higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

16 November 2022

This marking guideline consists of 8 pages.

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INSTRUCTIONS TO MARKERS

1. Mark all the questions.

2. Follow the answers according to the numbering system used in this question paper.

3. Use only a red pen.

4. Put your ticks and crosses neatly and legibly.

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SECTION A

QUESTION 1

1.1	1.1.1	True
	1.1.2	False
	1.1.3	True
	1.1.4	False
	1.1.5	True
	1.1.6	False
	1.1.7	True
	1.1.8	True
	1.1.9	False
	1.1.10	False
	1.1.11	True
	1.1.12	False
	1.1.13	True
	1.1.14	False
	1.1.15	False

(15 × 1) (15)

1.2	1.2.1	K
	1.2.2	J
	1.2.3	M
	1.2.4	O
	1.2.5	Q
	1.2.6	A
	1.2.7	E
	1.2.8	P
	1.2.9	R
	1.2.10	B
	1.2.11	D
	1.2.12	G
	1.2.13	I
	1.2.14	N
	1.2.15	H

(15 × 1) (15)

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1 2.1.1 Safety procedures are a set of processes aimed at ensuring the safety of employees and customers of an organisation.

OR

They are processes in place which set out the steps workers should follow to perform specific work activities safely.

2.1.2 Security procedures are the processes an organisation follows to ensure the safety of its people and possessions.

(2 × 2) (4)

2.2 2.2.1 Safety hazard
2.2.2 Security hazard
2.2.3 Safety hazard
2.2.4 Security hazard
2.2.5 Security hazard
2.2.6 Safety hazard

(6 × 1) (6)

2.3
- Management can inform employees about the content of the policy.
- Management can hold meetings to discuss the policy and procedures with staff.
- Rules that relate to students and visitors must be displayed where everyone can see them.
- Signs that indicate correct procedures in an emergency must be clearly displayed.
- Safety and security procedures must be practised often to make sure all employees and students know what to do in a particular situation.
- Install access systems at all entrance points.
- Lock away keys when they are not being used.
- Lock away important documents in a safe place.
- Keep important telephone numbers close to a telephone where they are easy to find.

(Any 5 × 1) (5)

2.4 2.4.1
- Marketing research helps the management of the organisation to understand the markets in which they do business.
- Managers can make better decisions that can help the organisation to be more successful since they will have more information.
- Marketing research helps managers to understand why problems occur in the business.
- Marketing research is a useful tool to monitor the market position of the organisation and products.
- The organisation can do marketing research to predict the effect of certain changes on the product.

(5 × 2) (10)

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2.4.2
- Validating
- Editing
- Coding
- Data entry
- Data cleaning (5)

[30]

QUESTION 3

3.1
- The product may not have been positioned correctly in the first place.
- Competitors enter the market and position their products in a similar position.
- Factors outside the organisation change.
- Technology creates new opportunities.
- Demographics or the social environment may change. (5 × 2) (10)

3.2 3.2.1 Consists of organisations that trade in their home countries.

3.2.2 When organisations trade even closer to their homes or within their own town and neighbourhood.

3.2.3 When organisations trade within economic borders, for example SADC.

3.2.4 Consists of trade between countries all over the world.

(4 × 2) (8)

3.3 3.3.1 Is anyone who buys products and services for any reason other than to use them.

3.3.2 Anyone who buys products and services in order to use them.

3.3.3 Are the overall markets in which buying and selling take place. It includes all people and organisations that buy and sell products for whatever use.

(3 × 2) (6)

3.4
- They buy for their own use.
- They buy to manufacture other products.
- They buy to sell them again.
- They buy to deliver a service. (4)

3.5
- Human resources
- Management policies
- How decisions are made
- Departments of the organisation
- Facilities (Any 2 × 1) (2)

[30]

QUESTION 4

4.1 Picture 1 – personal/individual consumer
Picture 2 – group consumer
Picture 3 – business consumer (3)

4.2 4.2.1 to satisfy own needs

4.2.2 to satisfy group needs

4.2.3 just enough to use/in small quantities

4.2.4 in large amounts

4.2.5 individually

4.2.6 consulting group members

4.2.7 by asking other people in the business / many people are involved.
(7 × 1) (7)

4.3 4.3.1 Is the period in which actions of people, society and businesses make consumers realise that they have a need for a particular product or service.

