higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 4

(3041034)

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09:00–12:00

This question paper consists of 7 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
CONSUMER BEHAVIOUR
NQF LEVEL 4
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 black or blue pen.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 Guarding against shoplifting is not one of the responsibilities of consumers.

1.2 Pick n Pay; no name brand is an example of a manufacturer's brand.

1.3 Knowledge of the selling process is important to the salesperson.

1.4 The salesperson should recognise the second and third customers' presence even if he does not leave the first one.

1.5 The customer is always right and should be treated as a king.

1.6 Jewellery and motor cars can be sold using a selective distribution method.

1.7 Salespeople are regarded as internal customers and their complaints should be attended to with respect.

1.8 Using graphics and images is the best way to convince customers to buy.

1.9 Kinesics could be the way customers walk and that should be observed by the salesperson.

1.10 Buying centre is also known as DMU (decision-making unit)

1.11 A fragile package is very strong and cannot break easily

1.12 The organisation's buying decision process involves many stakeholders.

1.13 The problem recognition stage represents the stage in which the customers now know where to buy and what to buy.

1.14 The first impression phase last for a few hours.

1.15 Acceptance of a brand results from a well-designed promotional theme.

(15 × 1) **[15]**

QUESTION 2

Complete the following sentences by writing only the missing word or words next to the question number (2.1–2.15) in the ANSWER BOOK.

2.1 … is a definite course of action adopted for the sake of expediency.

2.2 … is a document that notifies the customer of the amount due for goods that have been supplied.

2.3 … is a system that places or brings things on different levels based on their importance.

2.4 … refers to a specific set of requirements that a device must meet to be up to the required standard.

2.5 … means giving plants, animals, or non-living objects human characteristics.

2.6 …is a term that is used to describe a consumer's commitment to buy or use a brand rather than other brands.

2.7 … means the method that is used to transport products from the factory to the shop.

2.8 … refers to the way that the materials or products are moved through the use of conveyor belts

2.9 … the total value of final production of goods and services in a country over a specific period of time, usually a calendar year.

2.10 … is the practice whereby a current customer gives the salesperson the names of other potential customers.

2.11 ... is a collection of data that is organised so that its contents can easily be accessed, managed, and updated.

2.12 ... can be described as a wholesale selling agent. They do not hold inventory, they receive orders from retailers, contact producers who then deliver to consumers themselves.

2.13 … refers to a social force that places lawful, moral and economic pressure on businesses and protects and inform consumers.

2.14 … shows how well the products sold by an organisation meet the expectations of the customers.

2.15 When using a … buying process the advantage is that purchases are made in large volumes leading to economies of scale.

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 State TWO reasons why manufacturers often replace broken products free of charge. (2 × 2) (4)

3.2 Name THREE prospecting methods to establish and build a customer base. (3)

3.3 Illustrate THREE channels of distribution. (3 × 2) (6)

3.4 Briefly discuss TWO categories of distribution. (2 × 2) (4)

3.5 Identify the type of body language from the sentences below:

3.5.1 Maria keeps a reasonable distance between herself and her customers when talking to them.

3.5.2 After saying something to Martha, John kept silent for a moment for Martha to absorb the new information.

3.5.3 Jennifer likes moving her body when she communicates with others.

3.5.4 Clement always wears formal clothes when going to work.

3.5.5 Dineo always keeps her face relaxed and friendly when greeting customers.

(5 × 2) (10)

3.6 Give THREE arrangements that manufacturers make with retailers. (3)

[**30]**

QUESTION 4

4.1 Differentiate between *monogram* and *trademark.* (2 × 2) (4)

4.2 Explain the difference between the following limited service wholesalers:

4.2.1 Truck Jobber

4.2.2 Rack jobber (2 × 2) (4)

4.3 Briefly discuss THREE different types of labels that are found in the retail industry. (3 × 2) (6)

4.4 Name FIVE types of retailers and give ONE example of each. (5 × 2) (10)

4.5 State THREE facts that need to be remembered when writing the analysis report. (3 × 2) (6)

[30]

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QUESTION 5

5.1 Briefly discuss FOUR role players within the buying centre. (4 × 2) (8)

5.2 Identify the different groups of people that adopt a new innovation from the sentences below:

5.2.1 These are traditional people who like the old ways and are critical of new ideas, accepting them only if the new ideas have become part of the mainstream or tradition.

5.2.2 These are thoughtful, careful people who accept change more quickly than the average person.

5.2.3 These are the brave people who pull along the change.

5.2.4 These are sceptical people who will use new ideas or products only when the majority of people are using them.

5.2.5 These are respectable people and opinion leaders who try out new ideas but in a careful way. (5 × 2) (10)

5.3 Explain FOUR benefits of customer relationship management. (4 × 2) (8)

5.4 List FOUR factors that need to be kept in mind when working on a problem with a colleague. (4)

[30]

QUESTION 6

6.1 Name FIVE uses of plastic. (5)

6.2 List FIVE advantages of plastic, as a packaging material, in enhancing sales. (5 × 1) (5)

6.3 Labels can influence consumer decision-making so that sales are enhanced. Discuss ONE aspect how a label could convince a consumer to buy a product. (1 × 2) (2)

6.4 Give ONE example of each of the following:

6.4.1 Negative non-verbal sign (1)

6.4.2 Positive verbal buying sign (1)

6.5 Name FOUR predetermined intervals to contact customers. (4)

6.6 State TWO disadvantages of the decentralised buying process. (2 × 2) (4)

6.7 Give TWO economic determinants of consumer buying behaviour. (2)

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6.8 Give TWO pieces of information that should appear on a textile label. (2)

6.9 State FOUR guidelines that are used in the proposal stage. (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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