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MARKS:

DATE: 27 August 2022

**MATHEMATICAL LITERACY – PAPER 1
GRADE 12**

NAME

Memo.

Time: 3 hours

Marks: 150

Examiner: Mrs C McLeod

Moderator: Mr A Arndt, Mr S Ceronio

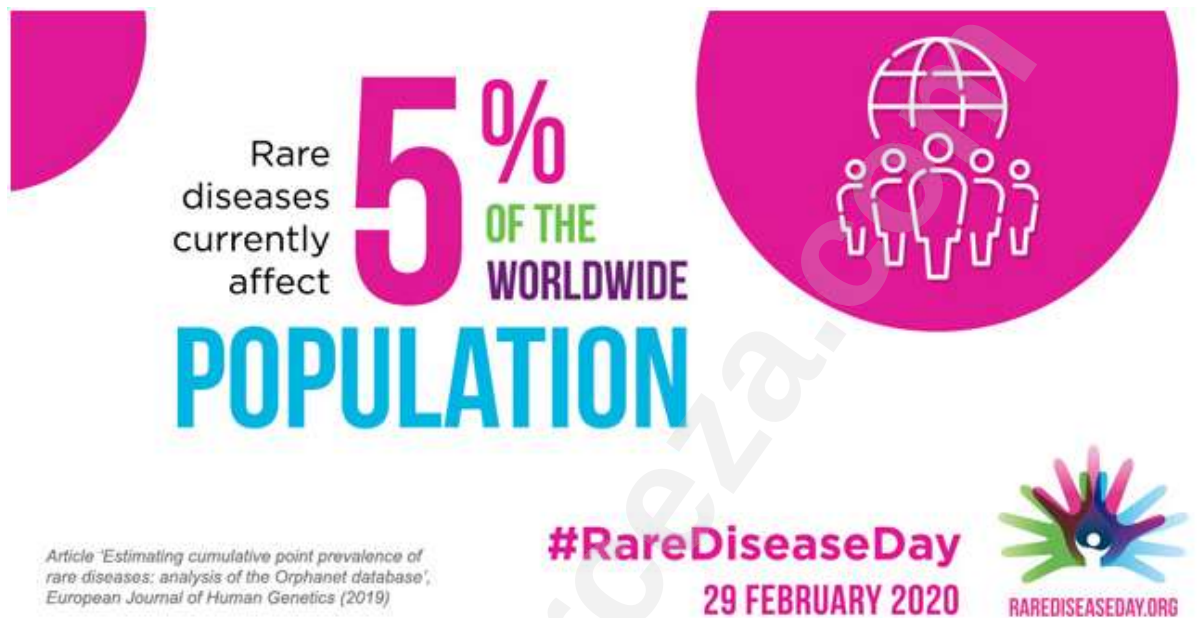
PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY:

1. This test consists of 29 pages and 5 questions, as well as, an Annexure consisting of 4 pages.
2. Answer all the questions in the spaces provided on the question paper.
3. You may use an approved calculator unless otherwise stated.
4. It is in your own interest to work legibly.
5. Show all necessary working.
6. Round off to the appropriate context, unless stated otherwise.



QUESTION 1

In 2017, Mrs McLeod's baby, Cole, was born with a rare disease. Since then she has learnt a lot about rare diseases. A rare disease is defined as a disease that affects a small percentage of the population. Use the resource below to answer the questions that follow.



<https://www.m4rd.org/2020/02/29/rare-disease-day-2020/>

- 1.1 What percentage of the worldwide population did rare diseases affect in 2020?

5% ✓✓

(2)

- 1.2 The current world population is 7,96 billion. Write this as a number, without the word billion.

7 960 000 000 ✓✓

(2)

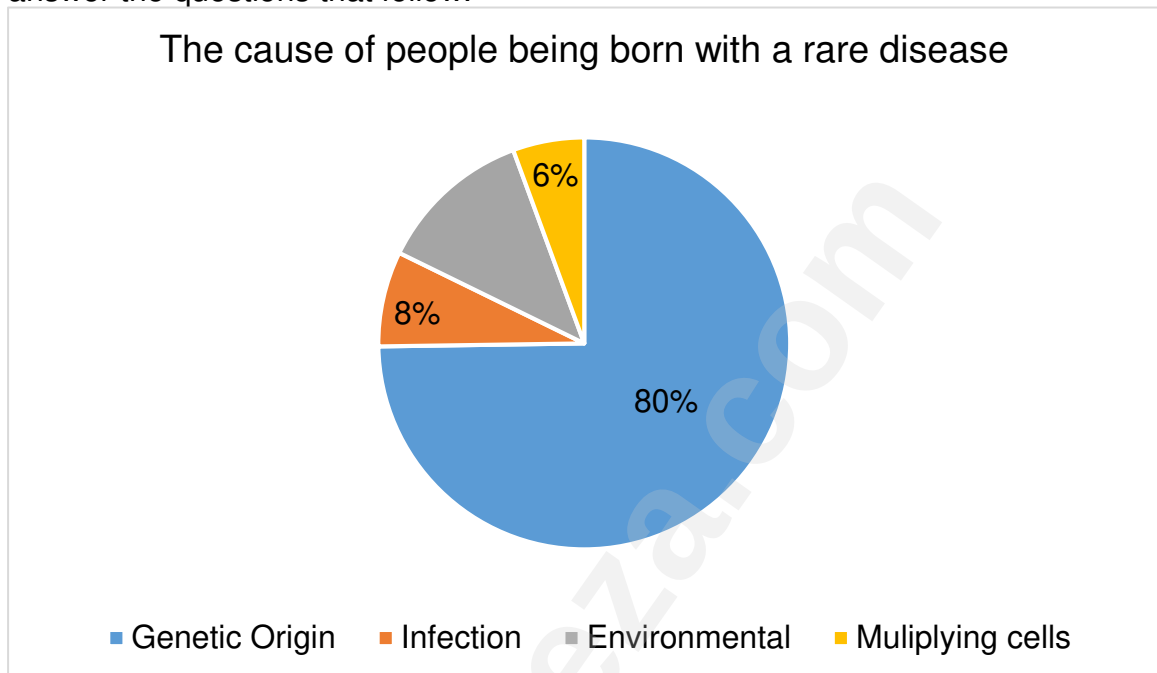
- 1.3 Using your answers from Q1.1 and Q1.2 above, calculate the number of people currently affected by rare diseases.

