



**higher education  
& training**

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

# **MARKING GUIDELINE**

**NATIONAL CERTIFICATE  
NOVEMBER EXAMINATION  
DATA MANAGEMENT: FARMING N6**

**25 NOVEMBER 2016**

**This marking guideline consists of 12 pages.**

**SECTION A****QUESTION 1**

- 1.1 TRUE
- 1.2 TRUE
- 1.3 FALSE
- 1.4 TRUE
- 1.5 FALSE
- 1.6 TRUE
- 1.7 TRUE
- 1.8 FALSE
- 1.9 FALSE
- 1.10 FALSE

(10 × 1) [10]

**QUESTION 2**

- 2.1 B
- 2.2 D
- 2.3 C
- 2.4 A
- 2.5 B
- 2.6 B
- 2.7 C
- 2.8 B
- 2.9 B
- 2.10 C

(10 × 1) [10]

**QUESTION 3**

- 3.1 PDA = Personal Digital Assistant
- 3.2 HTML = Hyper Text Markup Language
- 3.3 GPRS = General Packet Radio Service
- 3.4 FTP = File Transfer Protocol.
- 3.5 LCD = Liquid Crystal Display

(5 × 2) [10]

**QUESTION 4**

- 4.1 Pop-up = a window that suddenly appears when you open a new web page.
- 4.2 Username = a name that is unique and is used to recognise and identify a person who is attempting to log on to a computer.
- 4.3 Hyperlink = is a method of moving from one web page to another.
- 4.4 Memory card = is a data-storage device mainly used with digital cameras, PDAs, cellular phone, et cetera.
- 4.5 Electronic mail = is a method of sending text messages from one computer to another by telephone line.
- 4.6 Twitter = means that personal details or information is saved in specific code and protected by a password.
- 4.7 Software piracy = illegally copying copyright software.
- (7 × 2) [14]

**QUESTION 5**

- 5.1
- It saves money and is cost efficient.
  - Integration with audio, data and video applications.
  - It is flexible. You can take VoIP adaptors anywhere.
  - You can choose your own area codes.
  - It offers features for free.
- (5 x 1) (5)
- 5.2
- Make your profile private.
  - Limit the amount of personal information.
  - Do not provide any personal information in chat rooms or public forums.
  - Be wary of strangers.
  - Do not make any bank account details available.
- (5 x 1) (5)
- 5.3
- For research
  - Online banking
  - Application in government, E-government
  - For e-learning
  - For e-commerce
- (5 x 1) (5)
- 5.4
- The computer is slower than usual.
  - The amount of RAM can suddenly decrease.
  - Files may disappear, others may reappear.
  - Bad or damaged sectors appear on a fixed disk.
  - Music might start to play unexpectedly.
  - The number of files on disk increases.
- (Any 5 x 1) (5)
- [20]**

**QUESTION 6**

- 6.1
- Right-click an empty portion of the desktop.
  - Select Gadgets to display the Desktop Gadget Gallery.
  - To place a gadget on your desktop, double-click the appropriate icon or drag it to the desktop.
  - To adjust settings for a gadget move the mouse pointer to the right and select the setup icon.
  - Select the desired options and click Ok. (Any 4 x 1) (4)
- 6.2
- Typewrite keyboard
  - Functional keys, F1-F12
  - Directional keys
  - Modifier keys
  - Windows keys (5 x 1) (5)
- 6.3
- It serves as a communication link between the user and hardware.
  - It runs other software programs and controls how a program interacts with the user.
  - It co-ordinates the operations of the whole computer system.
  - It maintains the flow of events.
  - It manages some peripherals.
  - It provides the user with tools with which to manage disks and folders. (Any 5 × 1) (5)
- 6.4
- Statutory deductions are the deductions taken from payroll<sup>√</sup> as the state law requires. E.g. income tax.<sup>√</sup> (2)
- [16]

**TOTAL SECTION A: 80**

## SECTION B: PRACTICAL

## WORD PROCESSING

## QUESTION 1A

EXAMINATION NUMBER ✓

QUESTION 1A ✓

3.1 ✓ *Comic Sans 12pt*  
3.2 ✓ *Margins correctly set*

**MARKETING**

3.3 ✓✓✓ *Heading Inserted,  
Britannic Bold 24pt*

One definition of marketing is that it is a human activity directed at satisfying needs and wants through an exchange process. Another definition is that it is the performance of all business activities involved in the flow of goods and services from the point of initial production until they are in the hands of the ultimate consumer.

**MARKETING MIX**

3.4 ✓✓✓ *U/C & bold. All done*

3.5 ✓✓  
*Indentation  
correct (3cm) left  
& right*

Marketing mix can be defined as the set of controllable tactical marketing tools (product, price, place and promotion) that a business uses to respond to its target market. The marketing mix consists of everything an enterprise can do to influence the demand for its products. The many possible factors can be grouped into four categories known as the four "P's" of marketing: Product, Price, Place and Promotion.

3.6 ✓✓ *Elephant  
18pt, U/C, Centred.  
All done*

**MARKETING OTHER COMMODITIES**

There are also other commodities that farmers in South Africa produce that are sold in South Africa itself or are exported.

**SUGAR:**

South Africa is the 13<sup>th</sup> largest sugar producer in the world. About 60% of the produced is exported to Africa, the Middle East, North America and Asia.

**WINE:**

South Africa is the 10<sup>th</sup> largest wine producer in the world and exports over 240 million litres per annum. This sector provides employment for just under 70 000 people. Some 110 000 hectares is under vine cultivation.

3.8 ✓✓ *Two columns  
correctly aligned*

3.7 ✓✓ *page break done  
correctly*

1

3.11 ✓✓ *Page  
number inserted*

**FRUIT:**

Twelve per cent of the total earnings from agricultural export of deciduous fruit.

**VEGETABLES:**

Vegetables farmers in South Africa produce potatoes, tomatoes, green - mealies and sweetcorn. Some 60% of vegetables are marketed at fresh produce markets situated in the major cities and towns, for examples Johannesburg and Durban. The balance of the vegetables are marketed directly to supermarkets, fresh produce stores and informal markets.

*South African agricultural producers also produce cotton, tobacco, tea and ornamental and cut flowers. Many farmers around urban areas have started farming with grass to supply the instant lawn market - a market created by the many developments that take place in and around urban areas. Another growing industry is aquaculture, with mussels, trout, tilapia, catfish, oysters and waterblommetjies (Cape pondweed) as major aquaculture species.*

- 3.9 ✓ Triple line border  
✓ Double nine spacing  
✓ Italics  
✓ Shading applied (gray 50%)

4 ✓ Print

TOTAL: 25

**SPREADSHEET**

**QUESTION 2**

**QUESTION 2A**

	A	B	C	J
1	PORT PORT FRUIT MARKET			
2	JANUARY SALES			
3				
4	Item	Price per item	Quantity	
5				
6	Tomatoes	195.5	15	
7	Litchies	123.75	20	
8	Avocados	373.15	19	
9	Sweet potatoes	104.85	18	
10	Pears	194.85	25	
11	Watermelon	265.5	20	
12	Banana	272.79	23	
13				

✓✓ **Lines inserted correctly**

✓✓✓✓ **Accuracy**

✓✓ **Examination & Question number as footer**

✓✓ **Print**

EXAMINATION NUMBER

QUESTION 2A

[10]