taking small, frequent sips of liquid. Foods which are rich in soluble fibre ✓, such as fruit/oats/beans/peas/lentils ✓ help to reduce diarrhoea as they bind stools. Start eating again slowly ✓. Dry toast/ jelly/bananas/grated apple/clear soup ✓ are usually well tolerated. Avoid dairy products/caffeine/alcohol/fatty/spicy foods. ✓ Rest ✓ (any 7)
- 3.3.1 Strengthening the immune system ✓ Helps to fight infection ✓ Delay the development of full-blown AIDS ✓ Improve well-being / feeling better ✓ Prolong life ✓ (any 4)
- 3.4.2 Suggested answer: Peanut butter ✓ : High in protein / selenium /zinc ✓ which strengthens the immune system Guavas ✓: High in vitamin C ✓ which strengthens the immune system Pumpkin ✓: High in vitamin A / Beta carotene ✓ which strengthens the immune system Bran flakes ✓: High in Selenium ✓ that strengthens the immune system (8)
- Poached/boiled egg ✓
 - Omelette with vegetable/mushroom filling ✓
 - Brown bread or whole wheat bread toast ✓
 - Oven-baked potato chips / baked potato / boiled potato ✓
 - Bran Muffin ✓
 - Pizza with ham ✓ and mozerella/Edam cheese ✓ (7)
- 3.6 Organic food is grown without artificial fertilisers / pesticides / herbicides /growth regulators and livestock feed additives. ✓✓ (any 2)
- For this reason organic food is likely to contain lower residues of agricultural chemicals ✓ than conventionally farmed food. It is thus more environmentally friendly. Pollution is reduced: ✓ The accumulation of feeding-pen waste, manure and other organic waste products can be a serious pollution problem. Organic farmers process and use waste materials by ploughing them back into the soil ✓. It can, however, never be completely free from residues due to environmental pollution. ✓ Organic farming uses traditional farming methods to keep the soil and plants healthy such as crop rotation ✓. This is environmentally friendly . Since plants grown organically are less prone to disease ✓, they do not have to be sprayed as intensively produced crops do ✓. Predators are used to control harmful insects, instead of spraying the crops with chemicals ✓. Crops are also protected from harmful pests by planting specific bushes or flowers that ward off unwanted insects or pests ✓. This method is called companion planting ✓. This is environmentally friendly. Organic animal meats may be treated with vaccines ✓, but cannot be fed any growth regulating hormones, drugs, steroids or antibiotics ✓. Free-range animals are healthier than factory-farmed animals and are not routinely given antibiotics ✓. This is healthier for the consumer ✓. There is no conclusive scientific research that confirms that organically grown food is more nutritious ✓. Researchers have confirmed that organic foods contain the same nutrients, in the same amounts, as the same non-organic foods ✓. It is healthier ✓: Studies have shown that chemicals and pesticides could harm your health ✓. On the other hand, scientific evidence indicates that the health risks associated with pathogenic micro-organisms are far greater than the health risks associated with the intake of traces of pesticides ✓. (any 15)
 - Please note: The answer must contain arguments that organic foods are good for the consumer and the environment AND arguments that it is not necessarily better.

- 3.6 Pasta has a low glycaemic index (GI) ✓ and will be good choice for a person with diabetes as glucose is released slowly into the blood stream ✓. Recipe A is high in fat ✓ which is not suitable as diabetic people are at a high risk to develop coronary heart disease ✓. Fat is provided by the bacon ✓, oil ✓, eggs ✓, cream ✓ and cheese ✓. The white beans / legumes in recipe B have a low glycaemic index (GI) ✓ (do not give a mark for the explanation of GI and diabetes if already given for pasta.) The tomatoes in recipe B have a low glycaemic index (GI) ✓ (do not give a mark for the explanation of GI and diabetes if already given for pasta.) Recipe B will be the best choice for a person with diabetes. ✓ (any 8)
- 3.6.3 (12)

Recipe A: Spaghetti Carbonara

- Has a high saturated fat content ✓ which increase cholesterol ✓ and may cause weight gain ✓ Bacon is high in fat ✓, cream contains saturated fat ✓, parmesan cheese contains saturated fat ✓ Eggs contain cholesterol ✓

Recipe B: Spaghetti with white beans and tomatoes

- Beans contain soluble fibre ✓ which help to lower cholesterol levels ✓ Cherry tomatoes are a good source of Vitamin C ✓, which is an anti-oxidant ✓ and help to lower the damage cholesterol cause in arteries ✓ Olive oil is unsaturated ✓ and is used in moderation ✓. Unsaturated fat is better with heart health ✓.
- Recipe B, spaghetti with white beans and tomatoes is the best choice ✓ (any 12)

QUESTION 4: CLOTHING

- 4.1.1 Increased mobility:
People who work away from home/travel more ✓ are exposed to different fashion trends/cultures ✓ so they develop different clothing needs ✓ (3)
- 4.1.2 Methods of distribution: Transport is easy – shipping from other countries ✓ good transport within South Africa ✓ courier services available ✓ chain stores provide branches that are out of stock ✓ (3)
- 4.1.3 Communication: Media e.g. magazines, TV, internet show latest fashions ✓ Advertising inform consumers ✓ Word of mouth communication ✓ (3)
- 4.2 Teenagers wear garments that tend to expose their bodies more ✓ and are more provocative ✓. Teenagers often wear cheaper garments from chain stores ✓ and buy few classic, durable garments ✓. They are also very aware of brand labels and trademarks ✓ they are more likely to purchase one pair of Nike shoes than to have three pairs of unbranded shoes ✓ they buy items to conform to the group image/peer pressure ✓ some/low-income consumers who cannot afford branded labels often succumb to the temptation of buying fake items ✓. (any 6)
- The factory system of production ✓ led to mass production / production of more clothes ✓ as the same pattern and fabric can be used to make a large number of clothes ✓.
 - Technology ✓ such as the sewing machine led to faster production ✓ of clothes as it is faster to sew than working by hand ✓. The loom sped up the production of fabric ✓.
 - Capitalism ✓ resulted in a better income ✓ for middle class people, meaning more people can afford new clothes ✓.
 - Outlets and retail stores ✓ sell a large variety ✓ of clothes to consumers. These outlets and retail stores are accessible ✓ for consumers and many sell clothes at reasonable prices / cheaply. ✓ (any 10)

[25]

Grand total: 200 marks