5% × 7 960 000 000

= 398 000 000 ✓✓

(2)

- 1.4 Rare diseases are caused due to different reasons, with the majority of cases being passed down genetically from the parents. Use the pie chart below to answer the questions that follow.



<https://raredisorders.imedpub.com/>

- 1.4.1 What is the probability that Cole's rare disease was caused due to the disease being passed down to him genetically from his parents?

80% ✓✓

(2)

- 1.4.2 Determine the percentage of people born with a rare disease due to environmental factors.

$100 - 80 - 8 - 6 = 6\%$ ✓✓^m

(2)

- 1.4.3 Calculate, in degrees, the section of the pie chart that represents 'Infection'.

$6\% \times 360 = 21,6^\circ$ ✓✓^m

(2)

- 1.5 When Cole was born, the doctors did not know which rare disease he had. They advised Mr and Mrs McLeod to do genetic testing. Unfortunately, genetic testing is limited in South Africa, and so they had to send his blood to Germany for the genetic testing to be completed. They were sent the following invoice for the testing.

TRANSFERRING CODE TO DIAGNOSIS		 Center for Genomics and Transcriptomics	
Preliminary Invoice: DRA/6635	Original	Order-No.: LAB025220 CeGaT Pat-No.: M-0044682	
Description	Units	U-Price [EUR]	Price [EUR]
Trio exome diagnostics			
Prepayment			2.250,00
Total Amount			2.250,00
With respect to §4 Nr. 14 UStG this invoice is not due to VAT.			
Terms of Payment: We will start the analysis after receipt of payment.			
Please state with your payment: DRA/6635			
[Source: Claire McLeod]			

- 1.5.1 State the amount and the currency that Mrs McLeod was billed in.

2250 EUR ✓

(2)

- 1.5.2 Write down the order number for this invoice.

LAB025220 ✓

(2)

1.6 Mrs McLeod's proof of payment for ^{the} a Forex transaction can be seen below.



FNB Forex
9th Floor, FNB Place
30 Diagonal Street
Johannesburg
PO Box 1153 Johannesburg 2000
Email address: forex@fnb.co.za
Web address: www.fnb.co.za
Tel : 08601FOREX(36739)

Payment Confirmation for Forex Transaction R018GL9720

Deal Summary	
Deal Value Date	20180712
Exchange Rate	EUR 1 : ZAR 16.1607

Transaction Details	
Type of Transaction	Payment Sent
Reason for Transaction	EUR 2250.00 293 Payment For Medical And Dental Services
Amount Sent	EUR 2250.00
Amount Debited	
Amount Charged	ZAR 314.99 Bank charge for international payment

Payment Details	
Recipient Name	Cegat GmbH
Foreign Bank Name	VR BANK STEINLACH-WIESAZ-HAERTEN EG
Recipient Account/IBAN Number	
Recipient Country	Germany

[Source: Claire McLeod]

1.6.1 When was this payment made?

20180712 / 12 July 2018 ✓

(2)

1.6.2 What was the exchange rate at the time of this payment?

EUR 1 : R16,1607

✓ units ✓ a

(2)

- 1.6.3 Calculate the amount, in Rands, that Mrs McLeod had to pay for the genetic testing.

$$\begin{array}{r} 1 \text{ E} : \text{R}16,1607 \\ 2250 : \text{R}36\,361,58 \end{array}$$

(2)

- 1.6.4 Why was an amount of R314,99 charged?

Bank charge

(2)

- 1.6.5 Using your answers from above, what was the **total amount**, in Rands, that the genetic testing cost?

$$\begin{array}{r} \text{R}36\,361,58 + \text{R}314,99 \\ = 36\,676,57 \end{array}$$

(2)

- 1.6.6 The current exchange rate of Euros to Rands is shown below. Has the Rand become stronger or weaker since the forex transaction?

Weaker

(2)

1 Euro equals

17,19 South African
Rand

10 Jul, 19:12 UTC · Disclaimer

1	Euro
17,19	South African Rand

1 E : R17,19

- 1.6.7 Calculate the percentage increase from the rand value of R16,1607 to R17,19.

$$\begin{array}{r} \% \text{ increase} = \frac{17,19 - 16,1607}{16,1607} \times 100 \\ = 6,37\% \text{ or } 6,4\% \end{array}$$

(2)

[30]

QUESTION 2

Cole was born with clubfeet and needed specialised equipment, called AFO's, for his feet. Use the invoice below to answer the questions that follow.

CJ Roets Inc. T/A				
APEX ORTHOPAEDICS				
MEDICAL ORTHOTISTS PROSTHETISTS				
COMP REG No: 2005/020915/21				
VAT No: 4300222231				
PR No: 8700745				
CENTENARY MEDICAL CENTRE, 55 OLD MAIN RD, GILLITTS, 3610; P.O. Box 549 Hillcrest, 3650.				
ROOMS: 031-765 4096; FAX: 031-765 4097				
The Medical Advisor Discovery Medical Scheme			2 October 2019	
Dear Sir / Madam,				
Re: <u>PMB Application for Orthotic treatment</u>				
Patient. : Child: Cole Leo McLeod				
<u>Please find herewith our quotation:</u>				
Tariff Code	Description	Unit price	Unit	Value
10253	Ankle foot orthosis - moulded	5 182.00	2	
20025	Fabrication kit: Orthosis - moulded	929.60	2	
61368	740 TAMARACK JOINT	1 038.30	2	
61374	TAMARACK MOULDING DUMMY	296.50	2	
SUBTOTAL:				<u>R 14 892.80</u>
TOTAL:				_____

2.1 Show how the subtotal of R14 892,80 was calculated.

$$2(5182) + 2(929,60) + 2(1038,30) + 2(296,50)$$

$$= R 14\ 892,80.$$

(3)

- 2.2 The quotation excludes VAT. Calculate the total of the quote including VAT.

$$14\ 892,80 \times 115\%$$

$$= R17\ 126,72$$

(2)

- 2.3 Mrs McLeod needed to borrow the money to pay for the AFO's. She decided to borrow R40 000 to pay for them and any other additional medical bills. She borrowed the money from her bank on the following terms:

- 11,5% p.a. compounded bi-annually
- Paid back over 2 years in equal monthly instalments

Calculate the monthly instalment that Mrs McLeod had to pay over the 2 years.

