



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

AGRICULTURAL MANAGEMENT PRACTICES

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MARKING GUIDELINES

MARKS: 200

These marking guidelines consist of 14 pages.

SECTION A**QUESTION 1****1.1 Multiple choice**

- 1.1.1 D ✓✓
- 1.1.2 C ✓✓
- 1.1.3 A ✓✓
- 1.1.4 A ✓✓
- 1.1.5 B ✓✓
- 1.1.6 D ✓✓
- 1.1.7 B ✓✓
- 1.1.8 A ✓✓
- 1.1.9 C ✓✓
- 1.1.10 D ✓✓

(10 x 2) (20)

1.2 Matching items

- 1.2.1 F ✓✓
- 1.2.2 K ✓✓
- 1.2.3 L ✓✓
- 1.2.4 C ✓✓
- 1.2.5 A ✓✓
- 1.2.6 H ✓✓
- 1.2.7 B ✓✓
- 1.2.8 J ✓✓
- 1.2.9 D ✓✓
- 1.2.10 G ✓✓

(10 x 2) (20)

1.3 Agricultural terms

- 1.3.1 Productivity ✓
- 1.3.2 Loss ✓
- 1.3.3 Market research ✓
- 1.3.4 Invoice ✓
- 1.3.5 Freezing ✓

(5 x 1) (5)

1.4 Underlined words

- 1.4.1 Deterioration/degradation/overgrazing ✓
- 1.4.2 Thermometer ✓
- 1.4.3 Business plan ✓
- 1.4.4 Mental ✓
- 1.4.5 Hygiene ✓

(5 x 1) (5)

TOTAL SECTION A: 50

SECTION B**QUESTION 2: PHYSICAL FARM PLANNING****2.1 Factors that restrict the capacity of land to produce food****2.1.1 Identify factors**

- (a) B ✓ (1)
(b) A ✓ (1)

2.1.2 Name the processes that Picture C has an influence on plant growth

- Respiration ✓
- Transpiration ✓
- Absorption of nutrients ✓
- Photosynthesis ✓ (Any 3) (3)

2.2 Discuss effects of photo period on crop and animal production
Crop

- Each crop has a specific minimum amount of light ✓ that it must receive to produce or grow ✓
- This depends on the amount of daylight needed ✓, because crops are divided into summer or winter crops ✓
- Longer daylight length can result in higher production ✓, provided conditions are favourable ✓

Animal

- Certain animals will only show signs of oestrus ✓, when daylight is shortening in South Africa ✓ (Any 2 x 2) (4)

2.3 Capital**2.3.1 Identify type of capital**

- A = Long-term capital / fixed capital ✓
- B = Short-term capital / working / floating capital ✓
- C = Medium-term capital / movable capital ✓ (3)

2.3.2 Name the problems associated with capital as a resource

- Overcapitalisation ✓
- Undercapitalisation ✓
- Capital is expensive ✓
- Capital is scarce ✓
- Collateral / security for loan may not be enough ✓ (Any 3) (3)

2.4 Grazing and management

2.4.1 Deduce TWO grazing practices that led to PICTURE B

- Adhere to correct carrying capacity / prevent overgrazing ✓
 - Practise rotational grazing / prevent continuous grazing ✓
 - Rest camps / winter camp ✓
- (Any 2) (2)

2.4.2 Explain the effect of the following factors on production when referring to veld usage for grazing

(a) Palatability

- The tastier the veld, the more the animals will eat ✓
 - A higher intake will lead to higher production ✓
- (2)

(b) Topography

- Steep inclines make accessibility of grazing difficult ✓
 - animals use more energy on steep inclines that will lead to lower production ✓
- (2)

(c) Erosion

- Grazing fields with high eroded patches/areas will have less grass available thus ✓
 - eroded areas need to be fenced off that result in less grazing area ✓
- (2)

2.5 Differentiate with suitable examples

Soil degradation

- Is the loss of soil quality and productivity ✓
 - caused by pollution, erosion, cultivation ✓
- (2)

Soil pollution

- Is the contamination of the soil with chemical / physical / biological substances that disturb the natural balance of the soil ✓
 - like fertilizers, pesticides, herbicides, containers, animal residue ✓
- (2)

2.6 Farming methods

2.6.1 Identify the farming methods

- A – Extensive farming method ✓
 - B – Intensive farming method ✓
 - C – Semi-intensive farming method ✓
- (3)

