

MARKING GUIDELINES

EXAMINATION	NATIONAL SENIOR CERTIFICATE
GRADE	12
DATE	NOVEMBER 2024
SUBJECT	CONSUMER STUDIES
PAPER	1
MARK TOTAL	200
DURATION (HOURS)	3
NUMBER OF PAGES	20



SOUTH AFRICAN COMPREHENSIVE ASSESSMENT INSTITUTE
SUID-AFRIKAANSE KOMPREENSIEWE ASSESSERINGSINSTITUUT



SECTION A: SHORT QUESTIONS (All topics)

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[40]



SECTION B

QUESTION 2: THE CONSUMER

2.1 2.1.1 Name TWO acts that protect the consumer against unfair business practices such as these resellers or distributors.

- The National Credit Act✓
- The Consumer Protection Act✓

(2)

Remembering easy SC p 170-173 F 157

2.1.2 Explain **how** a warranty/guarantee protects consumers.

- It is a promise to replace or repair✓ an item if the item does not satisfy the terms of the warranty.✓
- The warranty states that the product is reliable and free from known defects.✓
- Defective parts will be repaired or replaced within a given time limit.✓
- Under the CPA, failed, unsafe or defective goods may be returned within six months of delivery.✓
- A service business should provide a three-month warranty with every new or reconditioned part installed during any repair or maintenance work.✓

(Any 3)

(3)

Remembering moderate SC p 175 F p 158

2.1.3 Identify and explain TWO unfair business practices from the extract.

- Marketing goods with false promises or misleading statements/misrepresentation✓ - the solar panels are fake and unable to generate efficient energy.✓
- Business practices that are detrimental to the consumer/unreasonable acts✓ - the panels are unsafe/could cause a safety risk to the customer.✓
- Business practices that disadvantage the consumer/fraud✓ - not honouring the warranty.✓

(Any 2x2)

(4)

Applying moderate SC p 174 F p 157



2.1.4 Discuss FOUR valid reasons why solar power could be considered a viable option during South Africa's energy crises.

- Solar uses the sun to generate electricity✓ - South Africa has many sunny days/many parts of South Africa are considered semi-desert with a lot of sun.✓
- Solar panels do not give off any pollution✓ - generating power from solar panels will not generate additional pollution similar to the current non-renewable power generating processes such as coal power.✓
- Solar power can operate without being connected to electricity or gas✓ - available in remote areas/can be utilized in informal settlements✓
- Financial incentives✓ - the government offers tax rebates for installing solar systems.✓
- May be cheaper in the long run/After the initial investment is saved back, the energy cost becomes almost zero and little maintenance is needed.✓

(Any 4x2) (8)

Applying moderate SC p 191 F p 170

2.2 2.2.1 **Define** *Consumer Price Index*.

- The CPI measures changes✓ in the cost of goods and services✓ over a specific period✓
- OR**
- CPI shows a change✓ in the price of a group of products and services✓ for one year.✓

(Any 3) (3)

Remembering easy SC p 185 F p 167

2.2.2 Describe how the Consumer Price Index "basket" is selected.

- About 400 products, divided into 12 categories.✓
- Items used by a typical household.✓

(Any 1) (1)

Remembering easy SC p 185 F p 167

2.2.3 Suggest THREE reasons why the inflation of eggs had increased so significantly.

- Avian flu outbreak led to the culling and killing of millions of chickens.✓
- Consumers' panic buying resulted in a shortage of eggs on the market.✓
- The price of eggs increased as demand increased.✓
- As the price increased so did the CPI of the eggs.✓

(Any 3) (3)

Understanding moderate SC p 185 F p 167 / Text



2.2.4 Suggest THREE other reasons why general food inflation would have increased.

- People asking for high pay increases result in businesses increasing their prices to cover salary increases.✓
- If the government spends more than it receives in taxes/taxes increase.✓
- More money is printed without security.✓
- Increase in the price of fuel,✓ increases the transport cost✓ of food.
- Load shedding leads to food losses✓ and retailers increase their prices to compensate for these losses.✓
- Alternative sources of electricity to keep food cold/frozen are expensive.✓ (3)
(Any 3)