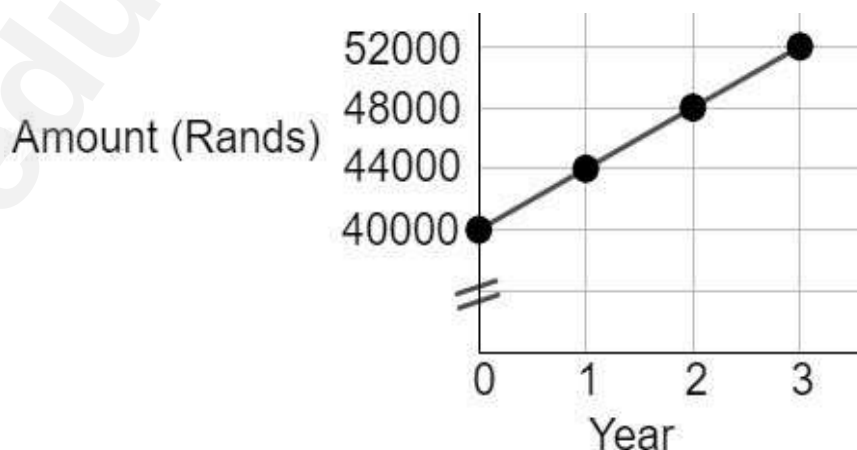
$$\begin{array}{rcl}
 40\ 000 & 40\ 000 \times \frac{11,5\%}{2} = 2\ 300 & 42\ 300 \\
 42\ 300 & 42\ 300 \times \frac{11,5\%}{2} = R2\ 432,25 & 44\ 732,25 \\
 44\ 732,25 & = R2\ 572,10 & 47\ 304,35 \\
 47\ 304,35 & = 2\ 720 & 50\ 024,35
 \end{array}$$

$$\frac{R50\ 024,35}{24}$$

$$= R2\ 084,35/\text{month}$$

(6)

- 2.4 Mr McLeod's bank had offered them the following loan:



- 2.4.1 Decide whether this bank offered Mr McLeod's a simple interest or compound interest loan? Give a reason for your answer.

Simple interest. The graph increases by the same amount each year. ✓✓

(2)

- 2.4.2 How much interest, in Rands, per year would have been charged on this agreement?

R4000 ✓✓

(2)

- 2.4.3 Why do you think the McLeod family chose to go with Mrs McLeod's bank offer and not Mr McLeod's?

They would need to pay back less interest on Mrs McLeod's bank offer. ✓✓

(2)

- 2.5 The subtotal of these AFO's was R14 892,80 in 2019. Mrs McLeod needs to buy Cole new AFO's this year, however, the price of them would have increased due to inflation over the last 3 years. Using the inflation rates given below, calculate the cost of the AFO's now in 2022.

Year	Inflation rate
2020	3,22%
2021	4,5%
2022	5,9%

$$14\ 892,80 \times 103,22\% = R15\ 372,35 \quad \checkmark$$

$$15\ 372,35 \times 104,5\% = R16\ 064,11$$

$$16\ 064,11 \times 105,9\% = R17\ 011,89 \quad \checkmark$$

(4)

- 2.6 Mrs McLeod has medical aid with Discovery. She has a hospital plan and medical savings that she can claim medical bills from. Her medical savings is limited to R14 300 per year. Below is one of her medical claims statements from 2019.

Treatment date	Claim information	Amount claimed	Amount paid by medical aid	Amount not paid by medical aid
2019-06-14	GP doctor consultation	R850,50	R850,50	
2019-06-15	Clicks pharmacy	R432,60	R432,60	
2019-07-03	Dr Fraser – orthopaedic surgeon	R560,00	R560,00	
2019-07-26	Dischem pharmacy	R354,40	R354,40	
2019-08-01	GP doctor consult	R850,50	R850,50	
2019-08-01	Ampath – covid test	R750,00	R750,00	
2019-09-15	Dr Fraser - X-ray (orthopaedic surgeon)	R1500,00	R1500,00	
2019-09-18	Hospital admission fee	R2545,00	R2545,00	
2019-10-15	Dr Fraser - orthopaedic surgeon (had to put casts on legs)	R1720,50	R1720,50	
2019-10-29	GP doctor consultation	R850,50		R850,50
2019-10-29	Pharmacy	R567,50		R567,50
2019-11-05	GP doctor consultation	R900,00		R900,00
2019-11-05	Ampath – blood tests	R1430,00		R1430,00
2019-11-05	Clicks pharmacy	R218,50		R218,50

TOTAL amount claimed:

R13 530,00

TOTAL paid by medical aid:

_____ **A** _____

TOTAL not paid by medical aid:

_____ **B** _____

- 2.6.1 Calculate the average amount of money claimed for from the above statement.

$$\bar{x} = \frac{13\,530}{14} = R966,43$$

(3)

2.6.2 Calculate the missing values in the table above

a) Total amount paid by medical aid (A):

R 9563,50 ✓✓
(2)

b) Total not paid by medical aid (B):

R 3 966,50 ✓✓
(2)

2.6.3 What percentage of claims from the above statement were paid by the medical aid?

$$\frac{9563,50}{13530} \times 100 = 70,68\% \checkmark_{mca} \checkmark_{ca}$$
$$\approx 70,7\%$$

(2)

