



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

CONSUMER STUDIES

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MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓	<i>Remembering, easy (Focus, p. 165; Successful, p. 181)</i>	(1)
	1.1.2	A ✓	<i>Remembering, easy (Focus, p. 163; Successful, p. 180)</i>	(1)
	1.1.3	D ✓	<i>Remembering, easy (Focus, p. 161; Successful, p. 177)</i>	(1)
	1.1.4	C ✓	<i>Understanding, easy (Focus, p. 77; Successful, p. 91)</i>	(1)
	1.1.5	B ✓	<i>Remembering, easy (Focus, p. 73; Successful, p. 82)</i>	(1)
	1.1.6	D ✓	<i>Remembering, easy (Focus, p. 94; Successful, p. 114)</i>	(1)
	1.1.7	A ✓	<i>Remembering, easy (Focus, p. 90; Successful, p. 106)</i>	(1)
	1.1.8	D ✓	<i>Remembering, easy (Focus, p. 106; Successful, p.128)</i>	(1)
	1.1.9	C ✓	<i>Remembering, easy (Focus, p. 57; Successful, p. 61)</i>	(1)
	1.1.10	B ✓	<i>Applying, moderate (Focus, p. 59; Successful, p. 62)</i>	(1)
	1.1.11	A ✓	<i>Remembering, easy (Focus, p. 126; Successful, p. 144)</i>	(1)
	1.1.12	C ✓	<i>Understanding, moderate (Focus, p.136; Successful, p.151)</i>	(1)
	1.1.13	D ✓	<i>Understanding, moderate (Focus, p.148; Successful, p.163)</i>	(1)
	1.1.14	B ✓	<i>Understanding, easy (Focus, p.134; Successful, p. 155)</i>	(1)
	1.1.15	C ✓	<i>Remembering, easy (Focus, p. 167; Successful, p. 184)</i>	(1)
	1.1.16	A ✓	<i>Understanding, moderate (Focus, p. 13; Successful, p. 19)</i>	(1)
	1.1.17	B ✓	<i>Understanding, moderate (Focus, p. 21; Successful, p. 24)</i>	(1)
	1.1.18	C ✓	<i>Understanding, easy (Focus, p. 25; Successful, p. 25)</i>	(1)
	1.1.19	D ✓	<i>Understanding, moderate (Focus, p. 25; Successful, p.25)</i>	(1)
	1.1.20	B ✓	<i>Understanding, moderate (Focus, p. 35; Successful, p.35)</i>	(1)
1.2	1.2.1	C ✓ vii ✓	<i>(Focus, p. 76; Successful, p. 90)</i>	(2)
	1.2.2	B ✓ v ✓	<i>(Focus, p. 72; Successful, p. 81)</i>	(2)
	1.2.3	D ✓ i ✓	<i>(Focus, p. 79; Successful, p. 93)</i>	(2)
	1.2.4	E ✓ vi ✓	<i>(Focus, p. 79; Successful, p. 92)</i>	(2)

- 1.3 1.3.1 Full title/freehold ownership ✓ (Foc, p. 121; Suc, p. 139) (1)
- 1.3.2 Transfer duties/duty ✓ (Foc, p. 128; Suc, p. 146) (1)
- 1.3.3 Title deed ✓ (Foc, p. 128; Suc, p. 146) (1)
- 1.3.4 Initiation fees ✓ (Foc, p. 127; Suc, p. 146) (1)
- 1.3.5 Bond/mortgage protection (insurance) ✓ (Foc, p. 128; Suc, p. 145) (1)
- 1.3.6 Home owner's (comprehensive) insurance ✓ (Foc, p. 127; Suc, p. 145) (1)
- 1.3.7 Fixed interest rate ✓ (Foc, p. 127; Suc, p. 145) (1)

Remembering, easy

- 1.4 B ✓
D ✓
E ✓
F ✓
I ✓

(5)
[40]

Understanding, moderate (Successful, page 49–50, Focus, page 50–51)

QUESTION 2: THE CONSUMER

- 2.1 2.1.1 • The consumer price index (CPI) shows/measures a change in the price/cost ✓ of a group of products and services ✓ over a specific period. ✓ (Any 2) (2)
- Remembering, easy (Focus, page 167; Successful, page 185)*

