higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## CONSUMER BEHAVIOUR
### NQF LEVEL 2

(3041032)

**22 November 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.

NSC 2021

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## SECTION A

## QUESTION 1

1.1 Give ONE term for each of the following descriptions. Write only the term next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Readily available food such as hamburgers and ice cream

1.1.2 Slang words for food with limited nutritional value

1.1.3 A graphic representation of a healthy diet

1.1.4 A written set of questions which you give to people to collect information

1.1.5 Promotes quality by complying with specifications

1.1.6 Tells you that something is wrong with your product or service

1.1.7 An informal business in which people sell goods and services

1.1.8 Services that create good relationships between an organisation and its consumers

1.1.9 The amount of money one has to spend

1.1.10 A steady increase or decrease in the purchasing power of money

(10 × 1) (10)

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1.2 Choose a description from COLUMN B that matches an item/a word in COLUMN A. Write only the letter (A–J) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 1.2.1 | Market analysis | A | filed according to place names |
| 1.2.2 | Segmentation | B | document contains information which only management would have access to |
| 1.2.3 | Geographical order | C | people's see life from a different and unique angle |
| 1.2.4 | Noise | D | restaurants, cafés or supermarkets that sell food |
| 1.2.5 | Secret | E | a person who buys products or services for personal use |
| 1.2.6 | Marketing | F | prevents effective communication |
| 1.2.7 | Scope | G | products or services on promotion |
| 1.2.8 | Consumer | H | find out how consumers behave |
| 1.2.9 | Frame of reference | I | break the market up into smaller groups |
| 1.2.10 | Food outlets | J | refers to the range of people information was gathered from |

(10 ×1) (10)

1.3 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

1.3.1 Information on how much money people earn and what they like to buy is called demographics.

1.3.2 Washing machines, fridges and cars are examples of non-durable products.

1.3.3 When people spend their time outdoors playing sports, cycling or running is an example of outdoor lifestyle.

1.3.4 Routine purchases are done when you see the product at the counter.

1.3.5 Maintenance ensures that equipment used to produce products are in good working condition.

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1.3.6 Closed questions encourage consumers to talk.

1.3.7 The usage of too much technical words or language during presentation may disturb the message.

1.3.8 The nature of products influence consumer lifestyles.

1.3.9 Companies only file policy documents and financial reports.

1.3.10 To impress the customer you should use a lot of technical words to explain the use of a product.

(10 × 1) (10)
**[30]**

**TOTAL SECTION A: 30**

## SECTION B

## QUESTION 2

2.1 Consumers' attitude towards quality of life/health and fitness becomes behaviour trends in social interaction in a selected commercial environment.

Study the meal plan of two teenage girls for their main evening meal below and answer the questions.

| TEENAGER A | TEENAGER B |
|---|---|
| Roast chicken | Fried chicken breast |
| Baked potato | Chips |
| Steamed fresh green beans | Chilli sauce |
| Stir-fried carrots | Scones |
| Mixed salad | Vanilla ice cream |
| Fresh guavas and pears with low fat custard | |

2.1.1 Which meal plan would be the healthy choice between teenager A and teenager B? (2)

2.1.2 Motivate your answer in QUESTION 2.1.1 by comparing the two meal plans. (4)

2.1.3 Identify at least FOUR food outlets where 'fast food' is sold in your community. (4)

2.2 List FOUR products that the two teenagers can buy and use to stay healthy. (4)

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2.3 The grandmother decided to come and stay with these two teenage girls.

2.3.1 Give TWO examples of foods that you would recommend for the grandmother's diet. (2)

2.3.2 Explain the difference between a *product* and a *service*. (2 × 2) (4)

2.3.3 Give FOUR examples of service businesses. (4 × 2) (8)

2.3.4 What advice would you give to consumers to ensure that they eat healthy food? (2)

**[30]**

**QUESTION 3**

3.1 Explain the concept *consumer* in your own words. (2)

3.2 Businesses use different classifications to file their documents.

Explain the following classification methods:

3.2.1 Numerical classification

3.2.2 Alphabetical classification

(2 × 2) (4)

3.3 Identify the social class that will prefer to buy the following products:

3.3.1 Expensive jewellery

3.3.2 Woolworths grocery

3.3.3 Mercedes Benz

3.3.4 Watching a movie at the cinema

3.3.5 Camping chairs

3.3.6 Pep store clothing

(6 × 1) (6)

3.4 Describe TWO behaviour patterns that would be typical of an ideal consumer. (4)

3.5 Identify SIX new technologies that can influence consumer lifestyles. (6)

3.6 State FOUR ways of assessing a customer's emotions. (4)

3.7 List FOUR elements of the promotional mix which assist businesses in the presentation of information about products and services to customers. (4)

**[30]**

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## QUESTION 4

4.1 Give TWO characteristics of an open-ended question. (2 × 2) (4)

4.2 Explain the following with regards to communication:

4.2.1 Tone of voice

4.2.2 Pace

(2 × 2) (4)

4.3 All information is kept safely in files for use by different people in the business.

Explain THREE ways of ensuring that everybody knows where all files are placed. (3 × 2) (6)

4.4 Name FOUR types of information you will get from customer complaints. (4)

4.5 Explain THREE barriers to communication. (3 × 2) (6)

4.6 What is the purpose of making rough notes while the customer is complaining or enquiring about a product or service? (6)

**[30]**

## QUESTION 5

5.1 Marketers need to get information from consumers to know exactly what their challenges are. Before you record customer information you must make sure that it is correct.

5.1.1 State FOUR ways of getting information from consumers. (4)

5.1.2 Explain THREE ways of ensuring that information you get from a customer is correct. (6)

5.2 Differentiate between the following types of outlets:

5.2.1 Retailers

5.2.2 Wholesale

(2 × 2) (4)

5.3 Sometimes files and documents are misplaced or not properly cross-referenced.

5.3.1 What are the FOUR problems that can occur when documents are misfiled? (4 × 2) (8)

5.3.2 List EIGHT steps that you will follow to find misfiled files. (8 × 1) (8)

**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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