2.6.4 Why do you think that the medical aid stopped paying for the claims from the 2019-10-29?

Medical savings ran out / was finished. ✓✓
(2)

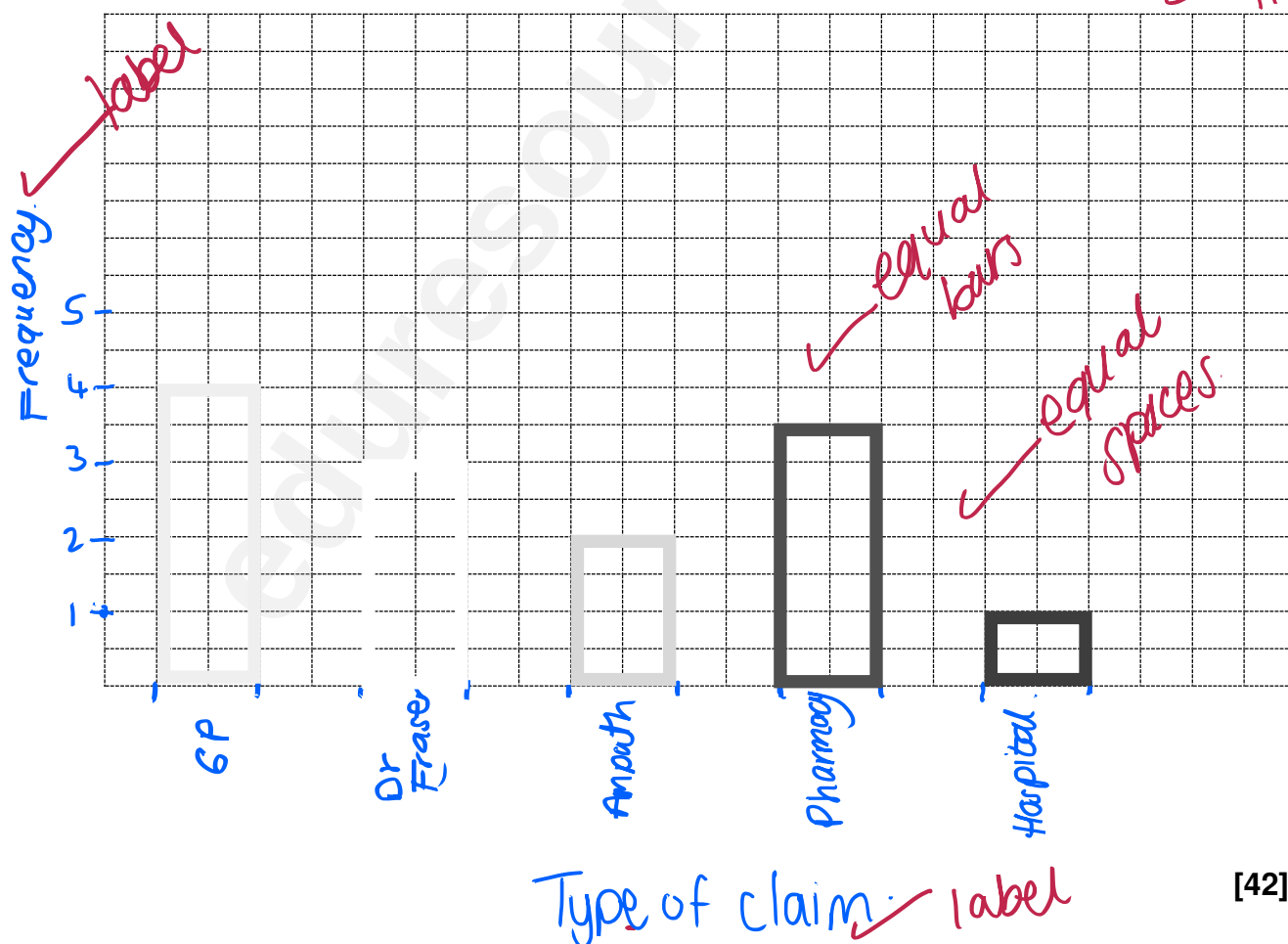
2.6.5 Using the claims statement above, complete the following frequency table

Type of claim	Tally	Frequency
GP doctor consultation		4 ✓
Dr Fraser		3 ✓
Ampath		2 ✓
Pharmacy		4 ✓
Hospital		1 ✓
	TOTAL:	14

(5)

2.6.6 Represent the information from Question 2.6.5 in an appropriate graph. Use the graph paper provided below. (5)

Graph showing the frequency of different types of claims made by the McLeod family. *Heading*



[42]

QUESTION 3

The growth chart on Annexure A shows Cole's growth from birth to 30 months.

- 3.1 Write 30 months in terms of years.

2 years 6 months

(2)

- 3.2 Cole's birth weight was 2240 grams, convert this weight to kilograms.

2,24 kg

(2)

- 3.3 Using the growth chart, decide whether Cole was an average weight at birth. Provide a reason for your answer.

Below average. Weight was below the median line.

(2)

- 3.4 How much weight had Cole gained by 7 months old?

$6 \text{ kg} - 2,24 \text{ kg}$
 $= 3,76 \text{ kg}$ or 3760 g .

(2)

- 3.5 Did Cole gain more weight in the first 7 months of his life or from 7 months until 14 months? Show all calculations.

First 7 months $3,76 \text{ kg}$ read off graph.
7 - 14 months: $\pm 8,4 \text{ kg} - 6 \text{ kg}$
 $= 2,4 \text{ kg}$

$\therefore$ more in first 7 months

(2)

3.6 BMI is calculated using the following formula:

$$\text{BMI} = \frac{(\text{weight in kilograms})}{\text{height in meters}^2}$$

BMI for children (also referred to as BMI-for-age) is gender and age-specific from two to 20, however, the above formula is used to calculate the BMI of both adult and children.