Understanding moderate SC p 185 F p 167

2.2.5 Explain the possible effect of inflation on elderly persons.

- The inflation rate is the percentage at which the price of goods and services increase.✓
- The higher the rate of inflation, the less the consumer can purchase with the same amount of money.✓
- Elderly persons are dependent on a pension fund that does not always increase, or the increase is less than inflation.✓
- So as inflation increases elderly persons will have less spending money/disposable income✓ and will suffer most.✓
- This leads to a subtle decrease in the standard of living.✓(Any 3) (3)

Understanding moderate SC p 185 F p 168

2.3 Explain what the Pay-as-you-earn system entails.

- It ensures that the employee pays tax✓ at the same time, that he/she earns his/her salary.✓
- The employer deducts one-twelfth of the estimated tax that the employee will pay at the end of the year from the money he/she earns every month.✓

OR

- The PAYE is the employee tax that employers calculate on the balance of the employee's full-time salary✓calculated and deducted above the tax threshold for the year.✓
- The amount deducted from the employee's monthly remuneration is calculated from tax tables✓ and paid to the Receiver of Revenue.✓

(Any 2) (2)

Understanding easy SC p 181 F p 163



2.4 Discuss how the lack of service delivery by municipalities is affecting water provision for consumers and the consequences thereof.

- Water pumps break because of a lack of maintenance✓ and reservoirs/storage dams run empty.✓
- Water pipes are not maintained, this causes leaks and bursts. Millions of litres of water flow down the streets and is wasted.✓
- Water running down the streets cause potholes✓ and this damages cars.✓
- Consumers have no water✓ to bath/wash hands/prepare food/wash dishes/wash clothing.✓
- Because flushing sewer systems cannot operate✓ this leads to unhygienic living conditions/diseases.✓
- Low-income families✓ cannot afford to buy water/install water tanks.✓
- Consumers will become negative towards regional/provincial/national government.✓
- If consumers do become ill,✓ it will lead to additional medical expenses.✓

(Any 8)

(8)

Analysing difficult SC p 196-199 F p 177-181

[40]



QUESTION 3: FOOD AND NUTRITION

3.1 Name FIVE dietary changes that will lower blood cholesterol levels.

- Limit intake of saturated fat and trans fatty food.✓
- Replace saturated fat with mono-unsaturated and poly-unsaturated fats/olive oil/canola oil/grape seed oil/olives/avocado/peanut butter unsalted raw nuts/sunflower/soya/corn oil/soft margarine/fatty fish.✓
- Eat more dark, green leafy vegetables✓ - to reduce cholesterol build-up.
- Limit intake of red meat/organ meat/shrimps/prawns.✓
- Eat more fatty fish/sardines/pilchards/salmon.✓
- Make wholewheat/brown bread/oats/brown rice the basis of most meals.✓
- Increase intake of soluble fibre/oats/apples/legumes.✓
- Use salt sparingly.✓
- Eat at least five servings of fruit and vegetables daily.✓ (Any 5) (5)

Remembering easy SC p 85 F p 74/75

3.2 3.2.1 Name FOUR factors that increase the risk of developing osteoporosis.

