higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## CONSUMER BEHAVIOUR
## NQF LEVEL 4

(3041034)

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

**This question paper consists of 9 pages.**

443Q1N2217

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**TIME: 3 HOURS**
**MARKS: 150**

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**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 (1.1–1.15) in the ANSWER BOOK.

1.1 The main objective of this type of packaging is to create a consumer demand for it.

A Reusable packaging
B Speciality packaging
C Multiple packaging
D Kaleidoscopic packaging

1.2 This advertising objective is used to create a selective demand.

A Persuasive
B Remind
C Attract
D Inform

1.3 Amstel Lager (SAB) can be classified as a (an) … brand.

A manufacturing
B dealer
C individual
D family

1.4 Exclusive distribution is mainly used for these products.

A Microwave
B Jewellery
C Sugar
D Hairdresser

1.5 Intermediaries reduce the …

A number of risks involved in distribution
B number of transactions
C total effort required in the distribution channel
D length of the distribution channel

1.6 A … offers a diverse range of products, mainly in rural towns.

A general dealer
B wholesaler
C retailer
D manufacturer

1.7 Conflict between two retailers is often a factor in … distribution.

A peer
B vertical-horizontal
C trader
D diagonal

1.8 When a consumer is looking for a specific trademark and is not prepared to accept a substitute, it is called …

A awareness
B recognition
C insistence
D preference

1.9 … implies that the salesperson scans the personal columns of daily newspapers for consumers who may be interested in the products.

A Personal records
B Referral sales
C Media scanning
D Non-referral

1.10 … is also known as cold canvassing and helps the salesperson to get off to a strong start in the business.

A A Lead
B Non-referral prospecting
C Referral prospecting
D Sales referral.

1.11 Which ONE of the following criteria is used to evaluate referral prospects?

A Centre of influence
B Prospecting
C Ability to choose
D Referral introduction

1.12 This technique is helpful when consumers give the salesperson a hard time by expecting him to know automatically what they want.

A Informal approach
B Greeting approach
C Showmanship approach
D Hesitation approach

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1.13 … indicates self-confidence, a know-it-all attitude, and a superiority complex.

A Arm gesture
B Shaking hands
C Palm gesture – turn palms down
D Tower hands

1.14 Which ONE of the following is an example of negative non-verbal signs?

A Smiling
B Eye contact
C Crossed arms
D Open palms towards the listener

1.15 Some companies react to complaints from important or influential clients, but adopt a less responsive attitude to minor clients

A Nodding dogs
B Pathfinders
C Reactive rhinos
D Glide to leg

(15 × 1) **[15]**

## QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 Nodding dogs is a form of acknowledgement that it is in the firm's long-term interest to encourage dissatisfied customers to communicate with the company as opposed to suffering in silence.

2.2 Ignorance objection occurs because the features of the product do not meet the customer's needs.

2.3 Early adopters are very traditional people who will wait for the innovation to be visible everywhere and used by almost everyone before deciding to use it.

2.4 To protect a brand name or a brand mark, it must be registered as a trademark.

2.5 Products that are meant for a more upscale market should be elegantly packaged to emphasise quality.

2.6 Consumerism includes the theory that the economy will grow if more goods are bought and that everyone will benefit.

2.7 The cost of the purchase increases as the size of the purchase decreases.

2.8 It is your responsibility as a consumer to take care that nobody shoplifts.

2.9 Rack jobbers do not hold inventory, they receive orders from retailers, and contact producers who then deliver to consumers themselves.

2.10 Too much information on a label could be disadvantageous for a product.

2.11 Producers base their production decisions on factors like availability of raw materials, production capacity and what consumers need.

2.12 The disadvantage of a reflective statement is that when the customer is excited or upset, his/her receptivity is low.

2.13 The objective of qualifying leads is to reduce the original list to a shorter list of hot prospects.

2.14 To ask the customer's name is a good idea, provided the salesperson remembers it and pronounces it correctly.

2.15 Marketing research involves all activities of a company associated with buying and selling a product or services.

(15 × 1) **[15]**

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 3

3.1 State TWO disadvantages of a decentralised buying centre. (2 × 2) (4)

3.2 Differentiate between the following terms:

3.2.1 Brand name

3.2.2 Trademark

(2 × 2) (4)

3.3

| |
|---|
| Branding shapes human perception of attraction and familiarity. Brands become assets by fostering loyal consumers and ongoing sales. This leads to more cash flow within your company, and a brand image that your customers can truly depend on—no matter when or where. Product branding strategy also provides balance within your business by implementing consistency and protection from being replicated. |

[Sources:https://www.sciencedirect.com/science/article/pii/S2212567115016767]

3.3.1 Discuss THREE importance aspects of branding for the consumer to highlight consumer buying patterns. (3 × 2) (6)

3.3.2 Construct a sentence that consumer can say to show that they insist (Insistence) on using one product (2)

3.3.3 Define *brand loyalty* (2)

3.4 List FIVE criteria that influence customer satisfaction. (5)

3.5 Describe the difference between a *sales order* and a *purchase order.* (2 × 2) (4)

3.6 List the information that usually appears on a sales order. (3 × 1) (3)

**[30]**

**QUESTION 4**

4.1 State FOUR reasons why customers complain. (4)

4.2 Briefly explain TWO benefits of customer relationship management. (2 × 2) (4)

4.3 Illustrate FOUR different distribution channels that can be used to distribute products. (4 × 2) (8)

4.4 Provide ONE example of a product for each distribution channel in QUESTION 4.3. (4)

4.5 State FOUR aspects to remember when presenting a report. (4 × 2) (8)

4.6 Name TWO roles of middlemen within the distribution channels. (2)

**[30]**

**QUESTION 5**

5.1 Discuss the FIVE aspects of price as the greatest source of conflict in a channel of distribution. (5 × 2) (10)

5.2 State THREE ways to improve networking skills. (3 × 2) (6)

5.3 Briefly explain THREE steps to be followed while a problem or complaint is being resolved. (3 × 2) (6)

5.4 Describe THREE buying objectives of organisational consumers. (3 × 2) (6)

5.5 Name TWO purposes of labelling. (2)

**[30]**

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## QUESTION 6

6.1 Give a list of information that should be documented when dealing with customers complaints according to company regulations and requirements (3 × 1) (3)

6.2 Identify the types of brand names from the examples below:

6.2.1 


6.2.2 


6.2.3 


(3)

6.3 Briefly describe FIVE individual determinants of consumer buying behaviour. (5 × 2) (10)

6.4 Identify the type of packaging strategies used in the sentences below:

6.4.1 Different pieces of a puzzle printed on the back of breakfast cereal packs, or a soft-drink can.

6.4.2 Lion firelighters in a special tin container.

6.4.3 Aftershave and body deodorant packed in one container.

6.4.4 Six-pack beverages.

(4)

6.5 Briefly explain TWO constraints that the organisational consumer faces when purchasing takes place. (2 × 2) (4)

6.6 Briefly explain THREE ways in which body language can be used to make the customer feel comfortable and welcome. (3 × 2) (6)

**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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