higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

(3041033)

16 November 2022 (X-paper)
09:00–12:00

This question paper consists of 9 pages.

373Q1N2216

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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

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 A consumer is a user of products and services.

1.1.2 A customer market is a subset of the consumer market.

1.1.3 The markets in which you do business will influence the success of your business.

1.1.4 Post-purchase evaluation is the stage where consumers look at the advantages and disadvantages of the product before buying.

1.1.5 To segment is to divide.

1.1.6 Experiencers are old people who have lots of energy.

1.1.7 Niche marketing, single segment marketing and concentrated marketing all refer to one thing.

1.1.8 Consumer perception refers to the picture or beliefs the consumer has about a particular product or organisation.

1.1.9 Safety hazards are factors that put lives or possession under protection.

1.1.10 Secondary data is data that is being collected for the specific problem at hand.

1.1.11 Positioning strategy is a set of plans an organisation follows in order to position itself or its products in the market.

1.1.12 Business and group consumers are called household consumers.

1.1.13 Motivation is the driving force that makes people do something.

1.1.14 Internal environment consists of factors outside the organisation that help or hinder the enterprise.

1.1.15 SWOT stands for strengths, weaknesses, opportunities and truths.

(15 × 1) (15)

1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–R) next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	A set of personal circumstances	A	role players
1.2.2	Something that improves the quality of life, but we do not need to stay alive	B	decline
1.2.3	Anyone who uses a product or service	C	consumer market
1.2.4	Includes all people and organisations that buy and sell products and services for whatever use	D	technological factor
1.2.5	Process of dividing the total market into smaller parts with similar characteristics	E	market segment
1.2.6	People who play different roles in a particular situation	F	customer
1.2.7	Part of the overall market and consist of consumers with similar characteristics	G	confidential
1.2.8	Is a diagram that shows the positions of a number of products or items	H	economies of scale
1.2.9	The business buys the same product again and again	I	coding
1.2.10	Fewer items of products are sold during this stage.	J	want
1.2.11	External environment	K	personal context
1.2.12	Intended to be kept secret	L	employees
1.2.13	A number, symbol or letter is given to each possible answer.	M	consumer
1.2.14	To examine and think carefully in order to understand something	N	analyse
1.2.15	A decrease in manufacturing cost due to producing large quantities of a product	O	customer market
		P	perceptual map
		Q	market segmentation
		R	straight rebuy

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

With the change in technology and changes in the social environment, organisations need to watch over their safety and security programmes.

2.1 State the difference between the following:

2.1.1 Safety procedures

2.1.2 Security procedures

(2 × 2) (4)

2.2 State whether the following are either security hazard or safety hazard:

2.2.1 Physical danger

2.2.2 Bank robbery

2.2.3 Loud noise

2.2.4 Access control

2.2.5 Bomb threat

2.2.6 Chemical danger

(6 × 1) (6)

2.3 State FIVE ways in which institutions of higher learning (colleges and universities) can implement safety and security policies. (5)

2.4 Marketing research process is one of the most important processes an organisation can undertake.

2.4.1 State FIVE reasons why marketers carry out marketing research.

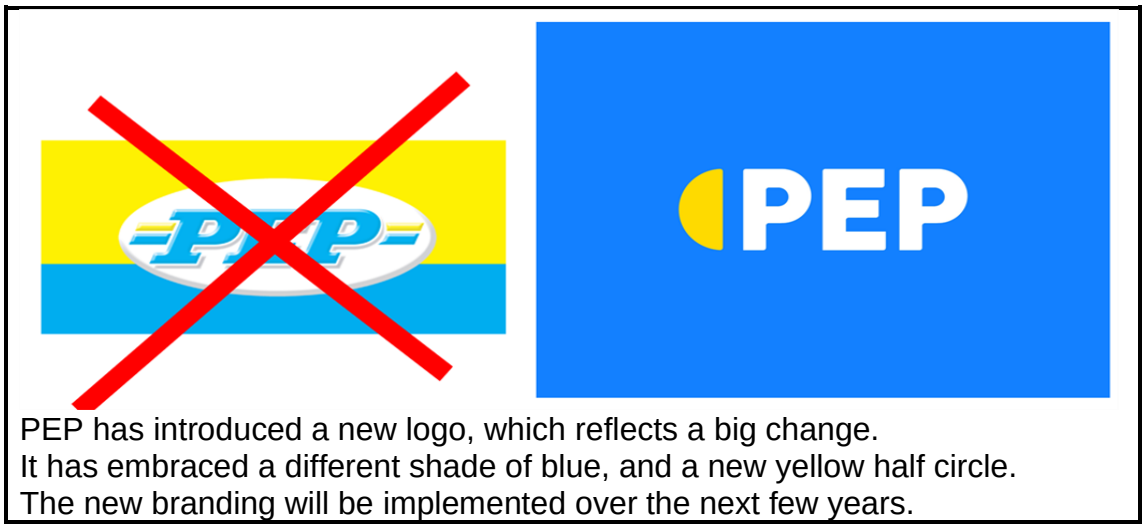
(5 × 2) (10)

