higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 4

17 November 2022

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 A
1.3 C
1.4 B
1.5 B
1.6 A
1.7 C
1.8 C
1.9 C
1.10 B
1.11 A
1.12 D
1.13 D
1.14 C
1.15 C

(15 × 1) **[15]**

QUESTION 2

2.1 False
2.2 False
2.3 False
2.4 True
2.5 True
2.6 True
2.7 False
2.8 False
2.9 False
2.10 True
2.11 False
2.12 False
2.13 True
2.14 True
2.15 False

(15 × 1) **[15]**

TOTAL SECTION A: 30

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QUESTION 3

3.1
- Inability to cater for large, widely dispersed markets
- Goal confusion, where the goals of the purchasing department are contrary to those of other departments
- Lack of exposure to other organisations (Any 2 × 2) (4)

3.2 3.2.1 Brand name – is the part of a brand that can be spoken, including letters, words and numbers.

3.2.2 Trademark – refers to those words or marks allowed by law to be used on a product.

(2 × 2) (4)

3.3.1
- Facilitates identification of products at the point of purchase.
- Ensures customer that products are of a uniform quality.
- Offers protection because it usually identifies the producer.
- Eases repeated purchase of either the product or spares.
- Gives greater freedom of choice.
- Leads to improved product because it increases competition.
- Facilitates decision-making
- Serves as a warning in terms of repeat purchase if consumer was not satisfied with the product
- Eases actions of consumers who are prone to impulsive purchases

(Any 3 × 2) (6)

3.3.2 E.g.: I only uses OMO washing powder. Or I only drink Coke
(Any relevant answer) (2)

3.3.3 Brand loyalty is a term that is used to describe a consumer commitment to buy or use a brand rather than other brands (2)

3.4
- Price
- Product quality
- Quality of service
- Speed of service
- Customer care
- Professionalism (Any 5 × 1) (5)

3.5
- Purchase order is an order that you receive from a customer; it is an external document.
- Sales order is an internal document, in other words, your company will create a sales order to use inside the company. (2 × 2) (4)

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3.6
- Organisation's details
- Order status
- Sales order number
- Customer's details
- Delivery address
- Delivery date
- Quantity, description and unit price of the ordered goods/service.

(Any 3 × 1) (3)
[30]

QUESTION 4

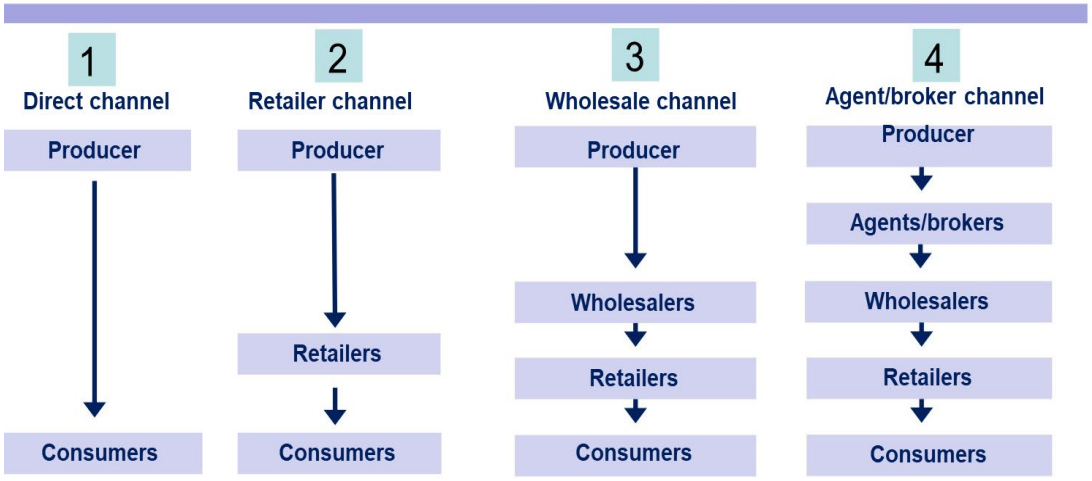
4.1
- Product does not do what it is supposed to do.
- Product is broken.
- Using the product is difficult or confusing.
- Organisation's service is bad.
- Organisation's service is slow.
- The service department is not helpful.