<https://www.parents.com/health/obesity/calculating-your-childs-bmi/>

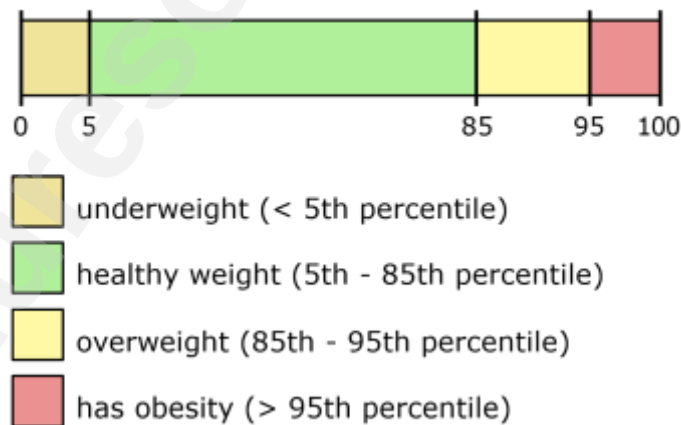
3.6.1 If Cole is currently 5 years old, weighs 14,4kg and is 105cm tall, show that his BMI is 13,06 kg / m².

$$\text{BMI} = \frac{14,4}{(1,05)^2} = 13,06 \text{ kg/m}^2$$

unit

(3)

3.6.2 Using the BMI-for-age chart on Annexure B, as well as, the information below, classify the percentile in which Cole currently falls, as well as, whether he is underweight or not.



<https://www.inchcalculator.com/child-bmi-calculator/>

Underweight ✓✓

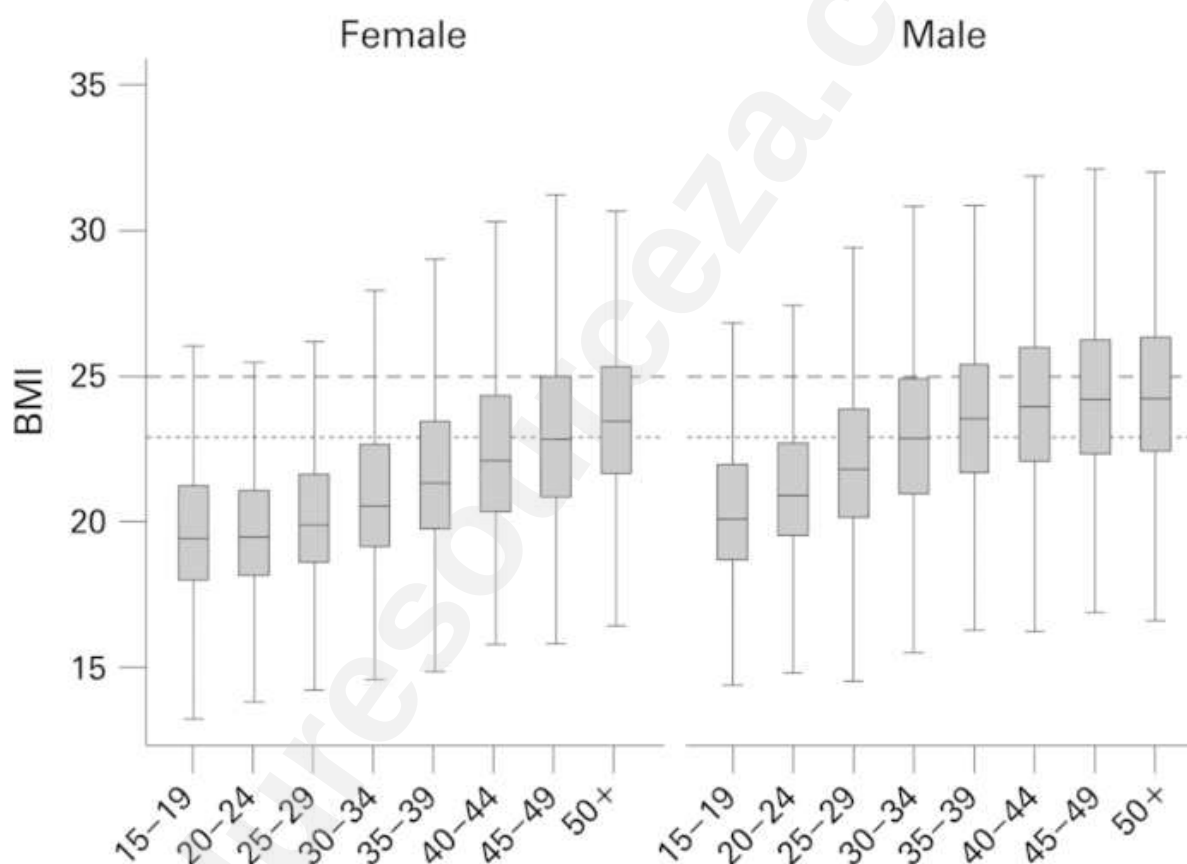
(2)

3.6.3 Why do you think BMI is gender specific?

males and females develop at different ages (puberty) ✓✓

(2)

3.7 The graph below shows a comparison of the BMI of different age categories between females and males.



<https://www.researchgate.net>

3.7.1 According to the above data, what is the probability of females, 50+ years old, having a BMI of approximately 25 and above?

25% ✓✓

(2)

3.7.2 Would you conclude that the BMI of both females and males increase as age increases? Give a reason for your answer.

Yes! Give info. from graph. Eg. The Oz increases as age increases for both male and females.

