higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

(3041032)

2 December 2020 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

183Q1N2002

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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. Write neatly and legibly.

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SECTION A

QUESTION 1

Choose the correct term from those in brackets. Write only the answer next to the question number (1.1–1.15) in the ANSWER BOOK.

1.1 A (client/consumer) buys products for personal use and not for resale.

1.2 (Primary/Secondary) data has been collected before.

1.3 A/An (personal interview/online survey) is an indirect method of gathering information.

1.4 (Scope/Outline) refers to the range of people the information was gathered from for a consumer analysis.

1.5 (Demographic/psychographic) are the characteristics of human populations and population segments.

1.6 (Top/Confidential) files contain personal and private information about staff and customers.

1.7 (Motivation/Perception) is the drive within a person that pushes him/her to do something.

1.8 (Religion/Culture) involves belief and a way of life that is shared by people.

1.9 (Open/Closed) questions can be answered by a 'Yes' or 'No' response.

1.10 (Attitude/Personality) refers to the opinions and feelings people have about something.

1.11 (Age/Gender) is a demographic variable indicating whether you are a male or a female.

1.12 Consumers who use credit cards or debit cards to buy goods are living a/an (technological/economic) lifestyle.

1.13 A (consumer panel/questionnaire) is a group of consumers brought together for an interview.

1.14 (Convenience/Speciality) goods are unique products, consumers have extensive knowledge regarding the product and insist on a particular brand name

1.15 (Market segmentation/positioning) is consumers divided into smaller sections.

(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 A research plan is a paid form of the nonpersonal presentation of ideas, goods and services.

2.2 Targeting is the strategy we use to make our products or service different to those of competitors, and to tell our consumers about the differences.

2.3 Pitch refers to how low or high a voice is.

2.4 Verbal communication means written words.

2.5 Market analysis is the gathering of information regarding consumer behaviour and factors influencing this, it attempts to explain who consumers are, what they do and why.

2.6 Frame of reference is a system which helps a clerk to file documents.

2.7 Geographic order is the method used to file documents according to dates.

2.8 Noise is anything which prevents a message getting from the sender to the receiver.

2.9 A manufacturer is a business that buys products from a wholesaler to resell.

2.10 Economics is the social science that deals with the production, distribution and consumption of goods and services.

2.11 A brand names is the trade name or make of a product or service supplied by a company.

2.12 Retailer is a business that makes products usually in large quantities and in factories, but also in small numbers in workshops.

2.13 Economic context is affected by the personal situation of the consumer, as well as the larger economic well-being of the entire country.

2.14 Occupation refers to the length of a person's studies.

2.15 An escalation procedure indicates the various steps through which a customer query goes after a solution has been reached.

(15 × 1) **[15]**

TOTAL SECTION A: 30

SECTION B

QUESTION 3

3.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1.1	Tapping or drumming fingers	A	defensive
3.1.2	Biting nails	B	confidence
3.1.3	Pacing	C	nervousness
3.1.4	Standing tall and straight	D	anger
3.1.5	Arms crossed on chest	E	impatience

(5 × 1) (5)

3.2 Name FOUR types of business documents that should be filed. (4)

3.3 Indicate how you would adjust the pitch, tone, pace and volume of your voice according to the circumstances presented by your client in the following scenarios:

3.3.1 An angry client is shouting at you.

3.3.2 A client is crying because she cannot pay her debt.

3.3.3 A client is excited about buying a new home and wants help selecting curtains

3.3.4 Two clients are arguing with each other about who should buy the last of a certain product.

3.3.5 A client is phoning to thank you for your great service.

(5 × 1) (5)

3.4 State FOUR roles of a marketing information system in making marketing decisions. (4 × 2) (8)

3.5 How can a business ensure that the correct information is obtained from a customer? (3)

3.6 You are the producer of a new washing machine. You are about to conduct a consumer survey with the people you think will be interested in your washing machine. Discuss why it is important to have a record of the demographics of all consumers included in the survey. (5 × 1) (5)

[30]

QUESTION 4

4.1 Name FOUR social factors influencing consumers. (4)

4.2 Explain FIVE psychological characteristics of consumers. (5 × 2) (10)

4.3 Marketers believe that consumers' lifestyles influence their buying decisions or behaviour.

Identify the consumer lifestyle in each of the following examples:

4.3.1 Cordelia loves playing games on her tablet.

4.3.2 Kagiso and Kyle like going to parties.

4.3.3 Gerry likes buying expensive cars and designer clothes.

4.3.4 Lerato loves camping and climbing mountains.

(4 × 2) (8)

4.4 Name FOUR ways to develop listening skills. (4)

4.5 List FOUR barriers to communication (4)

[30]

QUESTION 5

Read the scenario below and answer the questions.

The personal assistant of Nkosi Holdings is not very good at handling documentation. She received three new employment contracts from the human resources manager to file in employees' confidential files two days ago. She also received the company's newsletter to copy and distribute to all staff members. The finance director gave her the company bank statements that he wanted her to shred. In the incoming post were three invoices, and a letter of demand concerning an unpaid doctor's bill for one of the staff members. In the outgoing post was a quote for a contractor. The personal assistant didn't sort the documents, but piled them up.

By the end of the week she had done the following:

- Shredded the employment contracts
- Copied and distributed the bank statement to all employees
- Mailed the contractors the letter of demand for the unpaid doctor's bill
- Filed the three unpaid invoices in the employees confidencial files
- Sent the confidential contracts instead of the invoices to the financial department

5.1 Briefly explain THREE effects the personal assistant's mistakes could have on the company. (3 × 2) (6)

5.2 State THREE ways in which the mistakes could have been prevented. (3 × 2) (6)

5.3 5.3.1 Identify the classification levels of each document mentioned in the case study. (5 × 1) (5)

5.3.2 Explain what the personal assistant should have done with each document. (5 × 1) (5)

5.4	Define primary data		(2 × 1)	(2)
5.5	5.5.1	Name THREE types of convenience goods.		(3)
	5.5.2	Give ONE example of each type mentioned in Question 5.5.1		(3)
				[30]

QUESTION 6

6.1	6.1.1	Define *personality.*		(2)
	6.1.2	Describe FOUR characteristics of personality.	(4 × 2)	(8)
6.2	Identify the demographic variable used in each of the following sentences:			
	6.2.1	What do you own?		
	6.2.2	Which country do you come from?		
	6.2.3	In what do you believe?		
	6.2.4	Where do you live?		
	6.2.5	What do you do for a living?	(5 × 1)	(5)
6.3	Write down each of the following acronyms in full:			
	6.3.1	ASCII		
	6.3.2	GIF		
	6.3.3	FTP		
			(3 × 1)	(3)
6.4	Name TWO elements of the promotional mix.		(2 × 1)	(2)
6.5	Rearrange the following steps of project planning by writing them down in the correct order:			
	6.5.1	Data collection		
	6.5.2	Research plan		
	6.5.3	Summary of findings and report		
	6.5.4	Project definition		
	6.5.5	Data interpretation	(5 × 2)	(10)
				[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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