higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

(3041032)

12 March 2018 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

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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.

NC620

SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 Confidential paper documents must be locked away in the same filing cabinet.

1.2 Consumer panels are conducted so that marketers can uncover consumers' real needs and their reasons for buying products.

1.3 A standard operating procedure (SOP) is a series of events which must be completed in order to achieve something.

1.4 Outline refers to the range of people the information was gathered from.

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

1.6 Manufacturing businesses buy raw materials and other parts to manufacture and sell their products.

1.7 Slang is very formal language and may include obscenities.

1.8 Closed-ended questions encourage the client to answer, voicing their opinions and feelings.

1.9 The social characteristics of consumers are influenced by the characteristics of the society as a whole.

1.10 Personality traits are changing constantly due to a number of factors.

1.11 Consumers are not price sensitive when it comes to convenience goods.

1.12 Demand is defined as the number of people willing and able to purchase a good or a service at a different price.

1.13 Online survey and observations are forms of direct communication.

1.14 Marketing information systems have the ability to analyse data by using mathematical models that represent the real world.

1.15 Companies that offer reward vouchers for loyalty discourage customers to keep their details up to date.

(15 × 1) **[15]**

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QUESTION 2

Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (2.1–2.15) in the ANSWER BOOK.

cross-referencing; body language; perception; market research; speciality products; advertising; top secret; demographic change; complex buying; technical language; forensic; psychological; market factors; need for recognition; secondary data

2.1 Anything your body does which communicates something to other people.

2.2 A language that is difficult for most people to understand because it is connected with one particular subject.

2.3 All things in a market that influence or cause consumers to buy something.

2.4 When consumers buy something expensive that needs to last long, they want to make the best possible decision and therefore require a lot of information about the product.

2.5 The way a consumer interprets a message.

2.6 Focuses on gathering facts that are relevant to any problem in the field of marketing.

2.7 The amount of pleasure being derived from the effort of thinking.

2.8 It offers unique characteristics and consumers have extensive knowledge about the product.

2.9 The changes that are reflected by the overall group of consumers within a region or a country.

2.10 The risk that a poor product choice will bruise the consumer's ego.

2.11 A system that helps a filing clerk to file documents that could logically be filed in more than one file.

2.12 Those documents to which only the CEO and other top level management have access.

2.13 A special form of auditing to detect mismanagement and corruption.

2.14 Data is usually less costly to research and fast to obtain.

2.15 A paid form of the non-personal presentation of ideas, goods and services.

(15 × 1) **[15]**

TOTAL SECTION A: 30

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QUESTION 3

The personal assistant of Mafafo and Sons Holdings is not very good at handling documentation. She received three new employment contracts from the human resources manager to file in the employees' confidential files two days ago. She also received the company's newsletter to copy and hand out to all staff members The financial director gave her the company bank statement that he wanted shredded. In the incoming post were three invoices and a letter of demand for one of the staff members concerning an unpaid doctor's bill. In the outgoing post was a quote for a contractor. The personal assistant didn't sort the documents, but created one pile of documents. By the end of the week, she had done the following:

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

[Adapted: *Consumer Behaviour level 2*]

3.1 The personal assistant's mistakes affected the company negatively.

Briefly discuss THREE effects each mistake could have on the company. (3)

3.2 List THREE documents from the case study that she should have filed. (3)

3.3 How best could the personal assistant have prevented the mistakes? (6)

3.4 Explain how the personal assistant could have classified each document mentioned in the case study. (5 × 2) (10)

3.5 Give TWO rules to follow when dealing with delay. (2 × 1) (2)

3.6 Give THREE types of convenience goods and one example of each. (3 × 2) (6)

[30]

QUESTION 4



4.1 Give FIVE examples of body language and their meaning. (5 × 2) (10)

4.2 Identify the demographic variable used in the following sentences.

4.2.1 What do you own?

4.2.2 Where do you come from?

4.2.3 What do you believe in?

4.2.4 Where do you live?

4.2.5 What do you do for a living?

(5 × 1) (5)

4.3 Name THREE communication barriers. (3 × 1) (3)

4.4 Briefly explain FOUR factors influencing social characteristics of consumers. (4 × 2) (8)

4.5 Describe TWO ways of recording customers' information. (2 × 2) (4)

[30]

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QUESTION 5

5.1 State SIX perceived risks that consumers might experience when purchasing products. (6 × 1) (6)

5.2 Name ONE thing that can be done to overcome the risks. (2 × 1) (2)

5.3 Rearrange the following escalation steps that customers follow when complaining about the product or service of the business.

5.3.1 Customer gets instructions on how to contact the company.

5.3.2 What the company will do.

5.3.3 What happens if a customer remains unhappy

5.3.4 What to do if the customer is not satisfied

5.3.5 Further action to resolve the query

(5 × 1) (5)

5.4 Explain FIVE problems that the facilitator may experience with focus groups. (5 × 1) (5)

5.5 Name and explain FIVE individual factors that influence the buying behaviour of consumers. (5 × 2) (10)

5.6 Define the term *password.* (2 × 1) (2)

[30]

QUESTION 6

6.1 Give FIVE limitations of demographic data. (5 × 1) (5)

6.2 Name FIVE ways to develop listening skills. (5 × 1) (5)

6.3 Name the TWO economic contexts in which the consumers in South Africa are divided. (2 × 1) (2)

6.4 Name FIVE components of the communication model. (5 × 1) (5)

6.5 Explain things that a salesperson should remember when speaking to customers. (5 × 1) (5)

6.6 Name and explain the characteristics of personality. (4 × 2) (8)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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