- 2.1.2 • The price of bread and cereals increased as a result of the drought in the second half of 2013. ✓
- The price of poultry increased as a result of the increase in the price of maize. ✓ / Chickens eat maize/mealies and that lead to an increase in the price of poultry. ✓
- The price of fruit and vegetables increased because the abnormal high rainfall/floods lead to shortages and therefore sharp price increases. ✓
- Transport costs influence delivery charges ✓ to rural areas which contributed to the increased prices of the three food categories (bread and cereals, vegetables, poultry). (Any 4) (4)

Understanding, moderate (From extract, Focus, page 167; Successful, page 185)

- 2.2 2.2.1 Toilet flushing
- Place a plastic bottle filled with water or a brick into the cistern✓ to reduce the amount of water per flush.
 - Install a dual-flush toilet that uses less water to flush liquids.✓
 - Make sure the toilet doesn't leak.✓
 - After flushing, lift the handle to stop unnecessary flushing.✓
 - Use grey water to flush toilet. ✓ (Any 2) (2)

- 2.2.2 Gardening
- Plant indigenous and water-wise plants✓ which require less water.
 - Install a rainwater tank✓ and use the water for watering the garden.
 - Recycle grey water✓ from the washing machine/basins/shower/bath to water the garden/plants. (Any 2) (2)

Understanding, moderate (Focus, page 180–181; Successful page 199)

2.3

Criteria	Pyramid scheme	Multilevel marketing scheme
Source of income	Payments for enrolling other people into the scheme ✓	Supply real investment/sells products/services to the public.✓
Status in South Africa	Pyramid schemes are illegal.✓	Multilevel schemes are legal.✓

(4)

Understanding, moderate (Focus, page 162; Successful, page 178, 179)

NOTE: Learners must make a comparison. TWO marks for illegal pyramid scheme and TWO marks for a legal tiered-level/multilevel marketing scheme.

- 2.4 **Pay off high-interest bearing debt:**
- Consumers will not have to pay the high interest if debt is paid off.✓
Consumers will then have more disposable income.✓
 - An increase in the interest rate✓ can result in more money to be paid if money is borrowed in January.✓
- Pay next year's school fees:**
- When paying off school fees in advance, most schools give a discount.✓
This leaves consumers with extra money that can be used for other necessities.✓
- Pay extra on your home loans:**
- Paying extra on your home loan reduces the number of instalments to be paid✓ and the amount of interest that must be paid on the outstanding home loan balance.✓
- Share holidays accommodation and food expenses with family or friends:**
- If every family contributes when holiday accommodation is shared, it reduces every family's cost for accommodation✓ and water and electricity.✓
 - If families buy food together when on holiday, they can buy in bulk and this is normally cheaper✓which leaves each family with more money for January.✓ (Any 3 x 2) (6)
- [20]

Analysing, difficult (Focus, page 167–168; Successful, page 184–186)

QUESTION 3: FOOD AND NUTRITION

- 3.1 3.1.1
- Bacillary dysentery is spread through contact with faeces of an infected person.✓ This can happen through food, water.
 - Flies may also play a role in transmitting the bacteria.✓
 - It could be contracted by swimming in infected water.✓
 - Amoebic dysentery is passed on if hygiene/sanitation is poor✓ and when contaminated food and drinks are consumed without adequate cooking or boiling.✓
 - Can spread through salad washed with contaminated water.✓
 - Not washing hands after using public toilets.✓ (Any 5) (5)

Remembering, easy (Focus, page 90; Successful, page 107)

- 3.1.2
- Stay hydrated/drink safe chlorinated/boiled water.✓
 - Oral rehydration fluids must be taken to replace loss of fluid and electrolytes.✓
 - Dysentery caused by Shigella bacteria can be treated with antibiotics.✓
 - Medication can be taken for amoebic dysentery. (Any 3) (3)

Remembering, easy (Focus, page 90; Successful, page 10)

- 3.2 3.2.1
- Excessive/too much salt intake✓
 - Consuming too much fat/refined carbohydrates/over indulgence leads to overweight or obesity✓
 - Excessive/too much alcohol✓
 - Insufficient intake of dairy, fruit and vegetables (calcium, potassium and magnesium)✓ (Any 3) (3)

Remembering, easy (Focus, page 77; Successful, page 87)

- 3.2.2
- High blood pressure is known as the silent killer✓ as there are no warning signs or symptoms.✓ Uncontrolled high blood pressure can lead to a heart attack/ stroke/kidney failure/damage to the eyesight.✓ If people do not test their blood pressure, they will not know that they have the condition and may suffer the consequences.✓ If people test their blood pressure, they will know if they have high blood pressure and can then make lifestyle changes/exercise more/stop smoking/make dietary changes.✓ (Any 3) (3)

Understanding, easy (Focus, page 77; Successful, page 87)

NOTE: If a paragraph format is not used, ONE mark will be deducted.

