

SECTION A

- 1.1 To promote South African companies/products/services. (Candidate may mention one, two or three but only one mark can be awarded.) (1)
To boost the economy. (1)
To create jobs (1) (Mark only the first three reasons given.)
(Give credit even if not listed.) (3)
- 1.2 ... products not made in South Africa / ...imported (foreign-made) products (services) / ...products from other countries. / International products
(Or words to this effect.) (2)
- 1.3 Eye-catching / colourful / noticeable / impressive / attractive (NOTE: The answer should reflect something that catches the attention.
(NOT “striking” as this is the question.) (2)
- 1.4 True. (1) “modelled” (1) (No mark if two words quoted.) (2)
- 1.5 To be accepted as / qualify as a proudly South African company / to become a member of the Proudly South African campaign /to be a Proudly South African company / To (have earned the right to) display (or use) the logo (in shops or advertisements). (2)
- 1.6 Candidates may quote OR PARAPHRASE the points. Look for the underlined ideas. Mark only the first four facts.
The company (product) must...
- have at least /more than 50% local content. (1)
 - meet high standards of excellence. / high quality. (1)
 - also be committed to fair labour practices. / treat their employees fairly.(1)
 - have sound/good environmental standards. / be sensitive to environmental issues. (1)
- (4)
- 1.7 Proudly South African products are **better / superior / of a higher quality**. (Answer should capture the comparison.) OR “Made in South Africa” products may be repackaged imports. (NOTE: Do not accept “Only the latter can assure a customer that the product is superior.”) (2)
- 1.8 False (1) “92% of South Africans” (1) (Do not accept more than the sentence containing the quote.) (2)
- 1.9 To build / boost the economy of the country. AND/OR To (help) create jobs / job opportunities. (2)
- 1.10 B - A stall where a lady sells fruit. (1)
- 1.11 True (1) “(one of the) key economic growth areas” OR
“key economic growth areas (in South Africa)” (1)
(7 words maximum) (2)

- 1.12 expensive / high-priced / costly / pricey / unaffordable / dear (Spelling does not count.) (1)
- 1.13 B - different kinds of members (1)
- 1.14 A - tried and tested (1)
- 1.15 “choice” “perfect” “top (class)” “top products” “market leader” (Any THREE) (Do not penalise if quotation marks are omitted.) (3)
- 1.16 Opinion (1) There is no guarantee that jobs are created for those that need them most./ No statistics to prove. (Or words to this effect.) (1)
(Treat in the same manner as a true/false question.) (2)
- 1.17 Five Roses (tea) (1)
- 1.18 Sense (feeling) of belonging / closeness / unity / patriotism / pride / loyalty / ownership (Consider words/phrases with a similar meaning.) (2)

[35]

Criteria for TRUE/FALSE questions:

1. If True or False is correct and there is a quote, but it is wrong – candidate gets 1 mark.
2. If True or False is incorrect – **NO** mark irrespective of quote.
3. If True or False is correct and quote is correct – 2 marks.
4. Words must be quoted from the passage and not paraphrased.
True or False is correct but if paraphrase is given – candidate gets 1 mark.
5. If only True or False and no quote – no marks.
6. If **Yes** or **No** instead of True or False – no marks.
7. If **T** or **F** instead of True or False – AWARD MARKS. Do not penalise if learner has spelt True or False incorrectly. (Teachers should encourage learners to write out the words in full and spell correctly.)
8. Words contained in the quotation **MUST** be spelt 100% correctly.
9. If no quotation marks have been used **NO MARKS.**
10. If only the quotation is given without True/False – **NO MARKS.**

SECTION B: SUMMARY - QUESTION 2

QUOTE		Mark for these CORE IDEAS not necessarily for these words	
1.	"The whole course would have been twelve thousand rand." NOT: "a registration fee of a hundred rand"	1.	The course is very <u>expensive</u> OR The course costs twelve thousand rand. The course isn't affordable. NOT: registration fee is a hundred rand.
2.	"I applied for a bursary, but they said that these were not available to beginners."	2.	<u>Bursaries</u> only available to students who have already enrolled at the college
3.	"I know students there who couldn't find a job." NOT: "did not recognise the qualification"	3.	Students didn't necessarily get jobs OR Students were not immediately <u>employed</u> . NOT: The qualification wasn't recognised.
4.	"...the buildings were run down."	4.	The <u>buildings</u> / <u>facilities</u> were not in a good condition/ not maintained very well. / The <u>buildings</u> / <u>facilities</u> were neglected. The <u>buildings</u> / <u>facilities</u> were dilapidated
5.	"...those computers seemed ancient to me"	5.	<u>Computers</u> were old / outdated OR The <u>equipment</u> was / <u>computers</u> were old/outdated
6.	"I could not get through to the cell number given."	6.	Angela <u>couldn't get hold of</u> the college / the company OR Margie Vermeer /The college / The company <u>wasn't available</u> .
7.	"...the lecturer we had was definitely not up to scratch."	7.	Lecturers were <u>not competent</u> / <u>good</u> OR <u>Lecturers</u> didn't seem to know much about their subject. NOT: Lecturers were not qualified.

