higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 4

28 November 2023

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 False
1.2 False
1.3 True
1.4 True
1.5 True
1.6 False
1.7 True
1.8 True
1.9 True
1.10 True
1.11 False
1.12 True
1.13 False
1.14 False
1.15 True

(15 × 1) **[15]**

QUESTION 2

2.1 Policy
2.2 Invoice
2.3 Hierarchy
2.4 Specification
2.5 Personification
2.6 Brand loyalty
2.7 Distribution channel
2.8 Material handling
2.9 Gross Domestic Product
2.10 Referrals
2.11 Database
2.12 Drop shipper or desk jobber
2.1.3 Consumerism
2.14 Customer satisfaction
2.15 Centralized

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

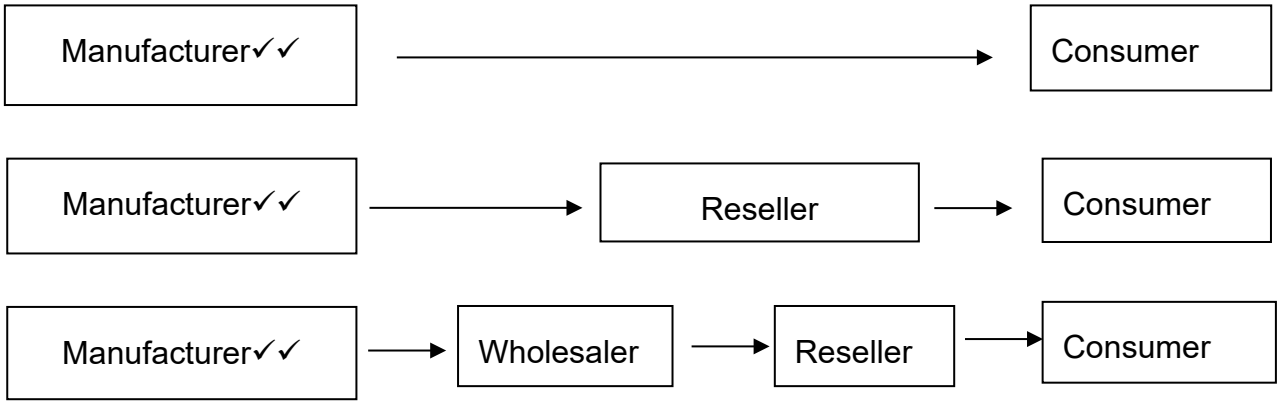
3.1
- To satisfy their customers (retailers)
- Manufacturers can lose its customers buying at the reseller.
- Manufacturers do not want to harm their image

Any relevant answer (2 × 2) (4)

3.2
- Cold calling
- Social media advertising
- Email marketing
- Networking
- Internet marketing
- Telemarketing
- Events ...
- Ask For Referrals ...
- Focus On Warm Calls ...
- Seek Partnerships for Co-selling

(Any relevant 3 × 1) (3)

3.3.



(3 × 2) (6)

3.4
- Broad-spread distribution – is when you distribute your product over a large area like an entire country.
- Medium-spread – is when products are distributed to some parts of a country, for example in some provinces. (2 × 2) (4)

3.5
3.5.1 Distance.
3.5.2 Silence.
3.5.3 Kinesics.
3.5.4 Clothing and accessories.
3.5.5 Facial expression and eye contact

(5 × 2) (10)

3.6 The product is repaired.
The product is replaced.
The product is sold to resellers. (3)

[30]

QUESTION 4

4.1
- A monogram is a design composed of one or more letters, often intertwined, used as an identifying mark of an individual or institution.
- A trademark is a word, symbol or phrase used to identify a particular company's product and differentiate it from other companies' products.