(2)

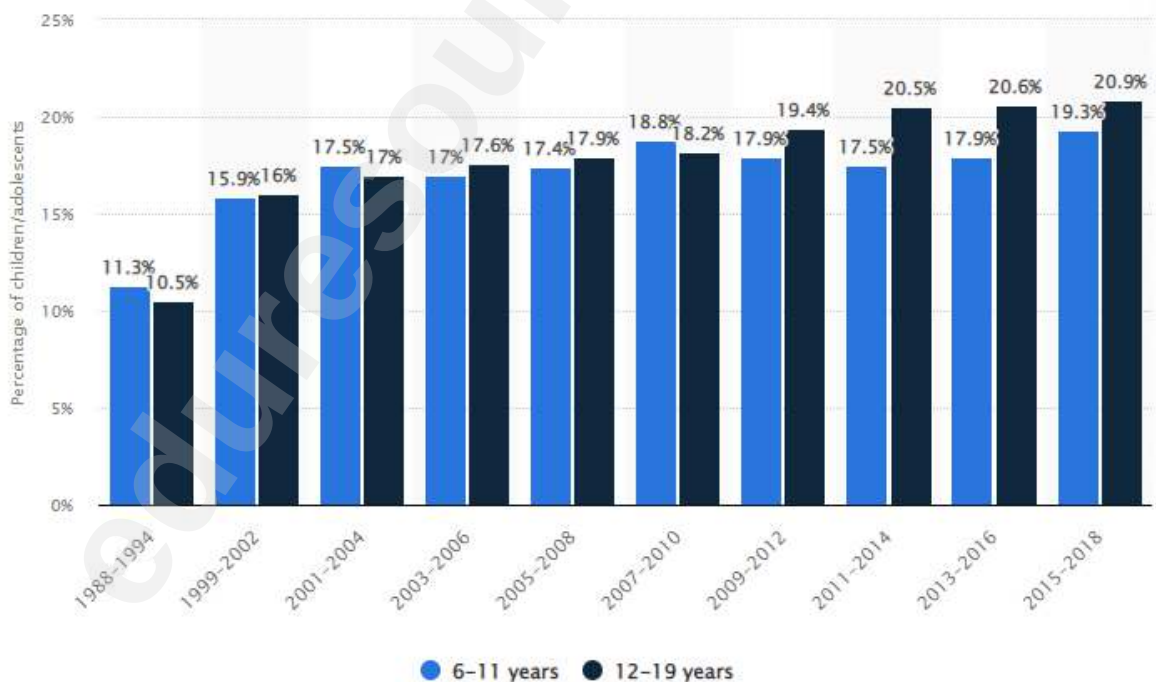
3.7.3 Why do you think the above trend in question 3.7.2 occurs?

less exercise, therefore pick up more weight.

Any reasonable answer.

(2)

3.8 The graph below shows the percentage of U.S. children and adolescents who were obese between 1988 and 2018.



<https://www.statista.com/statistics>

- 3.8.1 A grade 12 student said that the median percentage of the above data for 6 – 11 year old children is 18,1% and his working out was as follows:

$$\frac{17,4 + 18,8}{2} = 18,1$$

Verify whether this student is correct.

Incorrect. Student did not order the data.

11,3 15,9 17 17,4 17,5 17,5 17,9 17,9 18,8 19,3

∴ 17,5 ✓

(3)

- 3.8.2 According to the data, would you say that there are more adolescents (12 – 19 years) who are obese than children (6 – 11 years)? Justify your answer.

Yes. 12-19 yrs have a higher % in all but 3 of the time categories.

(2)

- 3.8.3 What is the probability that a 6-11 year old child was obese in 2015?

17,9% ✓✓

(2)

[30]

QUESTION 4

Cole was also born with a cleft palate, which means that he had a hole in his palate, which causes complication with feeding and speech.

1 in every 3 000 children are born with a cleft palate. Many of these children come from disadvantaged areas and cannot afford to have the corrective surgery needed. *SMILE FOUNDATION* is an organisation that raises funds for these surgeries to take place in different hospitals around the country.



- 4.1 What is the probability, as a percentage, that a child will be born with a cleft palate?

$$\frac{1}{3000} \times 100 = 0,03\% \quad \checkmark \checkmark$$

(2)

- 4.2 The following amounts can be donated to the *SMILE FOUNDATION*. Calculate the minimum amount of money (marked as X below), in Rands, that you can donate if the range of possible donations is R4 950,00

Donation Amount

- ☐ R 5 500 to support one surgery
- ☐ R 2 250 to cover half of costs for one surgery
- ☐ R 1 100 donation towards creating a smile
- ☒ X donation towards creating a smile

$$\text{Range} = H - L$$

$$4\,950 = 5500 - X$$

$$X = 5500 - 4\,950 \quad \checkmark m$$

$$X = R550. \quad \checkmark a$$

(2)

- 4.3 Charlotte Maxeke Johannesburg Academic Hospital (CMJAH) is one of the hospitals that Smile Foundation provides support to, in order for these corrective surgeries to take place. The hospital uses a large amount of water every month and their bill can be seen as follows:



Company: Charlotte Maxeke Johannesburg Academic Hospital		Usage:
Date: 2020-04-30		212 000 litres
	Amount of water used (in kl)	Cost (in Rands)
0 – 200 @ R41,74/kilolitre	(a) 200	R (b) 8 348
>200 kl @ R48,88/kilolitre	12	R (c) 586,56
Water management levy @ R274,36 per month		R (d) 2274,36
	Total (incl. VAT)	R (e)

Calculate the missing values in the table above and hence, calculate the total amount, in Rands, of the water bill for the hospital (e).

$$(a) 200 \text{ kl} \quad (b) 200 \times R41,74 = R8\,348$$

$$(c) 12 \times R48,88 = 586,56$$

$$(d) R274,36$$

$$(e) R8\,348 + R586,56 + R274,36 = R9\,208,92 \times 115\%$$

$$= R10\,590,26$$

(6)

- 4.4 Although these operations are funded by *SMILE FOUNDATION*, the doctors still need to be paid by the hospital. Below is the monthly pay slip of a cleft palate surgeon: *who is 33 years old.*

PAY POINT	PERSAL NUMBER	SURNAME AND INITIALS	ORGANISATION
0114/745836	6526224859/PG02	Dr SD	GAUTENG HEALTH
OCCUPATIONAL CLASSIFICATION			APPOINTMENT DATE
C3010100 MEDICAL PRACTITIONERS			20210701



health
Department of
Health
GAUTENG PROVINCE

SALARY ADVICE

TAX NUMBER		PENSION START DATE		PENSION NUMBER	
12547956		20210701		99747537	
DATE	DEPOSIT INSTITUTION	ACCOUNT NUMBER	GROSS SALARY	DEDUCTIONS	NETT SALARY
20220731	FIRSTRAND BANK:FNB	XXXXXXXXXXXX5527	89324.76	A	
EARNINGS			DEDUCTIONS		
DESCRIPTION	AMOUNT		DESCRIPTION	AMOUNT	
BASIC SALARY	R63846.27		UIF	R893.26	
FIXED OVERTIME	R25478.49		PENSION PAYE	R3592.77	
				B	

- 4.4.1 Show how the gross salary of R89 324,76 was calculated.

$$R63\,846,27 + 25\,478,49$$

$$= R89\,324,76$$

(2)

- 4.4.2 The doctor seems to think there is an error regarding his UIF of R893,26. Do you agree with this doctor? Give a reason for your answer.