- 3.3
- Anorexia✓
 - She thinks her son is starving✓
 - He has become thin/comes home so thin/constantly lose weight✓
- OR
- Starving✓ and being very thin✓ are characteristics of the disorder. (3)
- (NOTE: ONE mark must be allocated for anorexia and TWO marks for reasons.)
Understanding, moderate (Focus, page 82; Successful, page 94)
- 3.4
- Asthma✓
 - Skin rashes✓
 - Swelling✓
 - Itching/running nose✓
 - It can possibly cause hyperactivity in some children.✓ (Any 3) (3)
- Understanding, moderate (Focus, page 95; Successful, page 113)*
- 3.5 3.5.1 • Allergens are food proteins/substances✓ that cause/trigger an allergic reaction/response if consumed.✓ (2)
Remembering, easy, (Focus, page 79, Successful, page 92)
- 3.5.2 • There is gluten in the crumbs (contain wheat flour)✓ and in the batter (contains wheat starch).✓ (2)
Understanding, easy (Focus, page 81; Successful, page 93)
- 3.5.3 • The herbs and spices were irradiated as they may contain an unacceptably/very high bacterial load.✓
• They must be irradiated to prevent them from contaminating the fishcakes/foods to which they are added. OR If the herbs and spices are not treated, the fish cakes/all food to which they are added also become contaminated.✓ (2)
Understanding, easy (Focus, page 105; Successful, p 128)
- 3.5.4 • The preservative/potassium sorbate prolongs/lengthens the shelf-life✓ of the crème fraiche by protecting it against deterioration caused by micro-organisms/inhibiting/retarding/preventing/slowing down growth of micro-organisms/spoilage caused by micro-organisms.✓ (2)
Understanding, moderate (Focus, page 113; Successful, page 94)
- 3.5.5 • Baking is beneficial for an obese person as no extra fat/oil✓ is added.
• This means that no extra energy/kilojoules✓ are added.
• Reducing/restricting the intake of fat/energy/kilojoules assist with weight loss.✓ (Any 2) (2)
Applying, moderate (Focus, page 83; Successful, page 98)

- 3.5.6
- The saturated fat content in the fishcakes is low ✓ (2,5 g/100 g or 2 g/80 g). Fat, especially saturated fat, should be decreased/restricted/used sparingly ✓ as it causes an increase in low-density lipoprotein (LDL). ✓
 - The fish cakes have a low trans fat content ✓ (0,1 g/100 g or 0,1 g/80 g). The intake of trans fat should be restricted ✓ as they raise the low-density lipoprotein (LDL)-cholesterol levels ✓ which increase the risk of coronary heart disease. ✓
 - The fish cakes have a high unsaturated fat content ✓ (mono-unsaturated fat: 5,8 g/100 g or 4,6 g/80 g and polyunsaturated fat: 2,2 g/100 g or 1,8 g/80 g) that will increase high-density lipoprotein (HDL) and lower the blood-cholesterol levels. ✓
 - The fish cakes are high in omega 3 fatty acids (578 mg/100 g or 462 mg/80 g). ✓ Omega 3 fatty acids will help to reduce blood cholesterol levels/protect the heart and blood vessels ✓.
 - The fish cakes have a low cholesterol content ✓ (36 g/100 g or 29 mg/80 g). The intake of foods high in cholesterol should be limited. ✓
 - The fish cakes contain a moderate amount of fibre ✓ (2,9 g/100 g or 2,3 g/80 g). Fibre has a cholesterol-lowering effect. ✓
 - Obesity is a risk factor for coronary heart disease. ✓ A reduced intake of fat will assist with weight loss ✓ and an increased intake of fibre will assist with weight loss. ✓
 - The fish cakes contain no sugar, ✓ which will help with weight loss. ✓
 - The fish cakes contain a moderate amount of sodium (338 mg/100 g or 270 mg/80 g). ✓ High blood pressure is a risk factor for coronary heart disease. ✓ Salt/Sodium must be restricted/used sparingly to manage high blood pressure. ✓
(Any 9)
 - Conclusion: The fish cakes are suitable for the management of coronary heart disease because they are baked and not fried/have nutrients that will benefit a person with coronary heart disease. ✓ (1)

