



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



GAUTENG
Community Education and Training
CET COLLEGE

Economics and Management Sciences: EMSC4 LESSON 8

Unit Standard: 13996 – Discuss the role of the individual within the local economic system.

At the end of the lesson, learners should be able to:

- **Explain consumer and trading rights of Individuals within their communities.**
- **Identify and explain Individual responsibilities within their communities**
- **Discuss roles and functions of community leaders**

THE SOUTH AFRICAN CONSTITUTION GIVES THE FOLLOWING RIGHTS TO CONSUMERS:

- choice
- to be heard
- safe products and services
- consumer education
- information
- a healthy and sustainable environment

1. INDIVIDUAL RIGHTS WITHIN THE LOCAL ECONOMY DISCUSSED

1.1.1 The right to competitive market - in a competitive market consumers can compare prices and quality of different products. For example consumers can compare household appliances of from different stores like Game, Makro, House & Home etc.

1.1.2. The right to fair pricing - products and services should be priced fairly according to the quality and affordability.

1.1.3 .The right to good quality products and services - products and services that are available to consumers should meet the standards set by the South African Bureau of Standard (SABS).

1.1.4 The right to honest marketing and advertising - the consumers must not be misled about the information of the product through marketing and advertising, the advert should meet the standards of Advertising Standard Authority.

1.1.5 The right to be respected - all consumers should be treated with respect and dignity and must not be subjected to any form of discrimination (race, gender, religion, sexual orientation etc.).

1.1.6 The right to redress - the consumer has a right to return any goods that do not meet the specifications.

THE CONSUMERS IN SOUTH AFRICA ARE PROTECTED BY THE FOLLOWING ORGANISATIONS:

- The public protector
- Human Rights Commission
- Commission for Gender equality
- The office of the Auditor general

1.2. Trading rights

1.2.1 Rights to trade and conduct business without government intervention but within the regulations set by the government.

1.2.2 Right to fair competition - the government protects traders by discouraging monopoly.

2. THE INDIVIDUAL'S RESPONSIBILITIES WITHIN THE COMMUNITIES ARE EXPLAINED

- Responsibility toward natural resources - natural resources must not be exploited so that they can be available for future use by the next generations. Individuals must refrain from pollution, dumping, overgrazing, soil erosion etc.
- Responsibility to pay levies and rates - individuals must pay levies and rates to the government as one of the ways to generate revenue for the state to be able to provide basic services like access to water, sanitation, electricity, and benefit from good infrastructure of roads.

3. THE ROLES AND FUNCTIONS OF COMMUNITY LEADERS

- Churches/religious groups - to spiritually uplift and socially support communities e.g. caring for the sick, caring for orphans, caring for victims of abuse, caring for the unemployed etc.
- Schools - help with holistically development and shaping the intellectual needs of a community.
- Local government - implementing the strategies of the national government in the community. They contribute not only to the development of people but also in developing infrastructure.

CONCEPTS ARE EXPLAINED:

- Monopoly - a very large and powerful business that makes it very difficult for similar businesses to enter the market e.g. Microsoft and Windows, DeBeer and diamonds, etc.
- SABS - provides standardization requirements and regulations that all legal products must meet before they can be officially sold in the country.
- Market - place where buyers and sellers meet to conduct business.
- Trade - buying and selling of goods and services.
- Advertising standards Authority - is responsible for dealing with those advertisements that are misleading and unreasonable to the public.

Activity 8

1.1 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only the word 'TRUE' or 'FALSE' next to the question number 1.1.1 to 1.1.5

1.1.1 Monopoly is a large business that makes it easy for other similar businesses to enter the market. (1)

1.1.2 Consumers do not have a right to fair price. (1)

1.1.3 Advertising Standard Authority deals with complaints of unfair or unethical advertising. (1)

1.1.4 Local government uses levies to pay old age pension grants. (1)

1.1.5 Capitalism is an economic system in which trade and industry are controlled by government only. (1)

1.2 Complete the following sentences by using the words given in the list below. Write only the word(s) next to the question number (1.2.1-1.2.4).

1.2.1 Consumers have a right to _____ (1)

1.2.2 Local government functions includes maintaining social _____, basic healthcare and _____ in communities . (2)

1.2.3 Businesses need a stable, social and political environment in order to ____ (1)

1.2.4 _____ is the buying of goods and services from other countries. (1)

Total (10)