2.6.2 Describe environmental concerns of Farm B

- Pollution of air and soil ✓
 - Compromised animal welfare ✓
 - Contaminated water sources ✓
 - Accumulation of waste material ✓
 - Degradation of natural resources ✓
- (Any 4) (4)

2.6.3 Give the benefits of Farm A

- Less labour required / labour saving ✓
- Less capital per unit required / Less capital required ✓
- Lower input costs / lower production costs ✓
- Less spread on transmittable diseases ✓
- No need for extra resources than natural resources ✓

(Any 2) (2)

2.7 Classify workers ill-health as direct or indirect.

2.7.1 Indirect ✓

(1)

2.7.2 Direct ✓

(1)

2.7.3 Direct ✓

(1)

2.7.4 Indirect ✓

(1)

2.8 Agritourism**2.8.1 Identify THREE methods to ensure tourists safety from the scenario**

- Improved infrastructure ✓
- Installing surveillance equipment in high-risk areas ✓
- Deployed citizen patrols / Keep strangers at bay ✓

(Any 3) (3)

2.8.2 Describe how crime can affect the agritourism sector

- More money spent on security measures ✓
- Reduces demand on tourism / reduction in tourist arrivals ✓
- Hinder growth of tourism ✓
- It gives a negative image of the country ✓
- Loss of income due to less visitors ✓
- Detrimental long-term viability demand of the sector ✓
- Nearby communities will be negatively affected ✓

(Any 4) (4)

2.8.3 Select the type of tourists

- A – Cultural tourist ✓
- B – Adventurous tourist ✓
- C – Educational tourist ✓

(3)

[50]

**QUESTION 3: BUSINESS PLANNING, ENTREPRENEURSHIP, MARKETING,
PRICE DETERMINATION AND THE MANAGEMENT PROCESS****3.1 Business plan****3.1.1 Indicate what the letters of the SMART acronym represents**

- S – Specific ✓
- M – Measurable ✓
- A – Achievable ✓
- R – Realistic ✓
- T – Time framed ✓

(5)

3.1.2 Explain why “increase sales” is considered a vague goal

- It is not measurable ✓ because it does not indicate how much sales will increase ✓
- It is not time framed ✓ because it does not show the period ✓

(Any 1 x 2) (2)

3.2 Define entrepreneur

- It is someone who identifies a need ✓ and then sells a product or offers a service that will satisfy the need ✓

OR

- It is someone who can identify a business opportunity, ✓ and then have the courage to take the risk and manage it ✓

(Any 1) (2)

3.3 Business sectors in agriculture**3.3.1 Provision of goods and services****Sector:**

- Tertiary agricultural sector ✓

(1)

Example:

- insurance company ✓ **OR** implement suppliers ✓ **OR** agritourism ✓

(Any 1 example) (1)

3.3.2 Adds value to agricultural products**Sector:**

- Secondary agricultural sector ✓

(1)

Example:

- e.g. dried fruit production ✓

(1)

3.4 Critically analyse how the concept of diversification contributes to business survival

- Diversification refers to an increase in the number of branches or enterprises ✓ that contribute to the total income of a farm ✓
- Diversification involves the production of various specialised products ✓ from a basic product within a specific branch ✓
- Diversification involves specialisation to supply various products ✓ to ensure food security ✓
- Diversification reduce the financial risks of a farm business ✓✓ (Any 2 x 2) (4)

3.5 Niche market**3.5.1 Name TWO ways to make a niche market more profitable**

- Creating focused marketing campaigns ✓
- Knowing the target audience ✓
- Addressing consumers' needs ✓
- Assess your competition ✓ (Any 2) (2)

3.5.2 Differentiate between niche marketing and mass marketing

NICHE MARKETING	MASS MARKETING
Targets a specific market ✓	Targets the total market ✓
Usually a unique product with a specific group in society ✓	Different products with different groups in society ✓
Competition is relatively low ✓ (Any 2)	Competition is high ✓ (Any 2)

(4)

3.6 Types of competition in the agricultural business sector**3.6.1 Direct competition**

- Businesses offering the same product or service as yours in the same market ✓ (1)

3.6.2 Indirect competition

- Businesses that use the same products with a different purpose as yours ✓ (1)

3.7 Supply and demand on price**3.7.1 Deduce factor influencing demand**

- Price ✓

(1)

