



## basic education

Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA

### GEC PILOT STUDY MARKING GUIDELINES 2024 ECONOMIC AND MANAGEMENT SCIENCES PAPER 2 GRADE 9

#### SECTION A

##### Question 1

- One mark per answer.
- There are no half marks.

No.	Letter	
1.1	B	✓
1.2	D	✓
1.3	C	✓
1.4	A	✓
1.5	D	✓
1.6	C	✓
1.7	A	✓
1.8	B	✓
1.9	C	✓
1.10	A	✓
1.11	D	✓
1.12	C	✓
1.13	A	✓
1.14	B	✓
1.15	D	✓
1.16	A	✓
1.17	C	✓

No.	Letter	
1.18	B	✓
1.19	A	✓
1.20	B	✓
1.21	D	✓
1.22	C	✓
1.23	B	✓
1.24	D	✓
1.25	C	✓
1.26	B	✓
1.27	D	✓
1.28	C	✓
1.29	B	✓
1.30	C	✓
1.31	A	✓
1.32	B	✓
1.33	D	✓
1.34	A	✓

No.	Letter	
1.35	C	✓
1.36	D	✓
1.37	C	✓
1.38	B	✓
1.39	A	✓
1.40	D	✓
1.41	B	✓
1.42	C	✓
1.43	A	✓
1.44	B	✓
1.45	D	✓
1.46	C	✓
1.47	B	✓
1.48	C	✓
1.49	A	✓
1.50	D	✓
1.51	B	✓

No.	Letter	
1.52	C	✓
1.53	D	✓
1.54	A	✓
1.55	D	✓
1.56	A	✓
1.57	B	✓
1.58	C	✓
1.59	A	✓
1.60	D	✓
1.61	A	✓
1.62	C	✓
1.63	D	✓
1.64	A	✓

[64]

**SECTION B**

Question 2

- There are no half marks.

No.	Expected answer	Clarification	Mark								
2,1	<div style="border: 1px solid black; padding: 10px;"> <ul style="list-style-type: none"> <li>• Attention✓</li> <li>• Interest✓</li> <li>• Desire✓</li> <li>• Action✓</li> </ul> </div>		(4)								
2.2	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">STRENGTHS</th> <th style="width: 50%; text-align: center;">WEAKNESSES</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• wide variety of coffees and pastries✓</li> <li>• Accessible location</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Few workers✓</li> <li>• Financial limitations</li> </ul> </td> </tr> <tr> <th style="text-align: center;">OPPORTUNITIES</th> <th style="text-align: center;">THREATS</th> </tr> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• the potential to grow its customer base✓</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• annual rent increase✓</li> <li>• competition from an established coffee chain/Rubby coffee shop</li> </ul> </td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• Any one on each</li> </ul>	STRENGTHS	WEAKNESSES	<ul style="list-style-type: none"> <li>• wide variety of coffees and pastries✓</li> <li>• Accessible location</li> </ul>	<ul style="list-style-type: none"> <li>• Few workers✓</li> <li>• Financial limitations</li> </ul>	OPPORTUNITIES	THREATS	<ul style="list-style-type: none"> <li>• the potential to grow its customer base✓</li> </ul>	<ul style="list-style-type: none"> <li>• annual rent increase✓</li> <li>• competition from an established coffee chain/Rubby coffee shop</li> </ul>	Accept any other correct answer	(4)
STRENGTHS	WEAKNESSES										
<ul style="list-style-type: none"> <li>• wide variety of coffees and pastries✓</li> <li>• Accessible location</li> </ul>	<ul style="list-style-type: none"> <li>• Few workers✓</li> <li>• Financial limitations</li> </ul>										
OPPORTUNITIES	THREATS										
<ul style="list-style-type: none"> <li>• the potential to grow its customer base✓</li> </ul>	<ul style="list-style-type: none"> <li>• annual rent increase✓</li> <li>• competition from an established coffee chain/Rubby coffee shop</li> </ul>										
2.3	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">HUMAN RESOURCE FUNCTION</th> <th style="width: 50%; text-align: center;">PUBLIC RELATIONS FUNCTION</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Recruitment✓</li> <li>• Selection✓</li> <li>• Placement</li> <li>• Induction</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Create a positive public image✓</li> <li>• Engage with media✓</li> <li>• Increase brand awareness.</li> <li>• Protect company's name</li> </ul> </td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• Any two of each</li> </ul>	HUMAN RESOURCE FUNCTION	PUBLIC RELATIONS FUNCTION	<ul style="list-style-type: none"> <li>• Recruitment✓</li> <li>• Selection✓</li> <li>• Placement</li> <li>• Induction</li> </ul>	<ul style="list-style-type: none"> <li>• Create a positive public image✓</li> <li>• Engage with media✓</li> <li>• Increase brand awareness.</li> <li>• Protect company's name</li> </ul>	Accept any other correct answer	(4)				
HUMAN RESOURCE FUNCTION	PUBLIC RELATIONS FUNCTION										
<ul style="list-style-type: none"> <li>• Recruitment✓</li> <li>• Selection✓</li> <li>• Placement</li> <li>• Induction</li> </ul>	<ul style="list-style-type: none"> <li>• Create a positive public image✓</li> <li>• Engage with media✓</li> <li>• Increase brand awareness.</li> <li>• Protect company's name</li> </ul>										

No.	Expected answer	Clarification	Mark						
2.4	<table border="1"> <thead> <tr> <th data-bbox="301 353 743 423">EMPLOYER</th> <th data-bbox="743 353 1182 423">EMPLOYEE</th> </tr> </thead> <tbody> <tr> <td data-bbox="301 423 743 533"> <ul style="list-style-type: none"> <li>• Revise the offer on the table✓</li> </ul> </td> <td data-bbox="743 423 1182 533"> <ul style="list-style-type: none"> <li>• Initiate mediation through the CCMA✓</li> </ul> </td> </tr> <tr> <td data-bbox="301 533 743 689"> <ul style="list-style-type: none"> <li>• Apply a no work no pay principle✓</li> </ul> </td> <td data-bbox="743 533 1182 689"> <ul style="list-style-type: none"> <li>• Embark on protracted/indefinite strike✓</li> </ul> </td> </tr> </tbody> </table>	EMPLOYER	EMPLOYEE	<ul style="list-style-type: none"> <li>• Revise the offer on the table✓</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate mediation through the CCMA✓</li> </ul>	<ul style="list-style-type: none"> <li>• Apply a no work no pay principle✓</li> </ul>	<ul style="list-style-type: none"> <li>• Embark on protracted/indefinite strike✓</li> </ul>	Accept any other correct answer	(4)
EMPLOYER	EMPLOYEE								
<ul style="list-style-type: none"> <li>• Revise the offer on the table✓</li> </ul>	<ul style="list-style-type: none"> <li>• Initiate mediation through the CCMA✓</li> </ul>								
<ul style="list-style-type: none"> <li>• Apply a no work no pay principle✓</li> </ul>	<ul style="list-style-type: none"> <li>• Embark on protracted/indefinite strike✓</li> </ul>								

[16]