(10)
[40]*Evaluating, difficult (Focus, page 73–75, page 77; Successful, page 83–85)*

NOTE: The conclusion could also be at the start of the learner's response.

QUESTION 4: CLOTHING

- 4.1
- The original manufacturers lose income/sales.✓
 - The image of the brand is harmed/negatively affected.✓
 - Consumers may lose faith in brands.✓
 - It prevents the registered trademark owners from entering the markets where pirate brands are popular.✓
 - It disadvantages retailers selling legitimate products, resulting in lower income/sales, ✓ which may lead to actual job losses.✓
 - It deprives national economies of custom duties and tax revenues.✓
 - There is no competition in the market.✓
- (Any 3)

(3)

Remembering, moderate (Focus, page 64; Successful, page 72)

- 4.2
- The fashion is introduced.✓
 - The fashion leaders either accept or reject the style.✓

(2)

Remembering, easy (Focus, page 49; Successful, page 50)

- 4.3
- Fashion cycles overlap because consumers are bored with the old trend/less consumers wear the old trend as interest is decreasing. ✓ A new trend/fashion is introduced/begins/launched/celebrities are photographed wearing the trend.✓ Fewer consumers wear the old trend, until no one wears it any more.✓ While the old trend declines, interest in the new trend increases.✓ Clothing stores advertise the new trend in magazines and in window displays and is produced in growing numbers. ✓ By this time a new fashion trend has established itself and is well on its way to its peak.✓

(Any 2)

(2)

Understanding, easy (Focus, page 50; Successful, page 50)

- 4.4 4.4.1
- The vertical stripes will create the illusion that the person wearing the shirt is taller ✓ and slimmer ✓ as the eye will move up and down.✓

(3)

Applying, easy (Clothing Grade 11)

- 4.4.2
- It is a classic style ✓ and can be worn for many years/will not date easily/timeless.✓
 - It has neutral colours ✓ that make it versatile/can mix and match ✓ easily with other clothing items.
 - It looks formal/professional.✓
 - 100% cotton is comfortable to wear ✓ in winter and summer/all seasons.✓
 - The easy-iron finish makes it easy to care for.✓
- (Any 4)

(4)

Analysing, moderate (Focus, page 56–58; Successful, p 61–63)

- 4.5
- Fashion fad:
The floral bow tie is blue and white and will outdate quickly/normally lasts for one season. ✓ (1)
 - Classic style:
The white shirt/dark blue jacket are classic styles ✓ and will be timeless/last for many seasons/remain popular for a long time. ✓ White is a neutral colour/dark blue is a shade of blue. ✓ (Any 2) (2)
 - Contemporary style:
The skinny pants is modern/in fashion ✓ and light blue/tint of blue. ✓ (2)

Conclusion:

The floral blue and white bow tie, white shirt, dark blue jacket and light blue skinny pants create a harmonious blue and white colour combination. ✓ (1)

(6)
[20]

Analysing, difficult (Grade 11/Focus, page 56–59; Successful, page 61–65)

QUESTION 5: HOUSING

- 5.1
- The applicant should be a South African citizen or have a permanent residence permit. ✓
 - The applicant should be at least 21 years old/legally competent to enter into a contract. ✓
 - The applicant's monthly income cannot exceed R3 500.00./Proof of income must be submitted. ✓
 - Nobody in the household may have received a housing subsidy from the government previously, except for disabled people and people who qualify for the consolidation subsidy. ✓
 - The applicant must be a first-time home owner/must not have previously owned a house, except for disabled people and people who qualify for the consolidation subsidy. ✓
 - The applicant must be married or must live with a long-term partner. A single or divorced person with financial dependants such as children and family members may also apply. ✓ (Any 4) (4)

Remembering, easy (Focus, page 130; Successful, page 149)

