higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 4

(3041034)

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This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONSUMER BEHAVIOUR
NQF LEVEL 4
TIME: 3 HOURS
MARKS: 150

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. Start each section on a new page.
5. Use only a black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 Managers can help their colleagues to understand what their department is trying to achieve.

1.2 The service approach is used when a customer shows interest in a specific product or products.

1.3 Family brands do not involve images of other products.

1.4 Organisational buying is the process through which a company establishes a need for purchasing products and then chooses from competing brands or suppliers.

1.5 If the packaging and labelling of a product are good, the other elements of the marketing mix will not enhance its marketability.

1.6 Open-ended questions help salespeople save time because they do not have to ask customers about every single detail.

1.7 Subculture refers to the way of living and the thinking patterns that are followed from generation to generation in a society.

1.8 The main objective of gathering names is to reduce the original list to a shorter list of prospects.

1.9 If consumers are not happy with a product, it is easy to reject the product when making future purchases.

1.10 The aim of branding is to indicate the connection between the goods and some person having the right to use the mark.

1.11 Observation is one of the data collection methods to gather information about the customers.

1.12 Negative body language has a negative influence on customers' attitudes and it will continue unless the salesperson changes it.

1.13 Guarding against shoplifting is not the responsibility of consumers as they are not the owners of the shop.

1.14 Branding facilitates decision-making because consumers know the brand.

1.15 Too much information on a label could be an advantage for a product.

(15 × 1) **[15]**

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QUESTION 2

Complete the following sentences by writing only the missing word or words next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 The … stage of the consumer decision-making process involves weighing the pros and cons of various product options.

2.2 The … in the buying centre is the person who identifies the need for a product or service and starts the buying process.

2.3 … is often a significant determinant of consumer behaviour as it can affect purchasing power and choices.

2.4 … can enhance a product's shelf appeal in a retail setting, making it more attractive to consumers.

2.5 A/An … is a design composed of one or more letters, often intertwined, used as an identifying mark of an individual or institution.

2.6 … is a numbering system that can be read by an electronic scanner.

2.7 In … distribution, the products are distributed only through a limited number of wholesalers and retailers in a specific area.

2.8 Effective … management involves optimising the distribution process to reduce costs, improve efficiency and enhance customer satisfaction.

2.9 A/An … can include various intermediaries such as wholesalers, retailers and agents, depending on the complexity of the distribution process.

2.10 The … technique means that the salesperson gets the names of prospects from the next person and the next person will also refer another prospect.

2.11 A/An … is a collection of data that is organised so that its contents can be easily accessed.

2.12 …refers to how well the products sold by an organisation meet the expectations of its customers.

2.13 … are short statements, questions, sounds, empty words or gestures like nodding the head, raising the eyebrows, eye contact and leaning forward.

2.14 Hand and arm gestures are used to transfer messages, like … that indicate self-confidence, a know-it-all attitude and superiority complex.

2.15 … refers to the assistance and other resources that a company provides for those who buy or use its products or services.

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 State FOUR ways in which body language can be used to make a customer feel comfortable. (4 × 2) (8)

3.2 Give THREE ways to improve networking skills. (3)

3.3 Identify each of the following types of questions:

3.3.1 How did you feel when you received recognition at work and what did it mean to you personally?

3.3.2 Do you agree that our new product is the best on the market?

3.3.3 How much did you enjoy our fantastic presentation?

3.3.4 You mentioned a recent increase in sales. Can you elaborate on the strategies that contributed to this growth?

3.3.5 Have you ever attended a professional workshop that remained within budget?

3.3.6 Can you describe your experiences working on a challenging project and the lessons you have learned from it?

(6 × 1) (6)

3.4 Differentiate between *referral prospecting* and *nonreferral prospecting*. (2 + 2) (4)

3.5 Give THREE reasons why customers hide their real objections. (3)

3.6 List SIX benefits of developing a customer-relation management system. (6)

[30]

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QUESTION 4

4.1 Identify each of the following types of prospecting techniques:

4.1.1 Regular clients can be studied and clients could be contacted when new interesting products arrive.

4.1.2 Every customer who buys at a store department is seen as a potential buyer in another department and is referred to another department.

4.1.3 Salespeople scan the columns of daily newspapers for consumers who might be interested in their products.

(3 × 1) (3)

4.2 Name FIVE first-impression killers that salespeople should know. (5)

4.3 Compare the consumer decision-making process for *routine purchases* with the decision-making process for *limited purchases*. (5 + 5) (10)

4.4 Briefly explain how culture affects the consumer decision-making process. (2)

4.5 4.5.1 List FIVE family brands that companies can use. (5)

4.5.2 Give ONE example of a product for each family brand listed in QUESTION 4.5.1. (5)

[30]

QUESTION 5

5.1 Briefly explain how post-purchase behaviour fit into the consumer decision-making process for future purchases. (2 × 2) (4)

5.2 Name and explain FIVE responsibilities of consumers in upholding their rights such as making informed choices and reporting violations. (5 × 2) (10)

5.3 Explain FOUR roles of intermediaries in the distribution channel. (4 × 2) (8)

5.4 Describe the primary source of conflict between intermediaries within a distribution channel. (2)

5.5 Give TWO reasons why offering an apology is important in the complaint-handling process. (2 × 2) (4)

5.6 Define the term *product warranty*. (2)

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QUESTION 6

6.1 Compare *pathfinder* and *glide to leg* as strategies for dealing with customer complaints. (2 + 2) (4)

6.2 Name the FOUR steps that are involved in ensuring that customers are satisfied with the complaints process. (4)

6.3 Briefly explain what producers can do to manage channel conflict using the promotion of voluntary co-operation. (5 × 2) (10)

6.4 Differentiate between *intensive distribution* and *exclusive distribution*. (2 + 2) (4)

6.5 Identify each of the following types of labels:

6.5.1 Empower consumers to make informed decisions regarding usage, storage and disposal of the product

6.5.2 Usually assigned based on objective criteria such as size, weight, colour or other measurable attributes

6.5.3 Crucial part of a company's marketing strategy and play a role in establishing brand image and loyalty

(3 × 1) (3)

6.6 List FIVE benefits that retailers derive from bar coding. (5)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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