3.7.2 State influence of price on demand

- As the price of the product increases, the demand for the product decreases ✓

OR

- As the price of the product decreases, the demand for the product increases ✓

(1)

3.7.3 Explain how increasing price of the product affects profit of the enterprise

- At a higher price of R12,00 per bag less profit will be made ✓ because 800 bags are sold ✓
- As the price increases, the enterprise's profit decreases, ✓ because fewer products are sold ✓

(Any 1 x 2) (2)

3.8 Calculate break-even point

3.8.1 Break-even point = $\frac{\text{Fixed cost}}{\text{Price} - \text{Variable cost}}$

$$= \frac{\text{R4 800,00}}{\text{R3 000,00} - \text{R2 050,00}} \checkmark \quad \text{OR} \quad = \frac{\text{R4 800,00}}{\text{R950,00}} \checkmark$$

$$= 5,05 \text{ ton/ha} \checkmark \text{ (unit is essential)}$$

Rubric

- Correct substitution of values ✓ and answer with unit ✓

OR

- Only answer with unit ✓✓

(2)

3.8.2 Describe what the result will be to the business's profit or loss

- At 7 ton/ha the business will make a profit ✓
- At 4 ton/ha the business will make a loss ✓

(2)

3.9 Match the channel of a free marketing system

3.9.1 Contract marketing ✓ (1)

3.9.2 Auction sales ✓ (1)

3.9.3 Internet marketing ✓ (1)

3.10 Describe the benefits of cooperation between farmers and product organisations

- Farmers have better market access through joint marketing or distribution ✓
- There is greater contractual leverage between buyers of their products and suppliers of agricultural inputs ✓
- There is more efficient production through better access to technical knowledge and risk management mechanisms ✓
- Makes credit more available to farmers through negotiation with the bank ✓
- Organise discount on behalf of the farmers on input costs ✓
- Assist farmers to see market trends by providing market information ✓
- Advertise agricultural products as a whole to increase farmers' sales ✓

(Any 2) (2)

3.11 Name management role**3.11.1 Awarding a bonus for achieving a production target**

- Motivation ✓ (1)

3.11.2 Developing a business plan for a new enterprise

- Planning ✓ (1)

3.11.3 Arranging farm workers into work teams based on specific skills

- Organising ✓ (1)

3.11.4 Recording staff leave in the leave register

- Control ✓ (1)

3.12 Explain why planning is referred to as a dynamic process

- Planning must be repeated as conditions change ✓
- because agricultural production is a changing process ✓
- due to technological advancements or ✓
- because of changing marketing trends ✓
- due to climate change ✓

(Any 2) (2)

3.13 Labour**3.13.1 Describe the term contract**

- A legally binding document ✓
- between the employer and employee on the aspects of the work ✓ (2)

3.13.2 Deduce type of farm worker

- Permanent / full-time worker ✓

Reason

- The contract will terminate at retirement ✓ (2)

3.13.3 State TWO ways of improving the economic conditions of farm workers

- Paying better wages ✓
- Providing incentives (bonuses) for workers ✓
- Providing education and training to workers ✓
- Entering into partnership deals with workers ✓
- Paying overtime ✓

(Any 2) (2)
[50]

**QUESTION 4: FINANCIAL PLANNING, RECORDING, HARVESTING,
VALUE ADDING AND PACKAGING****4.1 Identify the type of farm worker**

- 4.1.1 Full-time worker ✓ (1)
- 4.1.2 Occasional worker ✓ (1)
- 4.1.3 Part-time worker ✓ (1)
- 4.1.4 Seasonal worker ✓ (1)

4.2 The Freshness Vegetable Shop's transaction with Farmer Z**4.2.1 Complete receipt**

- (a) Freshness Vegetable Shop ✓ (1)
- (b) R700,00 ✓
Seven hundred rand only / Seven hundred rand and zero/null cents ✓ (2)
- (c) 100 cabbages ✓ (1)

4.2.2 State the disadvantages of a cash payment

- Cash can be lost ✓
- Cash can be stolen ✓
- A short paper trail makes recordkeeping difficult ✓
- Can lead to corruption and tax evasion ✓ (Any 3) (3)