INDICATION OF MARKS:



MARKING:

- Count the number of words up to the maximum of 55 and draw // . Draw a line through the rest.
- The candidate must rewrite the core idea in his OWN WORDS as far as possible. There should be some evidence that the candidate has rephrased each core idea – e.g. changing the word order or a word.
- Points must be given in FULL SENTENCES.
- Changes in the word order of the quote are acceptable.
- Mark for any seven CORRECT facts, ONE mark for each different fact.
- The facts need not be in a specific order.
- Number of words correctly indicated, earns ONE mark, provided the candidate used the required number of words or fewer.
- Write down the number of the credited fact next to the tick.
- Note that a contraction or hyphenated word counts as one word.
- Indicate direct quotes by placing a capital Q in the left-hand margin.
- Mark only ONE fact per sentence – ignore any other facts in the same sentence. If an incorrect fact occurs first, the candidate forfeits the mark for his second possibly correct fact.

PENALTIES:

- If the maximum of 55 words is exceeded, no mark is allocated for length, OR if number of words isn't indicated or is incorrectly indicated, the candidate also forfeits the mark.
- **Indicate ALL** grammar, spelling and punctuation errors:
0 – 3 errors = award 2 marks
4 – 6 errors = award 1 mark
7 or more errors = 0 marks awarded
- Each direct quote should be regarded as a language error.
- An incomplete sentence should be regarded as a language error.
- If given in paragraph format, treat one sentence as one fact. The candidate automatically forfeits both language marks.
- If facts have not been numbered, minus one mark from the language mark.
- The marks for language and number of words combined MAY NOT exceed the mark obtained for the facts.
- If candidate has used the first person (I/We) throughout – no language marks awarded.

TOTAL SECTION B:

[10]

SECTION C: LANGUAGE

QUESTION 3 Spelling must be correct. NOTE: As the use of capitals is not being tested here, do not penalise candidates for using or not using capital letters.

- 3.1.1 many
3.1.2 than
3.1.3. not
3.1.4 to
3.1.5 financial
3.1.6 empowers
3.1.7 helping
3.1.8 more
3.1.9 simply
3.1.10 were
3.1.11 majority
3.1.12 their
3.1.13 for
3.1.14 were
3.1.15 insufficient
3.1.16 difference
3.1.17 between
3.1.18 seller's (Must use the 's)
3.1.19 will/could/might/would/may have made
3.1.20 An
3.1.21 are
3.1.22 had made
3.1.23 successful (NOT successfull) (23)
- 3.2 No, sales representatives don't (do not) have a common desire to make money. (Spelling, word order and verb in the underlined part must be correct.) (1)
- 3.3 C - one's ✓ (If word is given, spelling must be correct) (1)
- 3.4 Since I became involved in direct selling, I have increased my income
Since I became involved in direct selling, my income has increased.
(0 or 2 marks.) (Meaning must be correct.)

(Spelling, word order and verb must be correct in each part.) (Comma is optional) (2)
[27]
- 4.1 folded arms / crossed arms (Not folded hands.) (Spelling does not count – look for meaning) (NOT: Her body language.) (1)
- 4.2 She said (that) **they** (1) **didn't (did not) need** (1) any more second-hand clothes, because everyone around **there** (1) **was selling** (1) them. OR
She said (that) **they** (1) **didn't (did not) need** (1) any more second-hand clothes. Everyone around **there** (1) **was selling** (1) them.
(Spelling of indirect items in bold must be correct.) (Ignore other mistakes.) (4)
- 4.3 B - firm (1) (i)
- 4.4 sold on it (2) (All three words must be correct) (NOT: sold on something / product) (2)
[8]
[35]