higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

28 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 False
2.3 False
2.4 True
2.5 True

(5 × 1) **[5]**

QUESTION 3

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

(10 × 1) **[10]**

QUESTION 4

4.1 Consumer analysis
4.2 Location
4.3 Security
4.4 Excel
4.5 Confidentiality

(5 × 1) **[5]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 5

5.1
- A business cannot succeed without them.
- They bring revenue/income to the business. (2 × 2) (4)

5.2 It is a process of gathering information and determining the factors and conditions that affect the market. (2)

5.3 5.3.1 Customer satisfaction refers to the process where the customer's needs are met, problems are handled and the customer is satisfied with a good experience of the company and the company's products or services.✓✓

5.3.2 Customer retention refers to the process of getting a customer to return after a purchase and continue returning on a regular basis.✓✓
(2 × 2) (4)
[10]

QUESTION 6

6.1 Consumer behaviour is the combination of activities, reactions and influence of consumers before, during and after the purchase of a product or service. (2)

6.2
- The business will gain a better understanding of why consumers buy a certain product and what stimulates their interest.
- The consumers will be pleased when they get what they really need and are interested in.
- Consumers have an important role in providing an understanding of the products that are still needed or that are obsolete.
- Studying their behaviour will provide information on the positive impact that could be brought into a business. (4 × 2) (8)

6.3
- The objective of studying consumer behaviour is to understand the consumers' psychology✓
- regarding their buying patterns,✓
- type of packaging they prefer✓
- and other related factors affecting the buying behaviour of consumers.✓ (4)

6.4
- Factual
- Analytical
- Subjective
- Objective (4)

[18]

QUESTION 7

7.1 The lifestyle marketing approach connects the product or brand being marketed✓ to the values,✓ aspirations and ideals✓ of the target market. (3)

7.2
- Corporate lifestyle✓ – A workplace environment✓✓
- Rural lifestyle✓ – People live according to affordability. They prefer to cook for themselves rather than to buy meals.✓✓
- Urban/city lifestyle✓ – People often eat junkfood and buy expensive clothes and furniture.✓✓
- Healthy lifestyle✓ – People exercise and eat healthy food.✓✓ (4 × 3) (12)

7.3
- Immediate family members
- Reference groups
- Their role in society
- Status in society
- Relatives (5)

7.4
- Origin
- Branding
- Packaging
- Size (4)

7.5 Psychological segmentation is the process of breaking up the market✓ in terms of social class, ✓ lifestyle✓ and personality. ✓ (4)
[28]

QUESTION 8

8.1
- Confidential
- Restricted
- Internal
- Public (4)

8.2
- Allow employees of an organisation to sign confidentiality/non-disclosure forms.
- Report any suspected or any unauthorised access or disclosure of sensitive information. (2 × 2) (4)

8.3
- They reduce the risks of internal and external attacks.
- They protect the business from cyber-attacks and threats.
- It is time-consuming and expensive to recover lost information and it is bad for the reputation of a business. (3 × 2) (6)

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8.4
- Do not make promises that cannot be kept.
- Show understanding.
- Be open and honest.
- Find out what exactly the customer needs.
- Provide updates to the customer. (5 × 2) (10)

[24]

TOTAL SECTION B: 80

SECTION C

QUESTION 9

9.1 Alphabetical (2)

9.2 Numerical (2)

9.3
- To keep information safe from hackers and cyber criminals.
- The organisation can find quick solutions to challenges.
- Faster decisions can be made. (3 × 2) (6)

9.4
- External hard drive
- iCloud
- CD
- DVD
- USB (Any 4 × 1) (4)

9.5
- Fax
- Printer (Any ONE) (1)

[15]

QUESTION 10

10.1 Online marketing refers to a marketing strategy that uses the internet and online digital devices such as cellphones, laptops, etc. to promote goods and services. (2)

10.2
- It saves time and is cost-effective.
- There is a better way of brand engagement with customers.
- It gives real-time results.
- It provides efficient demographic targeting and personalisation. (Any 2 × 2) (4)

10.3
- Websites
- Social media
- Blog posts
- EBooks (Any 1 × 1) (1)

10.4
- Be customer-orientated
- Act in a fair manner.
- Be open and accountable.
- Always try to solve the problem.
- Always seek continuous improvement. (5 × 2) (10)

10.5 10.5.1 Open-ended questions encourage customers to ask questions and engage.✓✓

10.5.2 Closed-ended questions provide the researcher with options to choose from or are phrased as statements that require a response.✓✓

(2 × 2) (4)

10.6
- It allows customers to engage and ask questions.
- It allows the presenter to gather essential information from the customers.

(2 × 2) (4)

[25]

TOTAL SECTION C: 40
GRAND TOTAL: 150

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