higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

(3041033)

21 November 2018 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

NCV

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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. Choose the answer and write only 'true' or 'false' next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Demand plays an important role in the buying decisions of organisational consumers.

1.1.2 Attitudes reveal a person's likes and dislikes.

1.1.3 The output stage is the period in which the actions of people, society and business make consumers realise that they need a particular product or service.

1.1.4 Brand names cannot be used when consumers are evaluating their options.

1.1.5 One of the systems that are used to create profiles for segmentation is VALS2.

1.1.6 The consumer market consists of buyers and sellers.

1.1.7 Raw materials are materials that are treated or prepared for use.

1.1.8 Exports and imports are examples of economic factors that affect a country.

1.1.9 Pep Stores uses gender segmentation since it sells clothes for both males and females.

1.1.10 A niche market is also called concentrated marketing.

(10 × 1) (10)

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1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Is a combination of product, price, place and promotion	A	product attributes
1.2.2	Is the process by which an organisation positions its products in the mind of the consumer, compared to its competitors	B	market research
1.2.3	Are the characteristics of a particular product	C	data collation
1.2.4	Refers to where the product came from	D	map
1.2.5	Process of collecting and studying information about a customer market	E	marketing mix
1.2.6	The systematic identification, collection, analysis of information for the purpose of solving a problem.	F	introduction stage
1.2.7	Is characterised by heavy promotion	G	monotone
1.2.8	Are meetings with individual respondents to ask their opinion about aspects relating to the research question	H	in-depth interviews
1.2.9	Is also called data preparation	I	product positioning
1.2.10	A way of speaking that continues on the same note without getting any louder or softer	J	product origin
		K	marketing research
		L	mature stage

(10 × 1) (10)

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1.3 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 Which ONE is not a safety hazard?

A Physical danger
B Loud noise
C Chemical danger
D Bomb threat

1.3.2 It is the responsibility of the … to ensure that employees have protective clothing.

A manager
B workplace committee
C evacuation coordinator
D human resource officer

1.3.3 Which ONE of the following does not belong?

A Social factors
B Demographic factors
C Management factors
D Technological factors

1.3.4 This is NOT one of the main factors used to evaluate alternatives.

A Culture
B Brand name
C Consumer's experience
D Psychological factors

1.3.5 Which ONE of the following is NOT a reason for new product development?

A Business Planning
B Maintenance of Profit Margins
C Unchanged business environment
D Battle for Retail Shelf Space (5 × 2) (10)

[30]

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1 Name TWO types of consumers and give an example of each. (2 × 2) (4)

2.2 Explain THREE differences between the types of consumers as mentioned in question 2.1 (3 × 2) (6)

2.3

Makro buys milk from the Dew Fresh dairy farm. Makro sells the milk to Pick n Pay and other retailers. Pick n Pay sells the milk to Lwazi, who uses the milk.

2.3.1 Identify the consumer in the above paragraph. (1)

2.3.2 Name TWO customers that are mentioned in the paragraph. (2)

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

2.5 Give FOUR reasons why buyers in the customer market buy things. (4 × 2) (8)

2.6 State FIVE benefits of having a safety policy and a security policy in the workplace. (5)

[30]

QUESTION 3

3.1 What is a product positioning map? (2)

3.2 Give THREE similarities between the two types of consumers that are mainly responsible for all kinds of purchases. (3 × 2) (6)

3.3 Different market segments enjoy different products, as indicated in the table below.

Give ONE example of a product each market segment would buy or use. Write only the answer next to the question number (3.3.1–3.3.5) in the ANSWER BOOK.

PRODUCT	MARKET SEGMENT
3.3.1	High-income earners who enjoy holidaying in luxury
3.3.2	Middle-income earners who like a variety of household products under one roof
3.3.3	Low-income earners who do not own a car but want to visit family in another province
3.3.4	Young executives who enjoy camping and outdoor activities
3.3.5	Young people who want to read about the latest fashion

(5 × 1) (5)

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3.4 Name and explain any THREE positioning strategies that marketers can use. (3 × 2) (6)

3.5 Distinguish between *quantitative research* and *qualitative* research. (2 × 2) (4)

3.6 Rearrange the following marketing research steps in the correct order:

- Draw up the research plan
- Define the research methodology
- Present the report
- Define the objectives
- Prepare the research report (5 × 1) (5)

3.7 Name TWO types of data. (2)

[30]

QUESTION 4

4.1 State the *law of demand*. (2)

4.2 Explain the following concepts:

4.2.1 Market segment

4.2.2 Target market

4.2.3 Market segmentation

(3 × 2) (6)

4.3 Name THREE advantages of mass marketing. (3)

4.4 Give TWO variables that form part of the supply side of the market. (2)

4.5 Read the scenario below and answer the questions.

You are the owner of a small business selling food in Johannesburg. You have well-trained staff who are experienced in preparing various recipes and have good customer-care skills. Many people have heard of you and urged you to open a business in country X. You have now opened another branch in country X. While you were in the process of opening your new branch, the government of country X introduced new business laws that will affect the day-to-day running of your business. In addition, another international company has just opened a new restaurant in the same area.

4.5.1 What does the abbreviation *SWOT* stand for? (2)

4.5.2 Do a SWOT analysis of your business, since you are now entering an international market. (4 × 2) (8)

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4.6 Explain how culture influences the consumer's decision-making when buying products. (3)

4.7 Once your business has put its positioning strategies in place, you need to check regularly whether the strategies continue to apply to the target market. The position of your business therefore needs to be monitored.

Give TWO reasons why you need to monitor the positioning strategies. (2 × 2) (4)
[30]

QUESTION 5

5.1 Product differentiation involves developing a strategy that clearly distinguishes a product from a competing product. Name FOUR differentiating strategies. (4)

5.2 Name the FOUR major variables that are used to segment consumer markets. (4)

5.3 What is a *deviation*? (2)

5.4 Indicate whether the following statements represent a DEVIATION or a NON-DEVIATION. Choose the answer and write only 'deviation' or 'non-deviation' next to the question number (5.4.1–5.4.3) in the ANSWER BOOK.

5.4.1 Security personnel at the front gate do not ask visitors to sign the visitor's book when they enter the building.

5.4.2 All staff members of the organisation are given access cards.

5.4.3 Things are left lying around on the shop floor.

(3)

5.5 Give FIVE steps of the consumer decision-making process. (5)

5.6 Identify the changes that can be made when an organisation is repositioning. (5)

5.7 Name the FOUR stages of the product life-cycle, from the time the product is in the market until manufacturers no longer make it. (4)

5.8 Write down the full name of the following abbreviated legal act:

5.8.1 OHSA

5.8.2 Explain what the purpose of the OHSA is. (3)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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