- Low oestrogen levels/early menopause in females✓
- Body shape✓
- Family history of osteoporosis/genetic✓
- Overactive thyroid gland✓
- Smoking✓
- Long-term use of certain medications✓
- Excessive alcohol intake✓
- Lack of exercise✓
- Lack of calcium/phosphorous/vitamin D✓ (Any 4) (4)

Remembering easy SC p 89 F p 76



3.2.2 Explain the consequences of osteoporosis.

- Compression fractures occur in the spine✓ because the weakened bone collapses✓ under the body's weight.
- This causes loss of height✓ and an increased curvature of the spine.✓
- The bones become thinner/less dense/brittle/weak✓
- Break easily/Increased risk of fractures in the hip/legs/wrist✓

(Any 4) (4)

Understanding moderate SC p 89 F p 76

3.3 Explain the difference between a dairy/milk allergy and a dairy/milk intolerance. (6)

- A dairy/milk allergy occurs when the immune system✓ wrongly thinks that the protein✓ in milk is harmful✓ and reacts against it.
- In the case of a dairy/milk intolerance, the body lacks the enzyme lactase✓ and it cannot digest/break down ✓ the sugar in milk/lactose.✓
- A milk/dairy allergy could be life threatening✓ while a dairy/milk intolerance is not life threatening.✓

(Any 6) (6)

Understanding moderate SC p 92/93 F p 79/80

3.4 Give valid suggestions how she can manage her Type 1 diabetes.

- Eat lean protein (fish/poultry/legumes)✓
- Eat more fibre-rich foods e. g. whole grains/fruit/vegetables/eat both soluble and insoluble fibre.✓
- Limit food and snacks high in saturated fat and cholesterol.✓
- A dietician can show the diabetic to do a carbohydrate count to control blood sugar levels✓ and maintain body weight.✓
- Regular exercise of at least 30 minutes per day is necessary.✓
- Don't skip meals/eat regularly/eat a minimum of 3 meals daily.✓
- Limit the intake of sugar✓ and refined carbohydrates✓
- Follow a low-GI/low-fat diet✓
- Eat fruit and vegetables every day✓
- Reduce protein intake to reduce stress on kidneys✓

(Any 5) (5)

Applying moderate SC p 82-83 F p 73

Note: do not accept healthy food – too vague



3.5 3.5.1 Name THREE nutrients that play an important role in preventing anaemia

- Folacin/folic acid✓
- Vitamin B₁₂✓
- Vitamin B₆✓
- Iron✓

(Any 3)

(3)

Remembering easy SC p 91 F p 76

3.5.2 Show how a constant supply of healthy red blood cells will prevent anaemia.

- Healthy red blood cells will contain sufficient haemoglobin✓ that will carry oxygen✓ from the lungs to all parts of the body.✓
- This will ensure that the cells have enough oxygen✓ to generate energy,✓ maintain cell functions✓ and work properly.✓
- This will prevent tiredness/weakness/lethargy/shortness of breath/paleness.✓

(Any 5)

(5)

Understanding moderate SC p 91 F p 76

3.6 Analyse the eating pattern below and give valid reasons why this young adult will most probably become obese.

- The person skips breakfast✓ and eats unhealthy snacks✓ later in the morning. Skipping breakfast slows down the metabolism.✓
- He/she eats no fruit/vegetables✓ which do not contain fat.✓
- The potato crisps/chips/onion rings are deep-fried/contain a lot of saturated fat✓ which increase the kilojoule intake.✓
- He/she ingests a lot of sugar/sweets/sugary drinks✓ which increase the kilojoule intake.✓
- He/she does not eat fibre-rich food✓ - which will delay the feeling of hunger.✓
- Food is processed✓

(Any 8)

(8)

Analysing difficult SC p 91 F p 76

[40]



QUESTION 4: CLOTHING

4.1 Define the following fashion terms.

(a) *Fashion Fad*

- In high demand/many customers/wearers✓
- Lasts a very short time/It has a very short life cycle✓
- Becomes popular suddenly✓
- Often in the form of accessories✓

(Any 2) (2)

Remembering easy SC p 51 F p 49

Note: Do not accept examples

(b) *Classic fashion*

- Lasts for many seasons/continually accepted/timeless✓ with subtle updates/changes.✓
- Characterised by simplicity✓
- Always considered tasteful/elegant✓

(Any 2) (2)

