



**GEC PILOT STUDY
PAPER 2 MARKING GUIDELINE 2022
ECONOMIC AND MANAGEMENT SCIENCES: ENGLISH
GRADE 9**

SECTION A

- One mark per answer.
- There are no half marks.
- Tick (✓) only the correct answer and underline the incorrect one.
- No marks should be credited for multiple answers. Underline them all.
- If there is no answer indicated, skip the question.

No.	Expected answer		
1.	A	Keeping records	✓
2.	A	Keep sufficient stock	✓
3.	D	To increase sales	✓
4.	B	Keep financial records	✓
5.	A	Grant staff leave	✓
6.	C	Mass production	✓
7.	D	Controlling resources	✓
8.	B	Price	✓
9.	C	A detailed plan of action that sets out the nature and strategy of an enterprise.	✓
10.	A	Its uniqueness and beneficiary to the customer.	✓
11.	A	Simple, memorable, timeless, useful and appropriate.	✓
12.	B	Create a plan to meet company goals and objectives.	✓
13.	D	R2 500	✓
14.	B	(i) (ii) (iv)	✓
15.	A	R350	✓
16.	C	Selling price	✓
17.	D	Keeping documents in a safe place, being able to find them easily and quickly.	✓
18.	A	Quality, location, cost and reliability	✓
19.	B	Publicity	✓
20.	A	A plan to reach and persuade a customer to buy a product.	✓
21.	B	Advertising	✓
22.	C	Through training of employees in new technologies.	✓
23.	A	Poor planning and management	✓
24.	D	Organising	✓
25.	B	Staff would be trained and developed	✓
26.	A	Financial issues, market demand dries up and existing competition	✓
27.	D	Excellent customer service	✓
28.	A	Lack of relevant skills	✓

Grade 9 Ems Paper 2012 Memo

Y Pai



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