Yes. UIF is capped at R177,12

(2)

+ (assume no medical aid)

4.4.3 Using Annexure C, calculate the monthly PAYE for this payslip (B).

$$\begin{aligned}
 \text{ATS} &= (89\,324,76 \times 12) - (3\,592,77 \times 12) \\
 &= R1\,071\,897,12 - 43\,113,24 \quad \text{pension} \\
 &= 1\,028\,783,88 \quad \checkmark a
 \end{aligned}$$

$$\begin{aligned}
 \text{Tax} &= 239\,452 + 41\% \cdot (1\,028\,783,88 - 817\,600) \\
 &= 239\,452 + 41\% \cdot (211\,183,88) \\
 &= 239\,452 + 86\,585,39 \\
 &= 326\,037,39 - 16\,425 \quad \text{relate} \\
 &= \frac{309\,612,39}{12} \quad \checkmark m \div \text{by } 12 \\
 &= R25\,801,03/\text{month} \quad \checkmark a
 \end{aligned}$$

(6)

4.4.4 Calculate the deductions for this monthly payslip and hence calculate the net salary of this Doctor.

$$\begin{aligned}
 \text{Deductions} &= R8\,93,26 + R3\,592,77 + R25\,801,03 \\
 &= R30\,287,06 \quad \checkmark ca \\
 \text{Net} &= 89\,324,76 \quad \checkmark m \\
 &\quad - 30\,287,06 \\
 &= R59\,037,70 \quad \checkmark ca
 \end{aligned}$$

(3)

[23]

QUESTION 5

Cole's rare disease affects his joints and he therefore cannot bend his fingers. Mrs McLeod decided to make him activities to help him improve the movement in his hands and fingers. These activities became so popular amongst other moms she started to sell them. She used *Instagram* to advertise the 'Fine Motor Skills Box' as seen below.



Mrs McLeod packs the Fine Motor box with the following items:

- 1 x container (the box)
- 1 x plastic bottle
- 20 x beads
- 1 x shoelace ✓
- 1 x coloured medicine stick ✓
- 5 x pegs ✓
- 1 x zip
- 10 x matchsticks ✓

5.1 Mrs McLeod sources and buys the following products to make her fine motor boxes:

 R20 for 400 matchsticks	 R25,00 for 50 coloured medicine sticks	 R12 for 2 shoelaces
--	---	--

		
R14,50 for a packet of 20 beads	R20,00 for 20 pegs	R3,50 per zip
		
R4/bottle	R12 for 1 container	

5.1.1 Calculate the cost price of making the fine motor box.

$$\begin{aligned}
 \text{Matchsticks: } & \frac{20}{400} = 0,05 \quad \therefore 0,05 \times 10 = R0,50 \checkmark \\
 \text{Med. sticks: } & \frac{25}{50} = 0,50 \quad \therefore 0,50 \times 1 = R0,50 \checkmark \\
 \text{Shoelace: } & 12 \div 2 = R6 \quad \therefore R6 \times 1 = R6 \checkmark \\
 \text{Beads: } & R14,50 \div 20 = 0,725 \quad \therefore 0,725 \times 20 = R14,50 \checkmark \\
 \text{Pegs: } & R20 \div 20 = R1 \quad \therefore R1 \times 5 = R5 \checkmark \\
 \text{Zip: } & \therefore R3,50 = R3,50 \checkmark \\
 \text{Bottle} & = R4 \\
 \text{Container} & = R12 \\
 \hline
 \text{TOTAL} & = R46 \checkmark a
 \end{aligned}$$

(7)

5.1.2 Mrs McLeod decides to add a few other items to the fine motor box and the cost price of the box now works out to R48,00. Calculate the percentage mark-up of the product if she sells them for R55,00 as seen in the Instagram advertisement above.

$$\begin{aligned}
 \% & = \frac{55 - 48}{48} \times 100 \checkmark m \\
 & = 14,58\% \checkmark a.
 \end{aligned}$$

(2)

5.1.3 Calculate Mrs McLeod's profit margin.

$$\text{Profit Margin} = \frac{\text{Profit}}{\text{income}} \times 100$$

$$\text{Profit margin} = \frac{27}{255} \times 100$$

$$= 12,7\%$$

(2)

5.2 Mrs McLeod has to outlay R2 100 to start the business and it costs her R48 to make each box. Therefore the cost equation for her business is:

$$\text{Expenses} = 2100 + 48n$$

(where 'n' is the number of fine motor boxes made).