Remembering easy SC p 51 F p 49

Note: Do not accept examples

4.2 Explain why fashion cycles overlap.

- As a fashion becomes popular and is copied more widely, demand starts to grow.✓
- At the same time the previous fashion becomes less popular, with fewer people wearing it.✓

OR

- The start of one fashion overlaps✓ with the decline of the previous fashion.✓

(Any 2) (2)

Understanding easy SC p 50 F p 50

4.3 Name TWO points of the manufacturing code for Fair Trade companies.

- They pay fair wages.✓
- They provide good working conditions.✓
- They do not use child labour.✓
- They comply with civil labour laws and safety laws.✓
- They support environmentally sustainability/protection of the environment.✓
- Guarantee fair deals for producers✓
- Guarantee rights for workers✓

(Any 2) (2)

Remembering easy SC p 69 F p 61



4.4 Describe how formal work attire can be adjusted for an evening work event.

Attire for men:

- Change the jacket for a smarter jacket in a dark colour. ✓
- Change the shirt for a smarter shirt with no collar/mandarin collar. ✓
- Wear a tie only if the shirt has a collar. ✓
- Wear patent leather shoes. ✓

Attire for women:

- Wear a satin/beaded jacket. ✓
- Remove the day wear jacket. ✓
- Change jewellery/accessories. ✓
- Wear a blouse for special occasions. ✓
- Change comfortable shoes to high heels/shiny/patent leather shoes. ✓
- Change large handbag to smaller bag/clutch ✓ (Any 4) (4)

Applying moderate SC p 64/65 F p 57

4.5 4.5.1 Explain what counterfeit goods are.

- Counterfeit goods are replicas/illegal copies of the original product. ✓ (1)

Remembering easy SC p 72 F p 64

4.5.2 Discuss the advantages of shredding the counterfeit clothing items and recycling them.

- Recycling these clothing items will reduce the amount of textile goods that land up in landfills. ✓
- The recycled polyester will be used to manufacture/make zips and buttons. ✓
- Recycled polyester is also used to manufacture top-quality sportswear. ✓
- It also reduces the amount of new, virgin fabrics that need to be manufactured. ✓
- 100% polyester items are melted and spun into fibres used for products ranging from lingerie to carpets. ✓
- Non-woven fabrics are recycled as fillings for upholstered furniture/, floor coverings/geotextiles/filters. ✓
- Waste is reduced because the confiscated goods do not end up in landfills. ✓ (Any 3) (3)

Understanding moderate SC p 68 F p 62





4.5.3 Give valid reasons why eliminating counterfeit goods in South Africa is essential to our economy.

- It will stimulate the growth of our economy.✓
- The South African economy is suffering tremendously due to high unemployment/many people are being retrenched.✓
- If counterfeit goods are eliminated businesses will not close down/workers will not be retrenched.✓
- Consumers will regain faith in the brands.✓
- Consumers will be able to buy good quality✓ clothing items that will last longer.✓
- SARS will receive tax.✓
- The image and reputation of registered brands will be restored.✓

(Any 4)

(4)

Analysing difficult SC p 72 F p 64

[20]



QUESTION 5: HOUSING

5.1 5.1.1 Identify the type of homeownership represented in the purchase of the above apartment.

- Sectional-title ownership✓

(1)

Remembering moderate SC p 140 F p 122

5.1.2 List THREE uses of the monthly levy paid in apartment complexes.

- Rates and taxes/water and electricity✓
- Insurance✓
- Repairs and maintenance of common areas✓
- Wages and salaries of staff✓
- Extra expenses such as accidental damage✓
- Maintenance of the garden✓
- Security✓

(Any 3)

(3)