- 5.2
- Electricity/energy consumption. ✓
 - Water consumption. ✓
 - Impact on the environment/carbon footprint. ✓ (3)

Remembering, easy (Focus, pages 133–134; Successful, page 155)

- 5.3 5.3.1 (a) • A lease/rental agreement✓
 • Deon should adhere to the lease/rental period.✓
 • Adhere to rental fee✓
 • Adhere to rental conditions e.g. Having pets, maintenance, alterations to the unit.✓ (4)

Understanding, moderate (Focus, page 117 and 118; Successful, page 137)

- (b) • Date on which Deon can move into the unit.✓
 • Length/duration/expiry date of the lease.✓
 • Deposit that should be paid (in addition to the first month's rent).✓
 • Terms and conditions regarding the refund of the deposit.✓
 • Conditions regarding the subletting✓ of the unit.
 • Conditions regarding the inspection✓ of the property.
 • Conditions regarding the entry to the unit by the owner.✓
 • Who is responsible for the payment of water and electricity.✓
 • Whether pets are allowed.✓
 • The condition that the landlord must approve any changes Deon wants to make to the unit.✓ (Any 5) (5)

Remembering, easy (Focus, page 117–118; Successful, page 138)

- 5.3.2 • Rental Housing Act✓ (1)
Remembering, easy (Focus, page 118; Successful, page 137)

- 5.3.3 • It gives the landlord a sense of security and independence.✓
 • The property can be used as security for a bank loan.✓
 • It is a sound investment because the value of the property increases over time/can be sold for a profit.✓
 • The landlord is renting the property out for an income.✓
 • The landlord has less administration to do because the body corporate administers the complex.✓
 • He/she saves on the costs for maintaining a larger property and garden.✓ (Any 4) (4)

Understanding, moderate (Focus, page 123; Successful, page 141)

- 5.3.4 • Deon should have read the contract before signing it.✓ He should have done inspection of the property together with the landlord✓ and made a list of defects✓ before moving in. (3)
Applying, easy (Focus, page 118; Successful, page 137)

- 5.3.5
- There was a problem with the light fittings and electrical connections/broken rubber seal of the oven could have led to the use of more electricity.✓ The oven loses energy ✓and could increase the cooking time.✓
 - The toilet kept on running after flushing, therefore water was wasted.✓
 - The kitchen tap was leaking, therefore water was wasted.✓
 - Deon had a barber business, using more electricity when the hair clipping machine was switched on/used.✓
 - Deon's customers could have washed their hair, resulting in more water usage.✓
 - Deon had a friend living with him, therefore more water and electricity was used.✓
 - They held many parties and this could have increased the water ✓and electricity usage✓ as music is played/food prepared.

(Any 5) (5)

Applying, moderate (Scenario)

- 5.3.6
- Deon had proof/took video clips/pictures✓ with the date✓ when he moved in.
 - This shows that he was not responsible for the tiles that were already broken/iron burn mark on the carpet/leaking kitchen tap/broken toilet flushing system/broken seal of the oven.✓

(3)

Applying, moderate (Scenario)

- 5.4
- Employers should know their employees housing circumstances and help them to improve their homes.✓
 - Employers can assist their employees by offering a monthly housing allowance/subsidy✓ which will help in paying monthly instalments on a property/home improvements.✓
 - Subsidise part of the interest on an employee's home loan.✓This could lead to lowering bond expenses.
 - By paying a living wage/salary that will enable employees to pay rent✓and to save towards buying their own house/property/improve existing property.✓
 - Give employees an option of staying in company-owned houses✓ at a lower rent while employed by the company.✓
 - Arranging home loans✓and assisting in the purchasing of building materials.✓
 - Helping employees to use their pensions✓ as collateral security for loans/offer guarantees to lenders.✓
 - Help with relocation costs/providing transport for relocation resulting in more money available for possible home improvements.✓
 - Providing solar panels for employees' homes✓reducing electricity costs.✓This results in saving money which could be used for the purchasing of household appliances. ✓
 - Provide housing consumer education and advice to employees.✓

