higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE (VOCATIONAL)

## CONSUMER BEHAVIOUR
## NQF LEVEL 2

**17 November 2022**

**This marking guideline consists of 7 pages.**

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## SECTION A

### QUESTION 1

1.1 B
1.2 B
1.3 A
1.4 B
1.5 A
1.6 A
1.7 C
1.8 A
1.9 D
1.10 B

(10 × 1) **[10]**

### QUESTION 2

2.1 True
2.2 False
2.3 True
2.4 False
2.5 False

(5 × 1) **[5]**

### QUESTION 3

3.1 E
3.2 D
3.3 G
3.4 L
3.5 B
3.6 A
3.7 C
3.8 F
3.9 J
3.10 I

(10 × 1) **[10]**

### QUESTION 4

4.1 Marketing
4.2 Durable or Shopping
4.3 Information
4.4 Impulsive
4.5 Niche

(5 × 1) **[5]**

**TOTAL SECTION A: 30**

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## SECTION B

## QUESTION 5

5.1
- Self-actualisation needs✓ – Traveling, hobbies✓✓
- Esteem/ego needs✓ – Car, furniture✓✓
- Social/Love needs✓ – Clothing, drinks, restaurants✓✓
- Safety needs✓ – Alarm system, investments✓✓
- Physiological needs✓ – Food, medication. ✓✓

(Any FOUR of these needs and any TWO relevant examples) (Any 4 × 3) (12)

5.2
- Geographic
- Demographic
- Psychographic
- Behaviouristic (2 × 2) (4)

5.3
- Through the blinking of the eyes
- Through the tone of voice
- Facial expressions
- Body language, e.g. crossed arms (4 × 1) (4)

**[20]**

## QUESTION 6

6.1
- Numerically
- Alphabetically
- Chronologically
- Subject or category order
- Geographical order (Any 3 × 1) (3)

6.2
- Order forms
- Surveys
- Interviews
- Feedback cards
- Customer information (Any 4 × 1) (4)

6.3 6.3.1 Data is unrefined and unorganised information which does not carry specific meaning.

6.3.2 Information is structured and organised in a logical and meaningful way.

(2 × 2) (4)

6.4
- Password /Security code
- Encrypting information
- Keeping files in a fire-proof cabinet, safe
- Lock away in another safe place (Any 2 × 2) (4)

**[15]**

## QUESTION 7

7.1
- Consumer behaviour can be described as the activities of searching for financing, buying and using products or services that occur
- before the psychological activity of making a decision. (2)

7.2
- Identify and select products or services (decision maker)
- Purchase products or services (financier)
- Using or consuming products or services (consumer) (3 × 2) (6)

7.3
- Personal
- Industrial
- Institutional
- State
- International (Any 3 × 1) (3)

7.4
- Studying consumer behaviour results in understanding consumers' consumption and buying patterns
- The buying patterns of products and services and preferences are continuously changing and evolving. (2)

7.5
- Personality✓ affects the particular way in which people behave towards other people✓✓
- Motivation✓ – Inner drive to take action to satisfy human needs✓✓
- Perception✓ – How consumers feel has an influence on what they buy✓✓
- Attitude✓ – Convincing a person to buy a certain product.✓✓
- Learning✓ – Experience and practise can bring changes in the behaviour towards a product or service✓✓ (Any 4 × 3) (12)

**[25]**

## QUESTION 8

8.1
- Customers can lose faith and trust in the business.
- Customers may stop buying from the business/Loosing clientele (2 × 2) (4)

8.2
- Take time to investigate.
- Make a response plan.
- Notify customers and follow state reporting law.
- Call security. (Any 3 × 2) (6)

8.3 8.3.1 Marketing is the activities of a company associated with buying and selling a product or service.

8.3.2 Consumer lifestyles are the way people spend their time and money and how important they think different things are.

8.3.3 Effect of group of people influencing one another through culture, social class, reference group, etc.

8.3.4 Cross-referencing is to link files and documents with a note that you can refer to earlier correspondence and access the details.

8.3.5 This is documents that contain information about staff and customers which is personal and private. (5 × 2) (10)
**[20]**

**TOTAL SECTION B: 80**

## SECTION C

## QUESTION 9

9.1 9.1.1 No (1)

9.1.2
- The store manager should have listened to the customer and refunded her
- and thereafter followed up with the cashier as to how the chicken got lost. (2)

9.2
- Ask the customer to give all the details of the complaint.
- Listen to the complaint without any interruption.
- Acknowledge the customer's right to complain.
- Repeat the complaint to make sure that you have all the correct details.
- If the complaint is justified, acknowledge it and take corrective measures.
- If the customer is wrong, do not attempt to prove that he/she is wrong.

(Any correct steps to handle a complaint) (3 × 2) (6)

9.3
- To keep correspondence and documents safe
- To prevent damage to documentation
- To make information easily available
- Make an organisation well organised and efficient (Any 3 × 2) (6)

**[15]**

## QUESTION 10

10.1 It refers to information about groups of people with regard to age, education, level of income, etc. (2)

10.2
- Gender
- Ethnicity
- Wants
- Individual customer needs
- Income bracket
- Occupation
- Education
- Marital status (Any correct demographical data) (Any 5 × 1) (5)

10.3
- Sender – person who sends the message to the receiver
- Message – process whereby what needs to be said is compiled in words, images or sounds.
- Bearer of the message – channel used to send the message
- Receiver – who receives the message
- Feedback – indicates the degree to which the sender is aware of the reaction the message has on the receiver.
- Noise – competitive stimuli and other factors that prevent the successful presentation of the message. (6 × 2) (12)

10.4
- Use correct language
- Use correct tone
- Approachable body language
- Ask open-ended questions
- Make notes
- Recording information (Any 3 × 2) (6)

**[25]**

**TOTAL SECTION C: 40**
**GRAND TOTAL: 150**

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