Remembering easy SC p 140 F p 122

5.1.3 Outline FIVE advantages of the purchase of this flat for parents of a first-year student.

- They will be the legal owners of the property.✓
- They can make any changes to the interior of the apartment as they desire.✓
- Property can be used as security to get a bank loan.✓
- It is a sound investment as the property might increase in value over time.✓
- There is security/Living in a complex will be safer than living in a freestanding house.✓
- Common areas of the complex may be utilised.✓
- Less administration and responsibility because the body corporate administers/controls/manages the apartment block/complex.✓
- Property can be left/bequeathed to the children in the future.✓
- Cost of maintaining will be much less than a large property and garden.✓
- Travelling costs will be reduced as property is close to educational institutions, transport links and highways.✓
- The Sectional Title Act safeguards the interests of the sectional title owners.✓
- A friend can stay in the second room and pay rent.✓

(Any 5)

Understanding moderate SC p 141 F p 123

(5)



5.2 5.2.1 Describe an instalment sale transaction.

- A deposit is paid✓
- Instalments are paid over a period of time/12 months.✓
- The items can be taken home immediately.✓
- Retailer and consumer must both sign a written contract.✓
- Interest is charged✓ (Any 3) (3)

Remembering easy SC p 162 F p 148

5.2.2 Explain why the cash purchase price is less than the instalment sales price.

During the instalment sales transaction the consumer also has to pay for the following:

- Administration fees✓
- Insurance charges✓
- Deposit✓
- Interest✓
- Finance charges✓ (Any 2) (2)

Applying moderate SC p 162 F p 148

5.2.3 Evaluate the suitability of this product for a first-year student.

- The air fryer will be cheaper than an oven✓ OR students do not have a lot of money and the air fryer is a cheaper option✓ OR there is an instalment payment option to make it easier to buy.✓
- The appliance and the non-stick basket is easy to clean/ it has a large easy to read digital touch LED display/quick pre-heating with indicator light/easy-to-read.✓
- Students do not want to spend too much time cooking food/quick pre-heating✓/students might not have cooking experience - the air fryer has pre-set functions.✓
- Student apartments are often small/have small kitchens; the air fryer will not take up much space✓
- Uses less electricity than an oven, therefore cheaper to use.✓ (Any 5)

Conclusion: This product will be suitable for cooking for a first-year student.✓ (1) (6)

Analysing difficult SC p 152/153 F p 133/134

[20]



QUESTION 6: ENTREPRENEURSHIP

6.1 List FIVE requirements for quality products.

- Appropriate for the target group✓
- Presentation of the product✓
- Quality of raw materials✓
- Quality and design of packaging✓
- Quality of storing/efficient storage procedures✓
- Safety✓
- Correct and attractive labelling✓

(Any 5)

(5)

Remembering easy SC p 24 F p 20-25

6.2 Name TWO ways how an entrepreneur can finance a new business.

- Own money/loan✓
- Business partner/s✓
- Investors (friends/family)/Go fund/Back a buddy (Instagram)✓(Any 2)

(2)

Remembering easy SC p 19 F p 8,11

6.3 List FOUR factors that influence the efficient production of quality products.

- A tidy workplace✓
- Careful planning for production✓
- Adhering to specifications✓
- Quality control✓
- Stock control✓
- Hygiene of workers✓
- Careful control of finances✓

(Any 4)

(4)

Remembering moderate SC p 21-23 F p 15-19



6.4 Name FOUR factors that will increase production costs.

- Poor planning of the production process✓
 - No/poor quality control✓
 - Poor stock management of consumables✓
 - Poor stock control of equipment✓
 - The inefficient use of equipment✓
 - Poor quality raw materials✓
 - Unskilled/untrained staff✓
 - Inaccurate book-keeping/record-keeping/control of finances✓
 - Products that do not meet the minimum quality standards✓
 - Inflation/high cost of ingredients/transport/electricity/water✓
 - Inefficient storage procedures✓
- (Any 4) (4)

Applying moderate SC p 21-23 F p 20-25

6.5 Discuss how the available space will affect the production in a home-based food business.

- A very small kitchen is suitable for one person✓ only – less products will be produced✓ than when there are two or more workers.
 - A small space will limit the growth✓ of the business.
 - There will not be enough/ample storage space✓ for ingredients etc.
 - There will be more wastage of ingredients✓ - loss of profit.✓
 - More risk of accidents✓
- (Any 4) (4)

Applying moderate SC p 19 F p 12

6.6 Lindiwe bakes 20 milk tarts every day from Monday to Friday. He has one helper who he pays R250 per day. Use the information below to determine the selling price of one (1) milk tart. Show ALL calculations.