5.2.1 Write the Income equation for Mrs McLeod's product:

$$\text{Income} = 55n$$

(2)

5.2.2 How many fine motor boxes would Mrs McLeod need to sell in order to break-even?

$$55n = 48n + 2100$$

$$55n - 48n = 2100$$

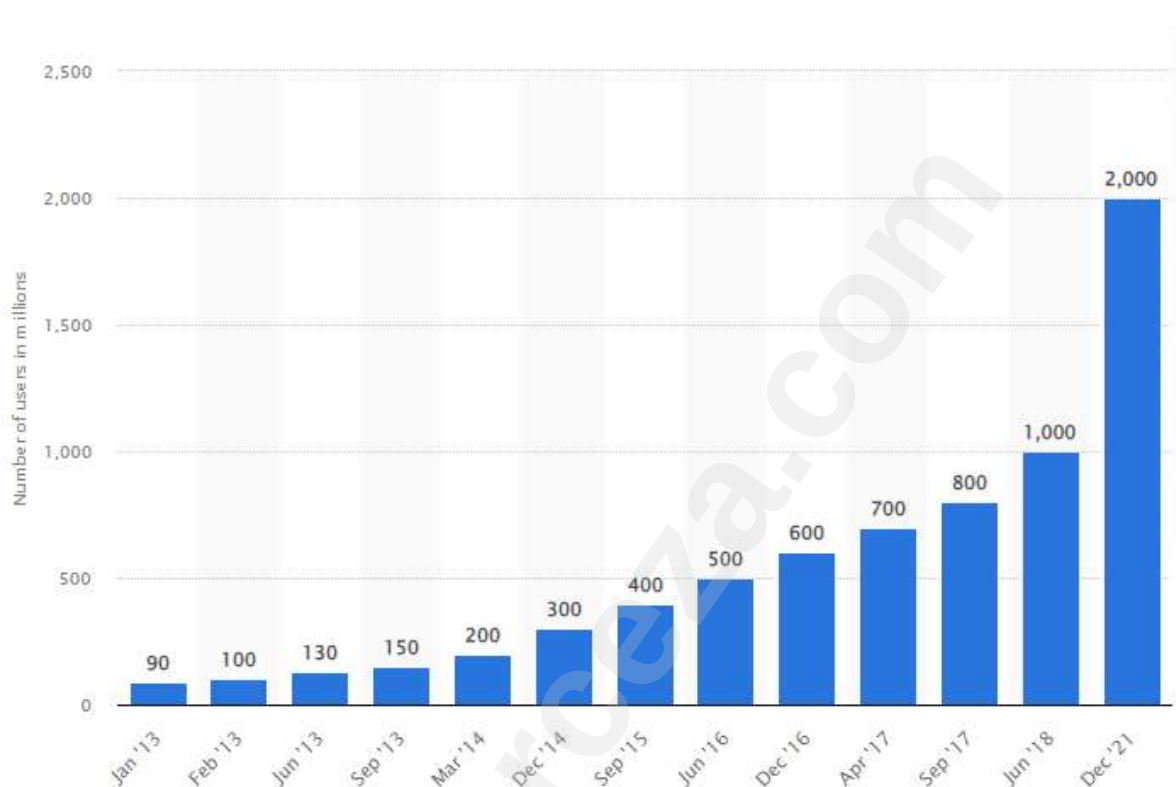
$$7n = 2100$$

$$\frac{7n}{7} = \frac{2100}{7}$$

$$n = 300 \text{ boxes}$$

(3)

- 5.3 The graph below shows the number of active Instagram users from January 2013 to December 2021.



<https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

Calculate the increase in users, as a percentage, from January 2013 to December 2021.

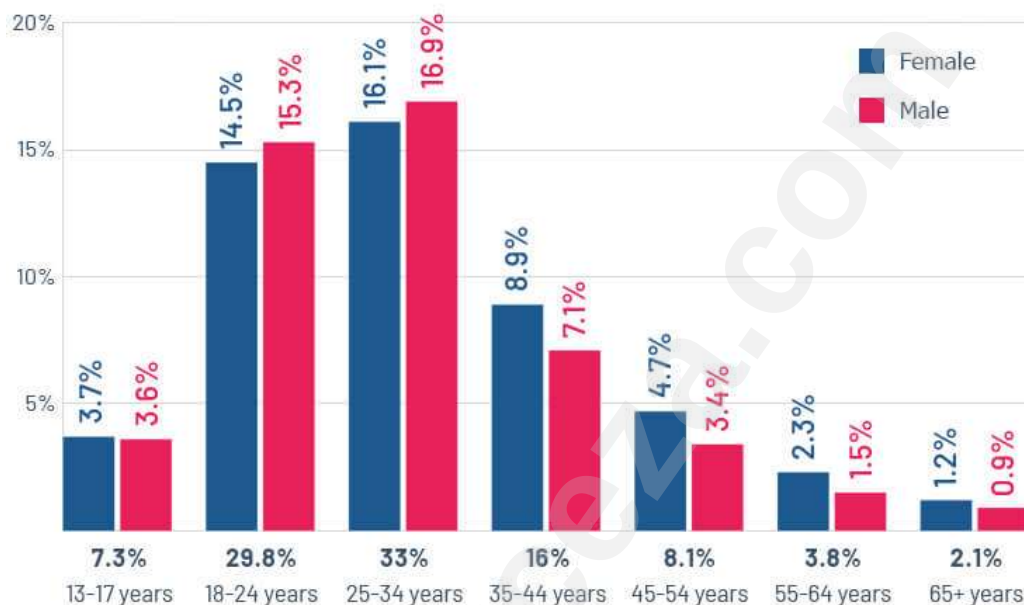
$$\% = \frac{2000 - 90}{90} \times 100 \quad \checkmark m$$

$$= 2122,2\% \quad \checkmark a$$

(2)

- 5.4 The graph below shows the age and gender distribution of Instagram users worldwide.

Age and Gender Distribution of Instagram Users Worldwide



99 FIRMS.COM

Source: Statista, State of Digital 2021

<https://99firms.com/blog/how-many-people-use-instagram/#gref>

- 5.4.1 Which age group has the highest percentage of users?

25 - 34 years ✓✓

(2)

- 5.4.2 Which age and gender do you think will be Mrs McLeod's target market? Give a reason for your answer.

25-34 yrs or 34-44 years
→ as these are most likely to be parents. ✓

(2)

- 5.4.3 Using the graph in question 5.3 and 5.4, decide whether you think it is a good idea that Mrs McLeod is using a platform such as Instagram to promote and sell her products? Support your answer with reasons.

✓ Yes, as the number of people using Instagram has/is increasing. ✓
and
her target market is the age group with the highest % of users. ✓

(3)

[25]

Additional Space:

