

Let op:

- Antwoorde moet op die WebCT-stelsel ingehandig word.
- Enige *nie-menslike* bron, insluitend die internet mag gebruik word.
- Die blou hiperskakels hieronder is op die netwerk; die prentjies skakel na buite.

[intro](#)

VRAAG 1



KFC was die afgelope paar dae in die nuus met hierdie satelietfoto van 'n reuse KFC logo in die Nevada woestyn. Kliek hier vir 'n [verkorte persverklaring deur KFC](#).

- Omtrent hoe breed en hoe lank (in meter) is die logo? Beskryf jou redenasie en bronne.
- Wat is die skaal van die foto hierbo? Beskryf jou redenasie.
- Omtrent hoe hoog (in kilometer) was die sateliet wat die foto geneem het? Beskryf jou redenasie en bronne.
- Watter getuienis is daar in die persverklaring dat KFC jaarliks omtrent 4,5 biljoen mense bedien? Probeer sin maak uit die getalle.

[30]

VRAAG 2

In 1991 het *Kentucky Fried Chicken* hul naam verander na *KFC*.

- Waarom dink jy het hulle die naam verander?
- Kliek hier vir die [KFC internet kettingbrief](#).
Sal jy die kettingbrief aanstuur? Motiveer!
- Verskillende individue en aksiegroepe (bv. Pamela Anderson in die foto) propageer 'n boikot teen KFC.
Wat is hul motivering?
Wat is jou standpunt?



[30]

VRAAG 3

Kliek hier vir [KFC se voedingswaarde pamflet](#).

Ontwerp 'n aktiwiteit vir leerders om die *voedingswaarde* en die *gesondheid* van tipiese KFC etes te ondersoek, bv. met verwysing na "RDA – Recommended Daily Allowance".
Verskaf 'n memorandum.



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Note:

- Answers must be submitted on the WebCT system.
- You may use any *non-human* resource, including the internet.
- The blue hyperlinks below are on the network; the pictures are external links.

[intro](#)

QUESTION 1



KFC was in the news recently with this satellite photo of a gigantic KFC logo in the Nevada desert. Click here for an [abbreviated media release by KFC](#).

- About how wide and how long (in metres) is the logo? Describe your reasoning and resources.
- What is the scale of the above photo? Describe your reasoning.
- About how high (in kilometres) was the satellite that took the photo? Describe your reasoning and resources.
- What evidence is there in the media statement that KFC annually serves about 4,5 billion people? Try to make sense of the numbers.

[30]

QUESTION 2

In 1991 *Kentucky Fried Chicken* changed its name to *KFC*.

- Why do you think they changed the name?
- Click here for the [KFC internet chain letter](#).
Give your opinion on the contents of the circular.
Will you forward the circular? Motivate!
- Different individuals and action groups (e.g. Pamela Anderson in the photo) promote a boycott of KFC. What is their motivation? What is your position?



[30]

QUESTION 3

Click here for [KFC's nutrition values pamphlet](#).

Design an activity for learners to investigate the *nutrition* value and the *health* of typical KFC meals, e.g. with reference to the "RDA – Recommended Daily Allowance".
Supply a memorandum.



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