higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

(3041032)

28 November 2023 (Y-paper)
13:00–16:00

This question paper consists of 9 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONSUMER BEHAVIOUR
NQF LEVEL 2
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 The customer's decision is influenced by two factors, namely individual and group factors. The study of these factors and the satisfaction thereof is called …

A purchasing decision.
B buying decision.
C consumer behaviour.
D economic decision.

1.2 Where does lifestyle fit in the consumer behaviour model?

A Group factors
B Individual factors
C Brand selection
D Purchasing decision

1.3 … is/are NOT a method of collecting information from customers.

A Customer feedback surveys
B Instant feedback from the internet
C Customer interviews
D Checklists

1.4 … is an individual factor that affects the decision-making of consumers.

A Social class
B Family
C Learning
D Culture

1.5 … is a process or technique that is used to gather information in research by asking questions to a group of people.

A A questionnaire
B A survey
C Door-to-door
D A focus group

1.6 … is/are a method used for collecting customer information.

A A questionnaire
B A spreadsheet
C Phone calls
D Messages

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1.7 A person who lodges a query is referred to as a …

A complainant.
B complain.
C customer.
D consumer.

1.8 The department that is responsible for managing invoices, order forms, etc., is the … department.

A Finance
B Administration
C Marketing
D Public Relations

1.9 … is NOT an important factor to consider when communicating with a customer.

A Using words that are easily understandable
B Using short sentences
C Putting on a friendly face and smile
D Defending the store and the product before listening to the customer

1.10 … is/are a group of customers that share similar needs or wants.

A A market segmentation
B Neighbours
C Competitors
D Consumers

(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 The main implication of marketing is to meet customer needs that will result in customer satisfaction.

2.2 To reach a consensus means disagreeing about an issue.

2.3 The client services department of the business is always based at the manager's office.

2.4 Before responding to customers' complaints, give them a chance to talk without interrupting them and being defensive.

2.5 Age, culture and language are some of the barriers of good communication.

(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–J) next to the question number (3.1–3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Face-to-face interaction done by people or friends during social sessions	A	query
3.2	A brief article that gives a description of a person or organisation	B	technical language
3.3	Qualities or personalities that define the nature of individuals	C	profile
3.4	When a question is asked by a customer requesting information or experiencing doubt about a product or service	D	lifestyle
3.5	Period in which planning and preparations are done for an event to take place	E	social interaction
3.6	A group of people brought together to participate in a discussion about a product and to provide feedback before it is launched	F	archiving
3.7	Written or oral communication in which certain words are used regarding specialised content	G	motivation
3.8	The way in which a person lives	H	focus group
3.9	The reason for buying a particular product or service	I	time frame
3.10	The process of accumulating and storing historical documents	J	psychological characteristics

(10 × 1) **[10]**

QUESTION 4

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

4.1 A … is a process that identifies targeted customers' needs and how the product or service will satisfy their needs.

4.2 The … is a space or a site where people stay or where the business is situated.

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4.3 The purpose of information … measures is to protect sensitive information from unauthorised access, disruption or destruction.

4.4 The software used to calculate figures is called …

4.5 … refers to the set of rules that limits access to certain information.

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 5

5.1 State TWO factors that relate to the importance of consumers for a business. (2 × 2) (4)

5.2 Describe the term *market analysis*. (2)

5.3 Differentiate between the following:

5.3.1 Customer satisfaction

5.3.2 Customer retention

(2 × 2) (4)
[10]

QUESTION 6

6.1 Describe *consumer behaviour* in an economic context. (2)

6.2 Give FOUR reasons why it is important to study the behaviour of consumers. (4 × 2) (8)

6.3 What is the objective of conducting consumer research? (4)

6.4 Name FOUR types of information that can be collected from customers. (4)
[18]

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QUESTION 7

Read the scenario below and answer the questions.

People living in the suburbs or semi-urban areas have different priorities and tastes from those living in rural areas. The types of cars, clothing and food these groups prefer are not the same. People living in the suburbs eat at restaurants more often and people living in rural areas prefer home-cooked meals based on affordability.

7.1 Describe the lifestyle marketing approach as one of the approaches to be used when marketing a product or service. (3)

7.2 Name and explain FOUR types of lifestyles. (4 × 3) (12)

7.3 State FIVE common social characteristics that cause consumers of a business to be different and unique. (5)

7.4 State FOUR ways in which the *nature* and *type* of product can be differentiated. (4)

7.5 Define *psychological segmentation.* (4)
[28]

QUESTION 8

8.1 State FOUR classifications of information in an organisation. (4)

8.2 Discuss TWO processes to follow when securing valuable information and maintaining security. (2 × 2) (4)

8.3 Give THREE reasons why it is important to have security measures regarding the information of an organisation. (3 × 2) (6)

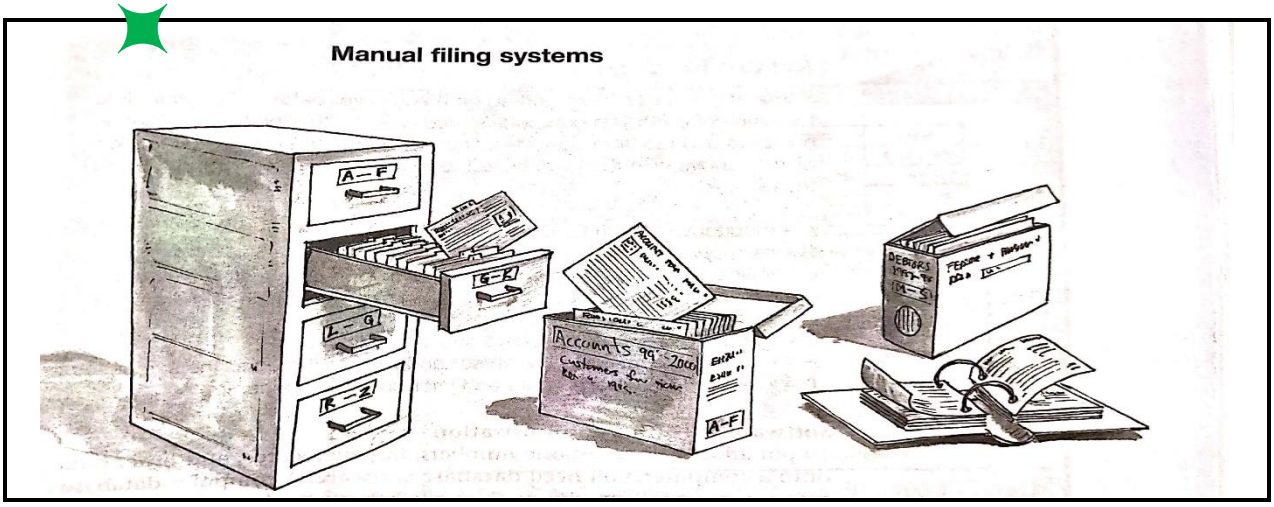
8.4 State FIVE points of importance to remember when responding to a clients' requests. (5 × 2) (10)
[24]

TOTAL SECTION B: 80

SECTION C

QUESTION 9

Study the image below and answer the questions.



[Source: *Adapted from the Internet*]

9.1 Name the filing system used in the picture above. (2)

9.2 Name another filing system that can be used besides the filing system you mentioned in QUESTION 9.1. (2)

9.3 Give THREE reasons why it is important for a business to use updated software in an information system. (3 × 2) (6)

9.4 Name FOUR types of hardware that can be used to store information for easy access. (4)

9.5 Name ONE type of hardware that can be used for a proper administrative system. (1)

[15]

QUESTION 10

Study the scenario below and answer the questions.

In 2020 when the number of COVID-19 cases started rising, government announced a nationwide lockdown. When the restriction of movement were implemented, businesses started to encounter a loss of customers. The marketing department of most businesses started to invest more in online marketing and online sales.

10.1 Describe *online marketing*. (2)

10.2 State TWO benefits of including online marketing in the marketing strategy of a business. (2 × 2) (4)

10.3 Name ONE platform of online marketing. (1)

10.4 State FIVE principles of handling customers' queries in the correct way.
(5 × 2) (10)

10.5 Differentiate between the following:

10.5.1 Open-ended questions

10.5.2 Closed-ended questions
(2 × 2) (4)

10.6 Give TWO reasons why it is important to discuss open-ended questions after the presentation when engaging with customers. (2 × 2) (4)
[25]

TOTAL SECTION C: 40
GRAND TOTAL: 150

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