2.4.2 Raw data should be cleaned up before it can be used to solve the research question. State FIVE ways of cleaning up raw data. (5)

[30]

QUESTION 3

3.1 Look at the picture below and then answer the questions.



PEP has introduced a new logo, which reflects a big change.
It has embraced a different shade of blue, and a new yellow half circle.
The new branding will be implemented over the next few years.

[Source: *www.google/images.co.za*]

State FIVE reasons why PEP could have repositioned itself. (5 × 2) (10)

3.2 PEP does business in different kinds of markets.

Explain the following types of markets which PEP operates in.

3.2.1 National market

3.2.2 Local market

3.2.3 Regional market

3.2.4 International market (4 × 2) (8)

3.3 Both customers and consumers visit PEP.

Describe the following terms:

3.3.1 Customer

3.3.2 Consumer

3.3.3 Customer market (3 × 2) (6)

3.4 State FOUR reasons why buyers in the customer market buy products and services. (4)

3.5 Name TWO factors in the internal business environment of PEP. (2)

[30]

QUESTION 4

Study the pictures below and then answer the questions that follow:

Picture 1



Picture 2



Picture 3



[Source: *www.google/images.co.za*]

4.1 Identify the types of consumers depicted in pictures 1 to 3 above. (3)

4.2 With reference to the above pictures, study and complete the table below, giving the differences among the types of consumers mentioned above.

Draw the table and answer in your ANSWER BOOK. Label picture 1, picture 2 and picture 3 correctly.

	Picture 1	Picture 2	Picture 3
Why do they buy?	**4.2.1**	**4.2.2**	to deliver a service
How much do they buy?	**4.2.3**	just enough for themselves	**4.2.4**
How do they make the purchasing decision?	**4.2.5**	**4.2.6**	**4.2.7**

(7)

4.3 Consumers go through several stages when buying goods and services.

Explain what happens in the following stages:

4.3.1 Input stage

4.3.2 Process stage

4.3.3 Output stage

(3 × 2) (6)

4.4 State THREE similarities between household consumers and business consumers. (3 × 2) (6)

4.5 People do business in different kinds of markets and in different circumstances.

4.5.1 Explain the socio-economic context of consumers. (2)

4.5.2 List the FIVE factors that make up the socio-economic context. (5)

4.6 Do you agree with the following statement? A virtual market is an online market. (1)

[30]

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QUESTION 5

Study the scenario below and answer the questions.



Products pass through four phases of life from the day they are introduced until they are discontinued. Nokia 3310 is an example of the phones that moved through all these phases until it was discontinued.

5.1 Draw a labelled diagram showing the stages Nokia 3310 passed in its life cycle. (6)

5.2 List the SEVEN stages of market segmentation in the correct order. (7)

5.3 Ever since Nokia learnt that a one-size-fits-all strategy does not apply in modern marketing, they have adapted to a concentrated marketing approach.

List FOUR advantages of concentrated marketing. (4 × 2) (8)

5.4 Explain how Nokia will make use of the traditional 4 Ps of marketing to win over its competitors. (4 × 2) (8)

5.5 Name the 5th P of the marketing mix. (1)

[30]

TOTAL SECTION B 120
GRAND TOTAL: 150

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