4.3.2 The period in which the consumer goes through a complicated process during which they decide what is the best choice of product or service for them.

4.3.3 Starts once the consumers decide which product to buy and includes all the actions of the consumer that follow that decision.
(3 × 2) (6)

4.4
- They all have wants and needs to satisfy.
- They buy products they need.
- They all exchange resources. (3 × 2) (6)

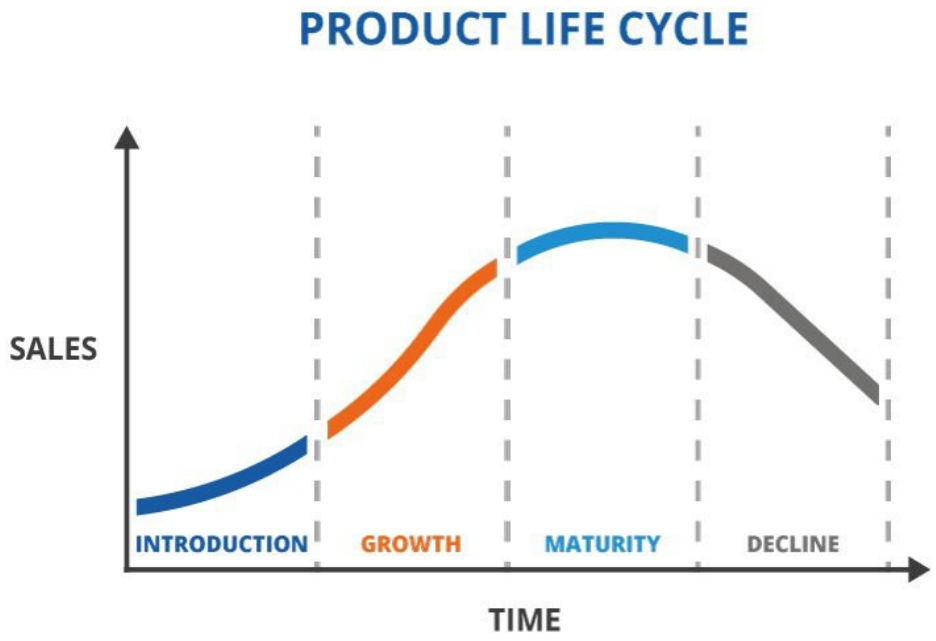
4.5 4.5.1 A combination of social and economic circumstances. (2)

4.5.2
- language people speak
- how much money they earn
- in which area they live
- in what kind of housing they live
- their living standards (5)

4.6 Yes (1)
[30]

QUESTION 5

5.1



X axis – sales✓
Y axis – time✓
Correct drawing and labelling✓✓✓✓ (6)

5.2
- Select a market or product category.
- List the potential needs.
- Choose segmentation bases.
- Select descriptors.
- Profile segments.
- Identify determining dimensions.
- Name and select a target market. (7)

5.3
- It costs less to manufacture only one type of product.
- The organisation can concentrate on understanding the exact needs and wants of the consumers in that target market.
- It can develop exactly the right product, then sell at the right price and in the right place where these consumers are found.
- It will know exactly how to advertise the product because it knows the consumer profile of the target market. (4 × 2) (8)

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5.4
- Product – Nokia will come up with the right product for the market. Nokia has to differentiate their product from other products available on the market.
- Price – Nokia can use price to position their products. They can decide to keep their prices lower and manufacture large quantities of their products. The price must be affordable to the target market.
- Place – Nokia must decide how they will distribute their cell phones to the market. They may decide to use middlemen or may choose to distribute directly to the consumers. The place must be suitable to the consumers who want to buy the products.
- Promotion – Nokia must inform its consumers about their products. They can promote using various promotional mix elements and media. (4 × 2) (8)

5.5 People (1)

[30]

TOTAL: 150

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