higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

(3041033)

7 December 2020 (X-paper)
09:00–12:00

This question paper consists of 7 pages.

331Q1N2007

Copyright reserved

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. Start each section on a new page.
5. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

1.1 Choose a/an item/word from COLUMN B that matches a description in COLUMN A. Write only the letter (A–R) next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Simulated evacuation of a building in case of emergency	A	market share
1.1.2	Presentation done with a computer program	B	positioning
1.1.3	To examine to find similarities and differences	C	personal context
1.1.4	The share of the total sales of all products within the product category in which the brand competes	D	personal positioning
1.1.5	All about changing what consumers believe about the product that you sell	E	fire drill
1.1.6	Consumers have a positive perception of the organisation because of friendly and competent employees	F	buyers
1.1.7	The organisation sells its products through any possible channel	G	mass distribution
1.1.8	Niche marketing	H	heavy users
1.1.9	Word or term that describes something	I	electronic presentation
1.1.10	Consumers who buy and use a product regularly	J	customer
1.1.11	Consumer's set of personal circumstances	K	comparative
1.1.12	Anyone who uses a product or service	L	single segment marketing
1.1.13	Unprocessed natural materials	M	descriptors
1.1.14	The buying activities once a consumer has decided which product to buy	N	medium user
1.1.15	Staff members responsible for purchasing the organisation's products	O	consumer
		P	raw material
		Q	post-purchase decision
		R	emergency exit

(15 × 1) (15)

Copyright reserved

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

1.2.1 Individual consumers are sometimes called group consumers.

1.2.2 An attitude is a way in which one thinks about certain things.

1.2.3 Organisational consumers buy products in large quantities.

1.2.4 Consumers can buy products to use themselves.

1.2.5 The socio-economic context does not have much influence on the market.

1.2.6 The international market refers to the market within the borders of a country.

1.2.7 Psychographic segmentation combines psychological factors with demographic factors to segment a market.

1.2.8 Distribution savings is one of the disadvantages of mass marketing.

1.2.9 Organisations have to monitor their positioning strategies in order to ensure that consumers are satisfied with the product or service.

1.2.10 Context analysis is when the researcher decides on which data to keep and which data to get rid of.

1.2.11 The position of an organisation or a product in the minds of consumers can also be called consumer perception.

1.2.12 The introduction is the stage where a product is repositioned.

1.2.13 Safety hazard relates to ventilation.

1.2.14 One of the purposes of inspections is to avoid listening to the employees' concerns.

1.2.15 Mass marketing companies manufacture many different types of products. (15)

TOTAL SECTION A: 30

SECTION B

QUESTION 2

Read the scenario below and answer the questions.

Sipho has just opened his cake making business in KZN, which he calls CAKES FOR ALL. To start off, he has hired a building with a big kitchen. He also bought convection ovens, stoves, trays, measuring scales, flour, packaging boxes. Sipho also hired one chef whose duties are to bake the cakes. For safety reasons, the chef bought herself protective clothing, which includes heat resistant gloves, aprons and safety shoes.
When the business meets it target sales for the month, Sipho takes all his employees to Chicken Lick'en to dine together as a way of appreciation.

2.1 Identify the different types of consumers mentioned in the above scenario. (3 × 1) (3)

2.2 List and explain the steps that the chef took when she was buying her safety clothing. (5 × 2) (10)

2.3 Tabulate the THREE similarities and THREE differences between consumers. (6 × 1) (6)

2.4 Explain the concept, *organisational consumers*. (2)

2.5 Identify THREE reasons why Sipho's business buys products and services. (3)

2.6 Consumers always choose products that they believe will satisfy their needs and wants. People will always have an opinion or a view about a company and its products and services.

Explain THREE reasons why marketers use product positioning strategies. (3 × 2) (6)

[30]

QUESTION 3

3.1 Describe a *market* in THREE different ways. (3 × 2) (6)

3.2 Read the scenario below and answer the questions.

Cotton Company produces cotton from its farms and processes it into fabric. Shingadia Clothing buys fabric and produces clothes which they sell to Rose Supermarkets. Tshwanelo buys his clothing from Rose Supermarkets. Rose Supermarkets buys and uses electricity from Eskom.

3.2.1 In the scenario above, identify FOUR customers and give a reason why you consider them to be customers. (4 + 2) (6)

3.2.2 From the scenario above, identify TWO consumers and give a reason for your answer. (2 + 2) (4)

Copyright reserved

3.3 Name and give examples of the products and services supplied by such organisations. (3 × 2) (6)

3.4 Identify TWO factors that make up the demand side of the market. (2 × 1) (2)

3.5 State THREE main situations where mass marketing can be used successfully. (3 × 2) (6)
[30]

QUESTION 4

4.1 Usage rate segmentation divides the market according to the number of products that different consumers buy.

Name the types of users indicated in the following statements:

4.1.1 Consumers who buy or use the product for the first time.

4.1.2 Consumers who used to buy the product, but no longer do.

4.1.3 Consumers who have bought or used the product occasionally but not regularly.

4.1.4 Consumers who buy or use the product regularly.

4.1.5 Consumers who buy and use the product very often.

(5 × 2) (10)

4.2 Explain the term, *geo-demographic segmentation*. (2)

4.3 Explain the following profiles regarding marketing.

4.3.1 Actualisers

4.3.2 Believers

4.3.3 Makers

4.3.4 Experiencers

(4 × 2) (8)

4.4 Name FOUR ways in which an organisation can monitor their positioning strategies. (4)

4.5 Name TWO reasons why organisations use positioning strategies. (2 × 2) (4)

4.6 Define the term, *data collation* (2)
[30]

QUESTION 5

5.1 Explain the term, *marketing research*. (2)

5.2 Distinguish between *primary data* and *secondary data*. (2 × 2) (4)

5.3 List FIVE headings or topics covered in a research report. (5)

5.4 Create a template of a workplace inspection checklist showing the relevant headings. (6)

5.5 The purpose of security procedures is to protect people against dangers.

Identify FIVE safety hazards. (5 × 1) (5)

5.6 List and explain the FOUR product life cycle stages, from the day the product is placed on the market, until it is taken off the market. (4 × 2) (8)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved