

## **BUSINESS ECONOMICS**

In general, the question paper was answered well, especially Questions 1, 2 and 6.

The following problem areas were encountered:

- 2.1.4 - Poorly answered
- 2.2.3 - Poorly answered
- 2.3 - Poorly answered
- 2.4 - Very poorly answered
  
- 3.2 - Poorly answered
- 3.3 - Candidates confused the advantages of trademarks with quality control or the requirements of trademarks.
- 3.5 - Candidates had no idea of what was being asked here.
- 3.6 - Candidates confused the advantages of advertising with the requirements or principles of advertising.

### **Questions 4, 5, 8 and 9**

In general, these questions were poorly answered.

### **Question 7**

Reasonably well to well answered, except for the graphs in Question 7.4.

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## **BYDRYFSEKONOMIE SG**

Vraestel is oor die algemeen goed beantwoord veral vraag 1, 2 en 6.

Die volgende probleemareas het voorgekom:

- 2.1.4 - Swak beantwoord
- 2.2.3 - Swak beantwoord
- 2.3 - Swak beantwoord
- 2.4 - Uiters swak beantwoord
  
- 3.2 - Swak
- 3.3 - Kandidate verwar voordele van handelsmerke met kwaliteitsbeheer/vereistes van handelsmerke
- 3.5 - Kandidate het geen idee wat hier gevra word nie.
- 3.6 - Verwar voordele van reklame met vereistes/beginsels van reklame.

### **Vraag 4, 5, 8 en 9**

Hierdie vrae is oor die algemeen swak beantwoord.

### **Vraag 7**

Redelik tot goed beantwoord behalwe vraag 7.4 se grafieke.