higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

(3041033)

10 March 2020 (X-paper)
09:00–12:00

This question paper consists of 8 pages.

375Q1S2010

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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.

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SECTION A

QUESTION 1

1.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1.1–1.1.15) in the ANSWER BOOK.

1.1.1 Service businesses buy raw materials to use to make new business.

1.1.2 Events happening in the society have no impact on consumer behaviour.

1.1.3 Business consumers do business with other businesses.

1.1.4 Metaphor analysis is a research method where respondents are asked to describe their feelings without using words.

1.1.5 Wood is an example of raw material.

1.1.6 The law of supply states that the higher the price of a product, the fewer of those products will be sold.

1.1.7 When Shoprite Supermarket use electricity and water provided by the municipality, they operate in the customer market.

1.1.8 A smaller part of the total market that shares common characteristics is known as a target market.

1.1.9 A summary of a specific type of consumer that describes its characteristics and behaviour is called a profile.

1.1.10 Mass marketing is sometimes called undifferentiated marketing.

1.1.11 Competitors are organisations that compete for attention and business of the consumers.

1.1.12 There is no need for successful organisations to keep on monitoring their marketing positioning strategies.

1.1.13 Two aspects that are shown on a positioning map are quantity and demand.

1.1.14 Data collection is sometimes called data preparation.

1.1.15 Security policies help organisations to prevent accidents and injuries to employees and customers.

(15 × 1) (15)

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1.2 Choose the correct term from those in the brackets. Write only the answer next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

1.2.1 A set of plans the organisation follows in order to position itself or its products in the market is called (positioning strategies/product positioning).

1.2.2 A (fire coordinator/fire evaluation) is responsible for organising firefighting.

1.2.3 A (focus group/consumer panel) is when a group of specialists are interviewed.

1.2.4 (Quantitative/Qualitative data) is data that relates to the characteristics of consumer perceptions.

1.2.5 (Maturity/Growth) is the stage where the product settles in the market.

1.2.6 In (mass marketing/multi-segment marketing) the organisation chooses two or more segments as their target market.

1.2.7 (Promotion/Place) has to do with ways to inform consumers about the products and services.

1.2.8 The (demand/supply) side consists of the consumers who require products from the market.

1.2.9 (Medium users/Heavy users) are consumers who use the products regularly.

1.2.10 (Personal context/Market context) refers to the set of individual circumstances of a consumer.

1.2.11 A soccer team that buys oranges to eat during half time is an example of a (group/business) consumer.

1.2.12 The (national/local) market consists of organisations that trade in their own province.

1.2.13 (Product class/Product origin) refers to where the product comes from.

1.2.14 When all the purchasing of the different branches is done at the head office, it is called (decentralised buying centre/centralised buying centralised).

1.2.15 (Buyers/Decision makers) are people who choose the suppliers and sign their contracts.

(15 × 1) (15)
[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 Study the picture and then answer the questions.



[Source: *www.google/images.co.za*]

2.1.1 What kind of safety hazard is depicted in the picture above? (2)

2.1.2 Explain the danger mentioned in QUESTION 2.1.1. (2)

2.1.3 NameTWO things that can be done by an organisation to minimise the risk caused by the safety hazard. (2 × 2) (4)

2.1.4 Give TWO places where this hazard can be found. (2)

2.1.5 State THREE things you would do if someone phones your organisation telling you about a bomb in the building. (3)

2.2 List the FIVE steps of the marketing research process. (5)

2.3 Distinguish between the following terms:

2.3.1 Qualitative research

2.3.2 Quantitative research

(2 × 2) (4)

2.4 State ONE reason why primary data is expensive. (2)

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2.5 Study the following examples of business consumers. State the reason why each business buys. Write only the answer in the ANSWER BOOK.

2.5.1 Vhembe TVET buys computers from incredible connections in order to …

2.5.2 The cafeteria at Vhembe TVET buys chocolates, sweets and chips in order to …

2.5.3 The Fat Cake City that supplies Vhembe TVET cafeteria with fat cakes buys flour, cooking oil, sugar, salt and yeast in order to …

(3 × 2) (6)

[30]

QUESTION 3

3.1 There are many different ways which can be used to describe a market. Read the following statements and state which kind of market is being represented by each statement.

