higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR
NQF LEVEL 3

7 December 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	E
	1.1.2	I
	1.1.3	K
	1.1.4	A
	1.1.5	B
	1.1.6	A
	1.1.7	D
	1.1.8	C
	1.1.9	A
	1.1.10	C
	1.1.11	B
	1.1.12	D
	1.1.13	C
	1.1.14	D
	1.1.15	A

(15 × 1) (15)

1.2	1.2.1	False
	1.2.2	True
	1.2.3	True
	1.2.4	True
	1.2.5	False
	1.2.6	False
	1.2.7	True
	1.2.8	False
	1.2.9	True
	1.2.10	False
	1.2.11	True
	1.2.12	False
	1.2.13	True
	1.2.14	False
	1.2.15	False

(15 × 1) (15)

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1
- Personal consumer
- Group consumer
- Business consumer/organisational consumer (3)

2.2
- Problem recognition✓ – consumer recognises a problem.✓
- Information search✓– consumer looks for information before making a purchase.✓
- Evaluation search✓ – consumer looks at the possible products that will meet their needs. The consumer compares the available products to decide what the best choice will be.✓
- Purchase decision✓– is when the consumer buys the product.✓
- Post purchase decision✓ – is when the consumer looks at the advantages and disadvantages of the product once he.she has bought it.✓ (5 × 2) (10)

2.3

SIMILARITIES	DIFFERENCES
Satisfying needs and wants	Number of people involved in buying
All buy products they need	Rules and criteria followed
All exchange resources	Time taken to make buying decisions
	Amounts of products bought

(6 × 1) (6)

2.4 Organisational consumers buy products and services from other businesses so that they can make new products to sell. (2)

2.5
- To manufacture other products
- To sell the same products to other consumers
- To help them carry on with organisation's business (3 × 1) (3)

2.6
- Organisations that use positioning strategies take over competitor's market share.
- To prevent them from being forced into positions to sell products for which there is little demand.
- To avoid occupying positions that are vague and unclear and no one really knows what the business sells.
- To avoid holding no position at all in the market. (3 × 2) (6)

[30]

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QUESTION 3

3.1
- Physical place where buyers and sellers meet
- Buyers and sellers of specific products
- Virtual market on internet (3 × 2) (6)

3.2 3.2.1
- Cotton company
- Shingadiah clothing
- Rose Supermarkets
- Tshwanelo

The above are customers because they are not the end users of the products. (4 + 2) (6)

3.2.2
- Tshwanelo
- Rose Supermarkets

Tshwanelo is the end user of cotton fabric and Rose Supermarkets uses electricity. (2 + 2) (4)

3.3
- Raw materials✓ such as gold and copper✓
- Parts✓ such as machines parts, motor vehicle parts, cell phone and computer parts.✓
- Services✓ such as those supplied by Eskom, security companies✓ (3 × 2) (6)

3.4
- Consumers
- Who have a need or want
- Who are willing to buy
- Who are willing to pay money or credit (Any 2 × 1) (2)

3.5
- Organisations that are the first to sell or deliver new products
- Sale of agricultural products
- Sale of simple manufactured products (3 × 2) (6)

[30]

QUESTION 4

4.1 4.1.1 First time users

4.1.2 Former users

4.1.3 Light / irregular user

4.1.4 Medium users

4.1.5 Heavy users

(5 × 2) (10)

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4.2 Geo-demographic segmentation means a combination of geographic, demographic and lifestyle segmentation. (2)

4.3 4.3.1 Actualizers – are successful, active people who take charge of their lives. They want to develop further and like the finer things in life, such as good food. They are also prepared to work hard to afford these things.✓✓

4.3.2 Believers – are people who are conservative and believe in traditional, old fashioned things. Things such as their family, the church and their community are important to them. They prefer buying local products that they know.✓✓

4.3.3 Makers – prefer to make things themselves and are not interested in what everyone else is buying or what is available on the market. They do physical work such as farming. They are happy to live a simple life with their families and spend most of their free time outdoors. They buy products that serve a specific function such as a sewing machine.✓✓

4.3.4 Experiencers – young people who have a lot of energy and who want to experience many different things. They do not like authority and do not want to obey rules. They admire rich and famous people.✓✓
Award two marks for any one explanation per item (4 × 2) (8)

4.4
- By talking to consumers in the target market to determine whether they are satisfied with the product
- They may ask consumers to complete questionnaires in shops where the products are sold
- They may phone clients to determine whether they are satisfied with the products and services
- Marketers do surveys about the target market's perceptions about products
- Marketers might ask consumers to arrange different products according to buying preference
- Through market research (Any 4 × 1) (4)

4.5
- Search for an open position in the market
- Reposition their existing products or brands. (2 × 2) (4)

4.6 Data collation refers to data preparation. Data is put into a structure that makes it easy to understand and compare. (2)

[30]

QUESTION 5

5.1 Marketing research is a process of finding information about the whole of a company's marketing process. (2)

5.2 Primary data is new data collected for specific research.
Secondary data is data that already exist for other purposes, not specifically for the problem at hand. (2 × 2) (4)

5.3
- Executive summary
- Introduction
- Research objectives
- Hypothesis
- Research methods
- Data collection
- Data collation
- Data analysis
- Findings
- Recommendations
- Conclusions
- References (Any 5 × 1) (5)

5.4

Location✓	Hazard found✓	Recommendation✓✓	Action✓	Date✓
✓				

(6)

5.5
- Natural or biological
- Dangerous working conditions
- Chemical dangers
- Ergonomic dangers
- Physical dangers (5)

5.6
- Introduction stage✓ – a new product is launched or introduced into the market. It is characterised by lots of publicity. Sales and profit are low.✓
- Growth stage✓ – more and more consumers buy the product for the first time and many make repeat purchases. Sales increase gradually and profits rise. Costs associated with the product decline because more products are now being sold. Competitors can now enter the market✓
- Maturity stage✓ – the product settles into the market. The number of consumers who buy the products stays more or less the same. Sales that still take place are mainly to replace products that are consumed.✓
- Decline stage✓ – most products and brands decline or start dying sooner or later. Fewer items are being sold. Consumers might switch to other, newer products. Only products that have a very strong market position will survive the decline stage.✓

(Award one mark for any one explanation per stage) (4 × 2) (8)

[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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