higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 2

XX February 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

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

(15 × 1) **[15]**

NOTE: Candidate must give ONE reason for each answer to obtain the full mark. Any relevant answer should be accepted by the marker.

QUESTION 2

2.1 homogenous
2.2 technological
2.3 Branding
2.4 threat
2.5 chronological
2.6 Demand
2.7 password
2.8 Impulse
2.9 Industrial
2.10 complaint
2.11 Niche market
2.12 Speciality
2.13 Biting nails
2.14 Perception
2.15 Gender

(15 × 1) **[15]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 3

3.1 3.1.1 Leading
3.1.2 Closed
3.1.3 Hypothetical
3.1.4 Open-ended

(4 × 2) (8)

3.2 3.2.1 Filed according to subject

3.2.2 Filed according to first letter of surname or company name

3.2.3 Arranged according to region, country, province, area and town where the company trades

3.2.4 Arranged according to alphabet

(4 × 2) (8)

3.3
- Functional risk✓ – product may not perform as expected✓
- Physical risk✓ – safety of product or service✓
- Financial risk✓ – product is not worth the cost✓
- Social risk✓ – inferior product might result in social embarrassment✓
- Time risk✓ – time as well as effort consumed by new product✓ (5 × 2) (10)

3.4
- Data are raw facts company uses and is gathered in large quantities and organised in a pattern.
- Information is data that have been refined to be user-friendly.

(Any relevant 2 × 2) (4)
[30]

QUESTION 4

4.1 Paper filing system of documents (Any relevant 1 × 2) (2)

4.2
4.2.1 Changing role of women
4.2.2 Demographic change
4.2.3 Changing values
4.2.4 Attitudes towards quality of life
(4 × 2) (8)

4.3
4.3.1 Personal selling
4.3.2 Advertising
4.3.3 Sales promotion
4.3.4 Publicity
(4 × 1) (4)

4.4
- Customers signing a form to confirm their personal information
- Internet site requiring customers to confirm that information has been recorded properly
- Customer rewards for updating personal information regularly
- Offering loyalty reward vouchers encourage customers to keep their details updated
- When questionnaires are used to gather information, there are often questions included which would indicate if a consumer was not telling the truth (Any 3 × 2) (6)

4.5
- Standing tall and straight
- Arms crossed
- Tilting head
- Biting nails
- Red face
- Pacing
- Tapping or drumming fingers
- Fondling/Patting (Any 2 × 1) (2)

4.6
- File name
- Who took the file
- Authority required for release of information
- Signature of person who took the file
- Date file was taken
- Date file is expected back
- Signature of person who released the file (Any 4 × 2) (8)

[30]

QUESTION 5

5.1
- Relevant
- Accurate
- Dynamic (3)

5.2
5.2.1 Language
5.2.2 Age
5.2.3 Status
(3 × 1) (3)

5.3
- Place
- Promotion
- Price
- Product (4)

5.4
5.4.1 Unclassified
5.4.2 Confidential
5.4.3 Secret
5.4.4 Restricted
5.4.5 Top secret
(5 × 2) (10)

5.5
5.5.1 D
5.5.2 C
5.5.3 E
5.5.4 A
5.5.5 B
(5 × 2) (10)
[30]

QUESTION 6

6.1
6.1.1 Things influencing or causing consumers to buy products or services

6.1.2 Amount of money and how many goods or services are available to be bought by consumers

6.1.3 Something that influences the demand for or the price of goods and services

6.1.4 Division of consumers into smaller subgroups
(4 × 2) (8)

6.2
- Buyers and sellers
- What is being sold
- How much is being sold
- Price of goods (Any relevant r 4 × 1) (4)

6.3
- Outdated – demographic data are always changing and must be dated and used as soon as possible.
- Inaccurate – collection of data must be done carefully so as to ensure accuracy.
- Stereotyping – if people defined by demographic data are believed to have other characteristics in common stereotyping may result.
- Excluded – some information may be excluded by demography
- Exceptions – demographic data cannot include the exception to the rule

(Any 4 × 2) (8)

6.4
- The customer is given all contact numbers and any other emergency numbers of the company.
- This outlines the procedure within the company to resolve a complaint.
- At this stage the customer is encouraged to contact the superior of the person they originally contacted within the company.
- If still unhappy the customer can contact the general manager.
- At this stage the company must resolve the issue. (5)

6.5
- Contact the person waiting as soon as you know there are going to be delays.
- Be polite.
- Understand that the person may be angry or upset with you.
- Be honest without divulging confidential information.
- Attempt to resolve the situation but do not make promises you cannot keep.
- Keep the person updated on a regular basis until the document has been obtained. (Any relevant 5 × 1) (5)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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