higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

XX FEBRUARY 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	False		
	1.1.2	False		
	1.1.3	True		
	1.1.4	True		
	1.1.5	True		
	1.1.6	False		
	1.1.7	False		
	1.1.8	False		
	1.1.9	True		
	1.1.10	True		
	1.1.11	True		
	1.1.12	False		
	1.1.13	False		
	1.1.14	False		
	1.1.15	True		
			(15 × 1)	(15)

1.2	1.2.1	Positioning strategies		
	1.2.2	Fire coordinator		
	1.2.3	Consumer panel		
	1.2.4	Qualitative data		
	1.2.5	Maturity		
	1.2.6	Multi-segment marketing		
	1.2.7	Promotion		
	1.2.8	Demand		
	1.2.9	Medium users		
	1.2.10	Personal context		
	1.2.11	Group		
	1.2.12	Local		
	1.2.13	Product origin		
	1.2.14	Centralised buying centralised		
	1.2.15	Buyers		
			(15 × 1)	(15)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 2.1.1 Chemical danger (2)

2.1.2 Chemical dangers relates to substances that are used in chemistry that can be poisonous to individuals. (2)

2.1.3
- Store cleaning and other chemicals safely in a clocked cardboard.
- Ensure that only people know how to use the chemicals correctly have access to them. (2 × 2) (4)

2.1.4
- Factories
- Kitchens (2)

2.1.5
- Never ignore the bomb threat.
- Stay calm.
- Call the police immediately when the person hangs up.
- Follow the evacuation process as is described in the safety and security policy. (3 × 1) (3)

2.2
- Define research objectives
- Define research methodology
- Research plan
- Prepare research report
- Present research report (5)

2.3 2.3.1 Qualitative research focuses on the qualities or characteristics of consumer perceptions, rather than on specific numbers.

2.3.2 Quantitative research relates to amounts and numbers rather than to quality or standard of something.

(2 × 2) (4)

2.4 Primary data is expensive because it is collected for the first time, it is new and there is no secondary data available. Interviews have to be conducted which is a costly event. (2)

2.5 2.5.1 In order to use in teaching and learning in their computer venues or offices.
2.5.2 In order to sell to students and staff.
2.5.3 In order to produce/bake fat cakes

(Any 3 × 2) (6)
[30]

QUESTION 3

3.1 3.1.1 Physical market or consumer market
3.1.2 Business market
3.1.3 Virtual market

(3 × 2) (6)

3.2
- To use themselves
- To manufacture other products
- To sell them again (3 × 2) (6)

3.3 3.3.1 Perceptual mapping is drawing a picture or diagram showing the positions of different products or things in the market compared to each other. (2)

3.3.2

HIGH • All star • Levis	**QUALITY** • Adidas • Puma
LOW	**HIGH**
PRICE • Tommy	**PRICE** • North star
LOW	**QUALITY**

labelling (all four sides 1 mark each) (4)
Plotting (all six positions correctly 1 mark each) (6)

3.3.3
- Umbrella positioning
- Positioning against competition
- Positioning based on specific benefit
- Find a new position
- Filling more than one position (Any 3 × 1) (3)

3.4
- Decline stage is where products or brands start to die.
- Fewer products are sold.
- Consumers might switch to other brands.
- Fashion and technological products often do not continue to exist beyond this stage.
- Only products with a very strong market position will survive the decline stage. (Any 3 × 1) (3)

[30]

QUESTION 4

4.1 4.1.1 Curve A is demand curve

4.1.2 Curve B is supply curve

4.1.3 Name point Z is equilibrium

4.1.4 X is price and Y is quantity

4.1.5
- Consumers are satisfied with the price they have to pay and sellers are willing to sell their products or services.
- Supply and demand meet/demand is balanced with supply.
- When equilibrium price is reached, there is no reason for prices to either rise or fall. (2 × 1)

(5 × 2) (10)

4.2
- Agri-processing
- Minerals and metals
- Textiles (3)

4.3
- A customer market is an overall market in which buying and selling take place. It includes all people and organisations that buy and sell for whatever use.
- A consumer market is a subset of the customer market. It consists of end users of products and services who buy them for their own use. (2 × 2) (4)

4.4 4.4.1 Behavioural segmentation – usage rate segmentation,✓ occasion and brand familiarity✓ (2 × 1) (2)

4.4.2 Demographic segmentation – age,✓ income, gender, ethnic✓ (2 × 1) (2)

4.5 4.5.1
- It cost less to manufacture only one type of product
- The organisation can concentrate on understanding the exact needs of the consumers in the target market.
- It can only develop exactly the right products then sell at the right price in the right place where these consumers are found.
- It will know how to advertise the product because it knows the consumer profile of the target market. (2 × 2) (4)

4.5.2 If the single market segment is too small to buy enough products or if the competitor decides to enter same segment the enterprise may struggle to make a profit and lose a lot of money (2)

4.6
- By talking to the consumers in the market to find out if they are satisfied with the products.
- Consumers may be asked to fill in questionnaires in the shops where the products are sold.
- They may phone clients to hear if they are satisfied.
- Telephone interviews may be conducted.
- Market research may be done as well. (Any 3 × 1) (3)

[30]

QUESTION 5

5.1 5.1.1
- Taxi,
- Train

5.1.2
- Business magazine
- Financial gazette

5.1.3
- Caravans
- Tents
- Hiking shoes
- Four wheel drive vehicles (Any 2 × 1)

5.1.4 Furniture

(4 × 2) (8)

5.2 Differentiation is the process in which something different about a particular product or organisation is identified. (2)

5.3
- Quality
- Price
- Features
- Packaging
- Slogans (Any 2 × 1) (2)

5.4 House hold consumers are a combination of individual consumers and group consumers. (2)

5.5
- They all satisfy needs and wants
- They all buy products they need
- They all exchange resources
- They buy from businesses (Any 3 × 2) (6)

5.6 5.6.1 Evaluation and feedback
5.6.2 Recognising a need
5.6.3 Search for and select products
5.6.4 Decide what and how much is needed
5.6.5 Draw up contracts

(5 × 2) (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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