3.1.1 John went to the butchery to buy chicken.

3.1.2 There is a big market for warm coats and boots in Cape Town, where businesses by their stock.

3.1.3 Henry always buys his textbooks online.

(3 × 2) (6)

3.2 State THREE reasons why customers buy products and services. (3 × 2) (6)

3.3 One of the tools an organisation uses when developing a positioning strategy is a positioning map. The process the organisation follows when it draws this map is called perceptual mapping.

3.3.1 Define the term *perpetual mapping.* (2)

3.3.2 Provided is a list of different brands of tekkies.

Adidas; Puma; Tommy; All stars; North star; Levis; New balance

Draw a positioning map using the different shoe types to show the different positions of each brand. Clearly label all the axis.

Labelling (4)
Plotting (6)

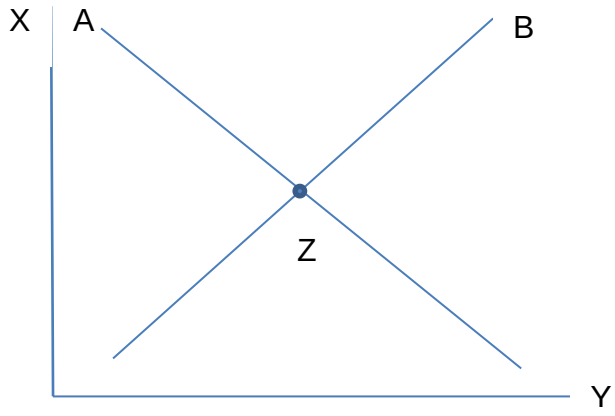
3.3.3 State THREE positioning strategies that a marketer can use. (3)

3.4 State THREE points to describe the declining stage of the product life cycle. (3)

[30]

QUESTION 4

4.1 Study the following diagram showing the relationship between supply and demand and answer the questions.



4.1.1 Name the curve A

4.1.2 Name the curve B

4.1.3 Name point Z

4.1.4 Name X and Y

4.1.5 What happens when point Z is reached?

(5 × 2) (10)

4.2 State THREE most important types of manufacturing businesses in South Africa. (3)

4.3 Distinguish between a *customer market* and a *consumer market*. (2 × 2) (4)

4.4 Identify TWO descriptors used on each of the following segmentation basis.

4.4.1 Behavioural segmentation

4.4.2 Demographic segmentation

(2 × 2) (4)

4.5 When an organisation concentrates all its marketing efforts on a single segment, this is called single segment marketing.

4.5.1 State TWO advantages of a single segment market. (2 × 2) (4)

4.5.2 State ONE disadvantage of a single segment market. (2)

4.6 Organisations have to monitor their positioning strategies.

Identify THREE ways which can be used by businesses when monitoring their positions. (3)

[30]

QUESTION 5

5.1 Give an example of the product that is targeted at each of the following market segments.

5.1.1 Low income earners who do not own cars but have to travel to work everyday.

5.1.2 Business people who want to read about business opportunities and industry sales and profits.

5.1.3 Young couples who enjoy camping and outdoor activities.

5.1.4 Middle income earners who like a variety of household products under one roof.

(4 × 2) (8)

5.2 Explain the concept *product differentiation*. (2)

5.3 State THREE ways an organisation can make its products different. (2)

5.4 Who are household consumers? (2)

5.5 State THREE similarities between *household consumers* and *business consumers.* (3 × 2) (6)

5.6 Identify each step of the business buying process represented by the following statements:

5.6.1 KFC will check if the products are of the same quality and the price is the same as what the suppliers promised.

5.6.2 KFC need stoves, fridges, bread rolls to use when preparing its burgers.

5.6.3 KFC looks for possible suppliers, compare prices and quality of products of different suppliers.

5.6.4 KFC will work out how many rolls and hamburger patties they need to buy in order to make enough burgers to sell to their customers.

5.6.5 KFC and suppliers will describe in the contracts how often the suppliers will deliver their products.

(5 × 2) (10)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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