higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

# CONSUMER BEHAVIOUR
## NQF LEVEL 3

(3041033)

**21 November 2024 (X-paper)**
**09:00–12:00**

**This question paper consists of 8 pages.**

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONSUMER BEHAVIOUR
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 150

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**INSTRUCTIONS AND INFORMATION**

1. Answer all the questions.
2. Read all the questions carefully.
3. Number the answers according to the numbering system used in this question paper.
4. Use only a black or blue pen.
5. Write neatly and legibly.

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## SECTION A

## QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 Post purchase evaluation is the second stage in the buying decision process.

1.1.2 Individual consumers are separate from personal consumers.

1.1.3 A person learns by understanding how different ideas fit together.

1.1.4 The demand side of the market consists of people and organisations who offer or supply products to the market.

1.1.5 Market segmentation is the process by which the total market is divided into smaller segments with similar characteristics.

1.1.6 Primary data are new data collected for the problem at hand.

1.1.7 One advantage of multi-segment marketing is that it is more expensive to manufacture different products for different markets.

1.1.8 Place refers to distribution in the marketing mix.

1.1.9 Mass production is not one of the elements of mass marketing.

1.1.10 Market position strategies and cultural differences influence the marketing mix of a product in the market.

1.1.11 Product positioning refers to when a firm changes the position of a product in the market.

1.1.12 Security procedures are the steps that an organisation takes to protect its buildings, people and information.

1.1.13 Charts, graphs, and tables are visual aids that are not important for the researcher for as long as the researcher uses PowerPoint slides.

1.1.14 Private businesses are not obliged to adhere to the laws of the government.

1.1.15 The growth stage of the product life cycle is characterised by heavy promotion aimed at creating awareness.

(15 × 1) (15)

1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–T) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.2.1 | Things that you can choose in place of others | A | international market |
| 1.2.2 | A type of business that makes products out of raw materials to sell | B | psychographic segmentation |
| 1.2.3 | Trade between countries all over the world | C | perceptual map |
| 1.2.4 | Nando's, KFC and Chicken Licken are organisations that buy and sell the same products and services in the same market | D | strategy |
| 1.2.5 | Divides the market according to their lifestyle, activities, social class and personality characteristics. | E | launch |
| 1.2.6 | A planned series of actions to achieve something | F | metaphor analysis |
| 1.2.7 | All the potential consumers of a product | G | alternatives |
| 1.2.8 | A combination of product, price, place and promotion | H | marketing research |
| 1.2.9 | The characteristics of a product | I | competitors |
| 1.2.10 | Shows the positions of a number of products in the market | J | benefit |
| 1.2.11 | To introduce into the market | K | confidential |
| 1.2.12 | Researching about the whole of the company's marketing process | L | manufacturing business |
| 1.2.13 | Research method in which respondents are asked to describe their feelings without using words | M | unauthorised |
| 1.2.14 | Intended to be kept secret | N | total market |
| 1.2.15 | Something without official approval or permission | O | promotional mix |
| | | P | attributes |
| | | Q | market research |
| | | R | marketing mix |
| | | S | qualitative |
| | | T | behaviouristic segmentation |

(15 × 1) (15)

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 2

Read the scenario below and answer the questions that follow.

Julie and Patty are colleagues at a local clinic. They are very excited as it is their first nursing job and they have just received their first bonus in this month of December. They both told each other that they need to spoil themselves and their loved ones with gifts. As they did their shopping, Julie decided to buy designer clothes for herself. Patty decided to start with her parents as a sign of gratitude. Patty bought an expensive bed for her parents.

2.1 From the scenario, who is the customer and who is the consumer? (2)

2.2 Explain the difference between *customer* and *consumer*. (2 × 2) (4)

2.3 The markets are all different, depending on the people who do business in them.

Explain the following market contexts:

2.3.1 Personal context

2.3.2 Organisation context

2.3.3 Socio-economic context

(3 × 2) (6)

2.4 Both Julie and Patty are part of the customer market.

2.4.1 What is an industrial market? (2)

2.4.2 State FOUR reasons why buyers in the customer market buy products and services. (4)

2.5 Name TWO factors of the internal environment of a business. (2)

2.6 Explain the term, *mass marketing.* (2)

2.7 Discuss the elements of mass marketing. (4 × 2) (8)

**[30]**

## QUESTION 3

3.1 Describe THREE different types of consumers. (3 × 2) (6)

3.2 List the FIVE basic steps of the consumer decision-making process. (5)

3.3 Organisational (business) consumers and individual (household) consumers follow the same buying process.

3.3.1 Distinguish between the buying behaviour of an *organisational consumer* and an *individual consumer*. (2 × 2) (4)

3.3.2 State THREE similarities between *organisational* and *individual consumers*. (3 × 2) (6)

3.4 Explain TWO types of buying centres found in organisations. (2 × 2) (4)

3.5 State FIVE purposes of market segmentation. (5)
**[30]**

## QUESTION 4

4.1




Usage rate segmentation is used to divide customers into groups according to how much they use a product. It helps product managers to determine which features are most and least liked by different users.

Coca-Cola uses usage rate segmentation as one of its segmentation variables. They serve different types of users. Identify the types of users indicated in the following statements:

4.1.1 Consumers who buy or use the product for the first time.

4.1.2 Consumers who used to buy the product in the past but do not use it anymore.

4.1.3 Consumers who have bought or used it sometimes or not regularly.

4.1.4 Consumers who buy and use the product regularly.

(4 × 1) (4)

4.2 Explain THREE ways in which Coca-Cola can monitor their position in the market. (3 × 2) (6)

4.3 Despite Coca-Cola monitoring their position in the market, competitors always find their way in.

Identify THREE competitors of Coca-Cola. (3)

4.4 Name THREE different target market segments that Coca-Cola can use. (3)

4.5 Of the THREE target market segments listed in QUESTION 4.4, which one is Coca-Cola currently using? Substantiate your answer. (1 + 2) (3)

4.6 Name THREE target customers of Coca-Cola. (3)

4.7 Coca-Cola is introducing a number of new soft drink flavours to the market.

Name and explain FOUR major stages of the product life cycle that each flavour will follow after development. (4 × 2) (8)

**[30]**

**QUESTION 5**

One of the ways that an organisation can use to monitor their positioning strategies is by doing market research.

5.1 State FOUR reasons why organisations do market research. (4)

5.2 Distinguish between *qualitative* and *quantitative* research methodologies.

(2 × 2) (4)

5.3 Name FOUR topics/headings covered in market research. (4)

5.4 Market research is used to identify vacant market positions.

Explain the following positioning strategies.

5.4.1 Umbrella positioning

5.4.2 Positioning based on product benefit

5.4.3 Positioning against competition

(3 × 2) (6)

5.5 Coca-Cola needs to do workplace inspections to minimise risks in their organisation.

State FOUR causes of physical dangers. (4)

5.6 State FOUR reasons why it is important for Coca-Cola to have a safety and security policy. (8)
**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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