

Sastri College

1929 - 2019

CONSUMER STUDIES

GRADE: 12

MARCH EXAMINATION

TIME: 1.5 HOUR

EXAMINER: K. DEVANAND

MODERATOR: G.T. MOODLEY

TOTAL: 75 MARKS

QUESTION ONE:	11 MARKS
QUESTION TWO:	4 MARKS
QUESTION THREE:	20 MARKS
QUESTION FOUR:	40 MARKS
TOTAL : 75 MARKS	

1. THIS QUESTION PAPER CONSISTS OF 6 PAGES AND FOUR QUESTIONS
2. ALL QUESTIONS ARE COMPULSORY AND MUST BE ANSWERED CORRECTLY ACCORDING TO THE NUMBERING SYSTEM USED IN THE QUESTION PAPER
3. WRITE NEATLY AND LEGIBLY

QUESTION	LEVEL 1 (30%)	LEVEL 2 (50%)	LEVEL 3 (20%)	TOTAL	TIME (MINUTES)
1	2	7	1	11	15
2	1	2	1	4	10
3	6	10	4	20	25
4	12	20	8	40	40
PERCENTAGE	30	50	20	100%	90 MINUTES

QUESTION 4: ENTREPRENEURSHIP

4.1 Read the scenario below and answer the questions that follow:

Zelda lives in a community with many married couples that have teenage children. She recognised a need for a place where people can have their clothes repaired. She then decided to start a clothing repair business, putting in new zips, mending hems and seams and adjusting clothing items. Customers did not always collect their clothes on time and Zelda needed the money.

She has a vegetable garden and started producing vegetable atchar. Zelda handed out flyers about her business and the business grew quickly thereafter. She employed an unskilled worker and trained her on both products.

She only uses coloured recycled paper for the flyers, peanut bottles that she collects from family and friends to package the atchar and her old shopping bags for the collection of altered clothes.

- 4.1.1 Explain the term *target market*. (2x1)(2)
- 4.1.2 Identify Zelda's target market when her business was established. (1x2)(2)
- 4.2 Zelda has good control of her raw materials. Describe the main purpose of proper stock control of the atchar ingredients. (2x2)(4)
- 4.3 Explain the importance of product specifications. (2x2)(4)
- 4.4 How does training of the worker benefitted Zelda's business? (2x1)(2)
- 4.5 Describe how Zelda's effective storage procedures benefitted her business. (2x1)(2)
- 4.6 Marketing contributed to the success of this business.
- 4.6.1 Name TWO ways that Zelda used to market her products. (2x1)(2)
- 4.6.2 Discuss how Zelda keeps creating sustainable customer relations. (2x2)(4)
- 4.7 Analyse how Zelda uses FOUR of the marketing strategies to sell her products. (4x2)(8)
- 4.8 Zelda sells 15 bottles of atchar on her worst business day. The raw material per bottle is R12,40 and overheads are R7,36. She adds 65% for profit.
- 4.8.1 Calculate the selling price per bottle. Round off the selling price to the nearest rand. Show all calculations. (4)
- 4.8.2 Calculate Zelda's profit on her worst business day. Show ALL calculations. (6)

GRAND TOTAL 75

[40]