4.2.3 Name better forms of payment

- Electronic payment (EFT, Virtual card, Bankcard) ✓ (1)
- Advantage**
- Easy payment ✓
- Safe payment ✓
- Electronic payment leaves a long paper trail that makes recordkeeping easy ✓ (Any 1) (1)

4.3 Explain purpose of a partial budget

- Compare costs and expenses ✓ of two enterprises ✓
- Compare the variable costs of two enterprises ✓ to determine the income and expenditure ✓ (Any 1 x 2) (2)

4.4 Distinguish between fixed cost and variable cost by using a table

FIXED COST	VARIABLE COST
• Cost that is unchangeable over the short term ✓ • Costs that cannot be avoided in the short term ✓ • Costs that do not depend on the size and/or intensity of production ✓	• Costs that can change within the framework of a particular production structure ✓ • Costs that are avoidable in the short term ✓ • Costs that change according to the size and/or intensity of production ✓
(Any 2)	(Any 2)

(4)

4.5 Briefly discuss the influence of labour planning on worker efficiency based on:**4.5.1 Planning of the production process**

- Peak times in labour requirement need to be spread ✓ over different branches to ensure less labour is required ✓

(2)

4.5.2 Physical planning of farming units

- Farm buildings erected closer to each other result ✓ in less time consumed when moving between buildings and workers can complete tasks faster ✓

(2)

4.5.3 Daily planning

- Priority tasks should be completed first depending on skills and available labour ✓ a proper labour division increase the productivity of the labour ✓

(2)

4.6 State the main aspects of planning before harvesting a crop

- Time of harvest / start date and end date ✓
- Harvesting method ✓
- Facilities and equipment needed / protective clothing ✓
- Labour requirements ✓
- Financial aspects ✓
- Transport required ✓
- Grading and/or sorting according to market requirements ✓

(Any 2)

(2)

4.7 Name factors that must be managed when handling produce

- Wastage ✓
- Water resources ✓
- Health of workers ✓
- Hygiene practises ✓
- Handling of product ✓
- Packaging of product ✓
- Transport of product ✓

(Any 2)

(2)

- 4.8 **Name visual attributes used in grading and sorting of fruit and vegetables.**
- Size ✓
 - Colour ✓
 - Shape/ stage of development ✓
 - Texture / freshness ✓
 - Diseases and pests ✓
 - Damage ✓
 - Cleanliness ✓
- (Any 4) (4)
- 4.9 **Describe the benefits of grain storage compared to direct marketing**
- Avoids selling grain when prices are low ✓
 - Allows for more control over harvest operations / increased harvest efficiency / lower transport costs ✓
 - Allows for intermittent cash flow ✓
 - Allows for staggered sales ✓
 - Diversify price risk ✓
 - Helps manage income for tax purposes ✓
- (Any 2) (2)
- 4.10 **State the factors to consider when doing market research before starting value adding enterprise for a product**
- Government policies and regulations ✓
 - Socio-economic conditions ✓
 - Level of business skills among the people ✓
 - Financial support from the bank or other financial institutions ✓
 - The availability and cost of infrastructure ✓
 - Market development ✓
 - Access to appropriate technology ✓
- (Any 3) (3)
- 4.11 **Describe the advantages of smoking as food (product) preservation method**
- Inhibit growth of bacteria and fungi through moisture reduction ✓
 - Smoke helps keep bacteria-carrying-insects away during the storing / drying process ✓
 - Imparts flavour to the food ✓
- (Any 2) (2)

4.12 Packaging**4.12.1 Classify according to type of packaging**

STURDY PACKAGING	SEMI-SOLID PACKAGING	FLEXIBLE PACKAGING
B✓	D✓	A/C✓

(3)

4.12.2 Identify the product that is preserved

- B ✓

(1)

Motivation

- The container is airtight / glass, no access to micro-organisms ✓
- Tomato sauce went through secondary conservation process ✓
- Tomato sauce has a long shelf life ✓

(Any 1) (1)

4.12.3 Identify the product most vulnerable to spoilage

- C ✓

(1)

Reason

- The netted bag allows free access to micro-organisms that can cause spoilage ✓

(1)

4.13 State the aspects to be considered when deciding on packaging material

- Type of product that must be packaged ✓
- Type of material that must be used for packaging ✓
- Purpose of the packaging ✓
- Cost implications ✓
- Equipment required ✓
- Whether the packaging is to be formed in the packaging line or in advance ✓

(Any 3) (3)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200