(2 × 2) (4)

4.2.1
- Truck jobber – are wholesalers who offer a selling and delivery service. (2)

4.2.2
- Rack jobber – administer shelf space in retail outlets. They stock their shelves with their products. (2)

4.3
- Trade labels – involves the trade mark appearing on a product or its packages.
- Grading labels – which involve an indication of a product's quality.
- Informative labels – give information on the contents or ingredients of a product. (3 × 2) (6)

4.4
- Departmental stores – Woolworths, Edgars, Jet
- Discount stores – Game
- Speciality store – Galaxy, Sterns, American Swiss
- Convenience store- BP Express
- Grocery store – Shoprite, Checkers, OK foods
- Pharmacies – Clicks, Dis-Chem, Medi-rite
- Home furnishing retailers – House and Home, Morkels, OK Furniture
- Consumer electronics – Incredible Connection, Hi-Fi Corporation.
- Auto retailers – McCarthy, Barlow-world✓✓
- E-commerce business- Amazon, Take-a-Lot, Computicket
- Direct sales – Tupperware or Avon
- Catalogue and mail orders – Leisure Hour. (Any 5 × 2) (10)

4.5
- Decide what you want to write down before starting.
- Write neatly so that other people can read your handwriting.
- Check your work to ensure that all the details have been completed. (3 × 2) (6)

[30]

QUESTION 5

5.1
- Initiator –the person who suggests purchasing a product or service.
- Influencer – a person who tries to affect the outcome of a decision with their opinions.
- Gatekeeper – people who control the flow of information.
- Decider – a person who takes the final decision.
- Buyers – are responsible for the contract
- End-users – they are using the item being sold. (Any 4 × 2) (8)

5.2
5.2.1 Laggards
5.2.2 Early majority
5.2.3 Innovators
5.2.4 Late majority.
5.2.5 Early adopters.
(5 × 2) (10)

5.3
- Effective marketing communication through a more personal approach, development of new and improved products or services
- Increased sales to new and existing customers by way of better timing, by identifying needs more effectively and by cross-selling of other products.
- Increased value from your existing customer, as well as reduced costs to serve.
- Enhanced customer satisfaction and retention. (4 × 2) (8)

5.4
- Ask your colleague how long he or she thinks it will take for him or her to resolve the problem.
- Give your colleagues a reasonable time frame in which to resolve the problem.
- Keep on communicating with your colleague during the process to make sure that everything is going according to plan.
- Communicate any relevant information from the customers to your colleague. (4)

[30]

QUESTION6

6.1
- To make plastic bottles.
- Make plastic containers.
- Wrapping
- Protective covering
- Plastic bags. (5)

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6.2
- Waterproof
- Impermeable
- Recyclable.
- Rustproof
- Soft and hard plastic
- Can be made into virtually any shape and colour. (5)

6.3
- Labels supply information – information on labels plays an important role during the information search stage of the consumer decision process.
- Labels appeal to consumers – an attractive label enables the marketer to attract the maximum number of customers towards the product and it has the potential to convince them to buy.
- Using graphics and images to increase sales – using graphics and images is the best way to convince the customer to buy the product.

(Any 1 x 2) (2)

6.4.1
- Frowns
- Clenches fists
- Shakes his head
- Looks at his watch
- Grumpy
- Grins
- Sighs loudly Any applicable answer (1)

6.4.2
- Ask question/ Make statements, speaks freely, make demands or agrees with salesperson:
- How much does it cost?
- When can you deliver?
- I like it
- This sounds good Any applicable answer (1)

6.5
- A month before a contract expires.
- Before a large sale starts.
- Before a monthly payment is due.
- Once a month or every two months.
- Every six months (Any 4 × 1) (4)

6.6
- Decreased ability to gain economies of scale
- Less specialised staff
- Large cost involvement (Any 2 × 2) (4)

6.7
- Income
- Willingness to purchase
- Utility and price theory (Any 2 × 1) (2)

6.8
- Brand
- Size
- Fibre/Textile
- Mixture/Blend
- Care instructions
- Manufacturer (Any 2 × 1) (2)

6.9
- Be enthusiastic about your service or product.
- Focus on the benefits of the product or service.
- Listen to what the prospect is saying.
- Let the prospect try the product out.
- If you make a promise to the customer, keep it. (Any 4 × 1) (4)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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