higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

(3041032)

17 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

441Q1N2217

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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 blue or black pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 A … is a written set of questions which is given to people in order to collect information.

A question paper
B questionnaire
C case study
D survey

1.2 Consumer goods that are unique are … goods.

A convenience
B speciality
C unsought
D shopping

1.3 How people eat and dress is part of their …

A culture.
B language.
C race.
D norm.

1.4 The … refers to the steps to follow when reporting.

A process
B procedure
C perception
D manufacturing

1.5 Dividing markets into smaller pieces is called …

A segmentation.
B dividing.
C separation.
D categorising.

1.6 Special words that are used by people in certain professions that are difficult for others to understand are called …

A jargon.
B language.
C tone.
D voice pitch.

1.7 Words or phrases that are considered to be informal:

A Language
B Words
C Slang
D Vocabulary

1.8 An organised programme of measures to be taken to achieve planned goals:

A Plan of action
B Strategy
C Organisation
D Year plan

1.9 An organisation or person using a service of a business is called a …

A compliant.
B market.
C sample.
D client.

1.10 Classifying, sorting and storing material in a safe and organised manner is called …

A indexing.
B filing.
C referencing information.
D marketing.

(10 × 1) **[10]**

QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.5) in the ANSWER BOOK.

2.1 Open-ended questions encourage customers to talk and ask questions.

2.2 The usage of difficult jargon and technical language during a presentation will encourage consumers to buy more products.

2.3 A complaint from a customer will assist the business to improve on their products and services.

2.4 A consumer profile is a computer system with some information about the consumers.

2.5 It is more important to watch customers' body language than to listen to what they say.

(5 × 1) **[5]**

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QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	This is an activity that focus on collecting information that is relevant to any problem in the field of marketing.	A	electronic filing
3.2	The process of dividing the target market into smaller and manageable group of people that share the same characteristics.	B	software
3.3	Gathering information about issues affecting the market	C	technological products
3.4	Range of people from whom information was gathered	D	market segmentation
3.5	A set of programmes that instructs computers on what to do	E	market research
3.6	Filing documents on computers instead of using paper-based storage systems.	F	consumer life style
3.7	Products that use modern knowledge of science	G	market analysis
3.8	This affects how the consumer reacts to products or services	H	attitude
3.9	Developing and introducing something new	I	wholesales
3.10	Products sold to retailers	J	invention
		K	advertising
		L	scope

(10 × 1) **[10]**

QUESTION 4

Complete the following sentences by writing only the missing word or words next to the question number (4.1–4.5) in the ANSWER BOOK.

4.1 …information systems help companies to make quick marketing decisions.

4.2 Fridges and washing machines are examples of … goods

4.3 ...must be stored in such a way as to make it readily available when needed.

4.4 … buying is when a consumers buy goods when they see them.

4.5 A… market is a market in which a limited and defined range of products is sold to a specific group of consumers.

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 5

5.1 Name FOUR kinds of needs that a marketer should satisfy according to Maslow's hierarchy of needs and give TWO examples of each of them.
(4 × 3) (12)

5.2 Name TWO variables used to do market segmentation. (2 × 2) (4)

5.3 State FOUR ways of assessing customers' emotions. (4 × 1) (4)
[20]

QUESTION 6

6.1 Name THREE methods how information/documents can be filed. (3)

6.2 Name FOUR ways in which customer information can be obtained. (4)

6.3 Differentiate between the following:

6.3.1 Data

6.3.2 Information

(2 × 2) (4)

6.4 Name TWO security measures that can be used when storing valuable documents and information of customers. (2 × 2) (4)
[15]

QUESTION 7

Read the scenario below and answer the questions.

Consumers play a very import role in the success of a business in how they respond to the sales of the products and services of the business. As the business grows the behaviour of consumers needs to be continuously analysed.

7.1 Define the term *consumer behaviour*. (2)

7.2 According to the scenario above, what are the roles that consumers play in a business. (3 × 2) (6)

7.3 Name THREE types of consumers into which the consumers of a business can be classified. (3)

7.4 Why is it important for a business to study the behaviour of the customers? (2)

7.5 Name and explain FOUR psychological characteristics of a consumer. (4 × 3) (12)

[25]

QUESTION 8

8.1 State TWO ways in which violation of the security of customer information can have an impact on a business. (2 × 2) (4)

8.2 Explain the procedure that you will follow when reporting violation of security at a business. (3 × 2) (6)

8.3 Define the following terms:

8.3.1 Marketing

8.3.2 Consumer lifestyle

8.3.3 Social characteristics

8.3.4 Cross referencing

8.3.5 Confidential documents (5 × 2) (10)

[20]

TOTAL SECTION B: 80

SECTION C

QUESTION 9

Study the information below and answer the questions.

Ms Khoza was very upset when she came to the store and complained about the roast chicken she bought which was not included and packed with the other items that she bought and she came to the store to claim it. The sale of the chicken was recorded on the till slip. The cashier denied noticing anything. She approached the store manager and he said there was nothing he can do about the complaint as he was not the one at the till.

[Adapted from: *Oxford-second edition*]

9.1 9.1.1 Do you think the query described in the scenario above was handled correctly? Only state 'Yes' or 'No'. (1)

9.1.2 Give a reason for the answer to QUESTION 9.1.1. (2)

9.2 Explain THREE steps to be followed when handling a complaint. (3 × 2) (6)

9.3 Discuss THREE purposes of filing. (3 × 2) (6)

[15]

QUESTION 10

Study the scenario below and answer the questions.

Young girls prefer different types of jeans. They normally buy new jeans every year depending on the area in which they stay and their age. The marketing department uses demographic data for improving the sales in the business.

10.1 Explain what *demographic data* is. (2)

10.2 Besides age and location, name FIVE other basic elements of demographic composition. (5)

10.3 Discuss SIX components of the communication model. (6 × 2) (12)

10.4 Name THREE important factors that must be taken into consideration when talking to customers to make sure they fully understand your message. (3 × 2) (6)

[25]

TOTAL SECTION C: 40
GRAND TOTAL: 150

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