Cost to produce 20 milk tarts: R750.00
 Wages: R250.00
 Other costs per week: R300.00
 Lindiwe wants to make 70% profit.

$R750 + R250 + (R300/5)$
 $R750 + R250 + R60 \checkmark = R1060.00 \checkmark$
 $70\% \text{ of } R1060.00 = 70/100 \times 1060.00$
 $R1060 \times 70/100 \checkmark = R742.00 \checkmark$
 $R1060.00 + R742.00 = R1\ 802.00 \checkmark$
 $R1\ 802.00 / 20 \checkmark = R90.10/R90.00 \checkmark$

OR

$R750 + R250 + R300/5 = R1060 \checkmark$
 $R1060 / 20 \checkmark = R53 \checkmark$
 $R53 \times 70 / 100 \checkmark = R37.10 \checkmark$
 $R53\ 00 + R37.10 \checkmark = R90.10 = R90.00 \checkmark$

(7)

Applying moderate SC p 38-40 F p 37, 38

Note: Consider all correct methods of calculating the price

6.7 6.7.1 Discuss the importance of a successful tradename to ensure the success of this business.

- The trade name is used to identify its product and distinguish itself from its competitors. ✓
- The trade name gives the customers an idea of what the customer can expect. ✓
- The change of the company tradename reflects the company's focus on high-quality deals for the consumers. ✓
- The new tradename is easy to recognise ✓ and customers know what to expect.

(Any 2)

(2)

Understanding moderate SC p 28 F p 29



6.7.2 Explain how on-line shopping from companies such as Superbalist, can have a negative impact on the consumers' carbon footprint.

- Delivery of products✓ - cars/trucks delivering orders give off carbon dioxide which damages the ozone layer.✓
- Delivered goods use vast amounts of packaging material✓ - this creates addition of waste to be dumped.✓
- Online shopping can increase the amount of fast fashion✓ - this creates more wastage of clothes thrown out/use of natural resources/more damage through production e.g. pesticides/water wastage✓

(Any 4)

(4)

Understanding moderate SC p 26 F p 26/27



6.7.3 Analyse how the following components of the marketing mix are used to ensure the success of this business.

(a) Promotion

- Promotion such as advertising is used to increase awareness and visibility of the product, ✓ improve the product's position relative to competitors, ✓ and eventually increase sales ✓.
- Superbalist focuses on demographics/transactional data/psychographic data ✓ and customer behaviour. ✓
- As an e-commerce company, advertisements and promotions are done on electronic and social media ✓ which means that they can reach a large audience ✓ as most people have cell phones/the internet today.

(Any 4)

(4)

Analysing difficult SC p 29/28 F p 30/31

(b) Price

- Consumers are very price conscious as the cost-of-living increases/customers exchange their money for something that they want and they feel is fair. ✓
- Due to Superbalist being an online shop/not having any stores with overheads ✓ the costs for running the business can be reduced. ✓
- Therefore, customers can get products at the most competitive prices/the company focuses on high-quality deals for their customers. ✓
- A variety of payment options ✓ are made available for the customer which simplifies the buying process/makes it easier for customers to buy. ✓
- Due to the company starting self-funded, debt is limited ✓ so that customers can be offered the best prices possible. (Any 4)

(4)

Analysing difficult SC p 30/31 F p 32/33

[40]

TOTAL SECTION B: [160]

GRAND TOTAL: [200]