(Any 4 × 1) (4)

4.2
- Effective marketing communications through a more personal approach and the development of new and improved product
- Increased sales to new and existing customers by way of better timing
- Increased value from your existing customer
- Enhanced customer satisfaction and retention

(Any 2 × 2) (4)

4.3



(4 × 2) (8)

4.4 Channel 1 – fruits and vegetables from the farm
Channel 2 – furniture, clothing
Channel 3 – foodstuff, clothing, bread
Channel 4 – insurance and life cover (Accept any relevant answer 4 × 1) (4)

4.5
- Speak clearly, not too fast, and loud enough for everyone to hear.
- Be prepared to give and receive feedback.
- Listen to comments from line manager and implement any of his or her recommendations.
- Hand out copies of the logbook so that everyone can follow the data.

(Any 4 × 2) (8)

4.6
- Reduces the number of transactions
- They facilitate the transactions between members
- They resolve problems.
- Speciality activities are performed
- Financial advantage
- Increased communication
- Storage advantage
- Location advantage
- Equitable distribution of goods

(Any 2 × 1) (2)
[30]

QUESTION 5

5.1
- Producers want the highest possible prices for their products, while retailers would price as low as possible.
- Intermediaries use low-priced products to lure people into their shops and sometimes damage the product image.
- Intermediaries might be unhappy about the allowances that they receive, while producers simply prescribe certain products.
- Sometimes, intermediaries make use of misleading price advertising.
- Complicated price lists and delay of notices of price. (5 × 2) (10)

5.2
- By being memorable
- By properly managing business
- By following up with people you have met
- By using social media
- By attending conferences
- By attending community groups
- By using e-mails

(Any relevant answers 3 × 2) (6)

5.3
- File a document in which you list all the important details of the complaint so that the next employee who handles the complaint knows what is going on.
- Make a note of whether the problem has been resolved or is still being processed.
- Analyse why the problem occurred and how it can be prevented from happening in the future. (3 × 2) (6)

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5.4
- Profit – is the money that the business has left over after it has paid all the costs involved in making that money.
- Return on investment – is the amount of money you make from the investment or profit from an investment.
- Market share – used to explain how much of a specific market for a product belongs to a specific company and is usually expressed as a percentage. (3 × 2) (6)

5.5
- Identifies a product
- Grades a product
- Promotes the product
- Gives instruction on the safe use of the product
- Describes a product (Any 2 × 1) (2)

[30]

QUESTION 6

6.1
- Name of the person who made the complain
- Details of the complaint
- The name of the person who initially handled the complaint
- The steps taken to resolve the complaint
- The date of the first complaint
- Details as to whether or when the problem was resolved (Any 3 × 1) (3)

6.2
6.2.1 Acronym
6.2.2 Evocative
6.2.3 Descriptive (3 × 1) (3)

6.3
- Perception – is the way you look and think about things.
- Motivation – refers to the drive to satisfy some need.
- Learning – refers to changes in the consumer's behaviour as a result of information and experience gained
- Personality – people's behaviour is an indication of how they see themselves and how they believe others see them.
- Attitude – refers to a consumer's consistently positive and negative opinions, evaluations and feelings about an object or idea. (5 × 2) (10)

6.4
- Kaleidoscopic
- Speciality
- Combination/ Multiple
- Combination/ Multiple (4)

6.5
- Budgetary constraint – the amount of money that has been allocated to or reserved for something.
- Participation in the purchase decision – the more people who are involved in the process, the more complicated it becomes and the longer it takes to reach a buying decision.
- Biggest problem when consumers stopped buying its products.

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- The substitution effect – if price rises, consumers will substitute it with something cheaper (4)
(Any 2 × 2)

6.6
- Keep your face relaxed and friendly – smile when you greet the customers.
- Keep your palms open and your arms spread or at your side.
- When listening to someone, lean forward to show that you are interested in what they are saying.
- Make eye contact when talking to customers- it shows interest
- Touching a customer on the elbow or shoulder can help to gain interest
- Keep a reasonable space between you and the customer

(Any THREE relevant answers 3 × 2) (6)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150