(8)
[40]*Analysing, moderate (Focus page 132; Successful page 150)*

QUESTION 6: ENTREPRENEURSHIP

- 6.1
- Attract attention/colourful/legible.✓
 - Create awareness about a product or service.✓
 - Arouse/generate customer interest.✓
 - Creates desire for a product/service.✓
 - Persuade customers to buy/leads to buying action.✓
 - Expand the market to new customers.✓
 - Announces a modification or expansion of a business.✓
 - Gives customers a telephone number/e-mail address/information.✓
 - Announces the location of a business.✓
 - Maintains sales/reminding customers continuously about a business. ✓
- (Any 4) (4)

Remembering, easy (Focus, page 30; Successful, page 30)

- 6.2 6.2.1 Sustainable profitability
- Sustainable profitability is the business's ability to maintain a stable level of production and sales✓ without depleting available cash.✓
- OR
- A profitable business is one that has a plan to ensure that it will grow✓ and still show a profit in the long run.✓
- (2)

Remembering, easy (Focus, page 35; Successful, page 34)

- 6.2.2 Mark-up
- The amount/percentage added to the cost price✓ of goods to cover overhead expenses✓ and still leave money for profit.✓
- (Any 2) (2)

Remembering, easy (Focus, page 37; Successful, page 39)

- 6.3
- To protect the product.✓
 - Keep the product safe and hygienic.✓
 - It could act as a 'silent salesman'/attract the attention of consumers.✓
 - Well-designed packaging can reflect well on a business image.✓
- (Any 3) (3)

Remembering, moderate (Focus, page 30; Successful, page 29)

- 6.4 6.4.1
- Regular maintenance prevents unexpected breakdowns during production✓and ensures continuous production flow.✓
 - It reduces repairs✓and unscheduled maintenance.✓
 - Corrective maintenance will result in a stop of production when sewing machines break down, ✓therefore time will be wasted✓and garments will not be delivered on time. ✓
 - Corrective maintenance will increase major repairs and unscheduled maintenance✓resulting in extra money spend
- (Any 4) (4)

Understanding, moderate (Focus, page 25; Successful, page 25)

- 6.4.2 Maya pays special attention to each customer. ✓ Customers do final fitting of the garments ✓ (and customers can give feedback after every fitting) ✓ which Maya uses to improve the garments/service/business. ✓ Maya therefore meets the needs of her customers. ✓ The garments are always ready on time/two weeks before the delivery date ✓ that can result in customer satisfaction. ✓ She serves refreshments to her customers which makes them feel important and thus ensures that they enjoy doing business with her. ✓ (Any 6) (6)

Understanding, difficult (Focus, page 7–9; Successful, page 10–12)

NOTE: If it is not written in paragraph format ONE mark is deducted.

- 6.4.3
- Maya has natural talent for sewing and will produce good quality items. ✓
 - Maya pays special attention/interest in her customers and ensures that their needs are met. ✓
 - She had capital/start-up money ✓ as she earned a salary. ✓ to buy sewing machines and an over locker. ✓
 - She had time ✓ as she is entitled to fourteen days off in a month ✓
 - She had a place for the business ✓ she converted a room into a sewing room. ✓
 - She produces garments for formal events. ✓ (Any 6) (6)

Applying, moderate (Focus, page 13; Successful, page 25)

- 6.5 Total cost of production = cost of raw materials + other expenses = R35,00 + R150,00 = R185,00 ✓

$$\begin{aligned}
 \text{Selling price} &= \text{total production costs} + \text{mark-up} \\
 &= R185,00 + (50/100)/50\% = R92,50 \checkmark \\
 &= R185,00 + R92,50 \checkmark \\
 &= R277,50 \checkmark \\
 &= R277,50 \div 100 \checkmark \\
 &= R2,78 \text{ rounded off} \\
 &= R3,00 \checkmark
 \end{aligned}$$

(6)

Applying, moderate (Focus, page 37; Successful, page 39)

- 6.6
- In January Peter spent R1 500,00 on ingredients as fewer doughnuts were produced and sold. ✓ There were only two weeks of school due to the December school holidays. ✓
 - Sales increased during February ✓ because the bakery closed down and Peter's business attracted more customers. ✓
 - March had the highest product sales ✓ because of the big order for the sports day. ✓
 - In April sales dropped ✓ due to school holidays. ✓
 - In May there was an increase in sales ✓ as a result of the wider variety of products Peter started selling. ✓ (Any 7) (7)

Analysing, difficult (Scenario, Focus, page 40–41; Successful, page 42)

TOTAL: 200