



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

CONSUMER BEHAVIOUR NQF LEVEL 4

(3041034)

**12 March 2018 (Y-Paper)
13:00–16:00**

This question paper consists of 7 pages.

**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**

Complete the following sentences by using the words provided in the list below. Write only the word(s) next to the question number (1.1–1.10) in the ANSWER BOOK.

motivation; follow-up; income; form utility; land; submissive hostile customer;
media scanning; grading label; prospecting; physical distribution; brand;
acknowledgement approach; intensive distribution

- 1.1 ... is a term, design, symbol or any other feature that identifies one marketer's product or service from others.
- 1.2 A ... is quiet and shies away from new ideas and avoids discussing personal issues.
- 1.3 The continual awareness of potential clients is called ...
- 1.4 ... is an internal human driving force that is caused by an unfulfilled need and results in a fulfilled need.
- 1.5 ... is obtained because a product has been transformed into a form, shape and size desired by consumers.
- 1.6 ... deals with the management of the physical flow of goods and services from producer to customer.
- 1.7 The sale technique that is used when a salesperson is busy serving one customer and a second customer or a third enters the store is called ...
- 1.8 ... involves an indication of a product's quality.
- 1.9 The value of financial resources that a person has at his/her disposal is called ...
- 1.10 ... helps to affirm the authority of the way in which you've settle the complaint and provides a means of feedback.

(10 × 1) [10]

QUESTION 2

Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (2.1–2.10) in the ANSWER BOOK.

- 2.1 The negative and doubtful emotion after the purchase is called (social/cognitive) dissonance.
- 2.2 Exclusive distribution is when products are made available at (a few selected/all) intermediaries.
- 2.3 Verimark and Glomail are examples of (indirect/direct) marketing.
- 2.4 A family is a group of people who are genetically and (socially/politically) related.
- 2.5 (Referral/Non-referral) prospecting is known as cold canvassing and means that the representative gathers the names of possible prospects he/she does not know at all.
- 2.6 Company (policy/complaints) helps the company to put things right.
- 2.7 (Scanning/Bar coding) is a numbering system that can be read by an electronic scanner.
- 2.8 (Referral sales/Hesitation approach) is a technique where every customer who buys at one store department is seen as a potential buyer in another department.
- 2.9 (Labelling/Packaging) is a group of activities that involves design, manufacturing and filling a container and wrap the product so that it can be protected and stored.
- 2.10 (Real /Mirror) self deals with how the customer thinks other people see him.

(10 × 1)

[10]

TOTAL SECTION A:

20

SECTION B**QUESTION 3**

- 3.1 Family branding is developed for different product ranges. The firm's name is combined with an individual product name.
Give FIVE examples of family brands. (5 × 1) (5)
- 3.2 Name and explain FIVE stages of the acceptance process. (5 × 2) (10)
- 3.3 Describe the THREE types of conflicts that might occur in the distribution channel. (3 × 2) (6)
- 3.4 Illustrate THREE distribution structure possibilities of distribution channel. (3 × 2) (6)
- 3.5 Qualifying names or leads is one of the steps used to develop a prospect list.
State THREE criteria used to evaluate each lead in this step. (3) [30]

QUESTION 4

- 4.1 First impression is very crucial to sale success. Salespeople are often criticised for not knowing how to make a good first impression.
Name SIX first impression killers and reasons why customers are not buying from certain retail salespeople. (6)
- 4.2 Give TWO examples of goods that consumers can buy using the following types of purchasing decision.
- 4.2.1 Extended purchasing decision
- 4.2.2 Routine purchasing decision
- 4.2.3 Impulsive purchasing decision (3 × 2) (6)
- 4.3 Identify the type of functional packaging strategy used in the following cases:
- 4.3.1 Glass canister containing tea
- 4.3.2 Glass canister containing perfume
- 4.3.3 Kellogg's' cereal Disney collection
- 4.3.4 Variety packs of tea
- 4.3.5 Wine of the month delivery packages (5 × 1) (5)

- 4.4 Labelling links a packaging to a brand. It also provides a description of the product of information on its content.
Name FIVE advantages of labelling. (5)
- 4.5 Explain THREE functions of packaging. (3 × 2) (6)
- 4.6 Provide a list of SEVEN items or information found on a label. (7)
[35]

QUESTION 5

- 5.1 You work as a sales representative at Bruma insurance company. You want to develop a list of names of people you can contact. You ask your satisfied clients for names of people they know so that you can contact them.
Give FIVE examples of questions you would use to get the names. (5)
- 5.2 Referral prospects can be rated using different criteria.
State FOUR criteria that can be used to evaluate referral prospects. (4)
- 5.3 Identify the type of objection from the following sentences.
- 5.3.1 The customer complains about the high cost of a small electric tractor because he/she does not know that it can be used for several things like gardening work, excavation and conveyance.
- 5.3.2 The customer prefers Stuttaford's clothes above JET clothes.
- 5.3.3 I want to communicate with my husband first before I buy this product.
- 5.3.4 I have been using Samsung washing machine for many years and it has always worked well for me. (4 × 1) (4)
- 5.4 Define the term *consumerism*. (2)
- 5.5 State THREE group factors that influence the behaviour of consumers. (3)
- 5.6 Give FIVE factors influencing the nature, size and length of distribution. (5)
- 5.7 Name TWO types of sales agents/intermediaries. (2)
- 5.8 State FIVE different types of retailing methods. (5)
[30]

QUESTION 6

Read the following scenario and answer the questions.

A customer complaint that the guarantee of an electric kettle has just expired and that the kettle has now broken. Your authority only allows you to replace the kettle if it is still under guarantee. The customer is very upset and threatens to tell the newspapers that you are selling 'rubbish kettles' that only last for a year.

- 6.1 List SEVEN guidelines to be considered when handling this customer complaint. (7)
- 6.2 Briefly explain the following strategies for dealing with the above-mentioned customer complaint:
- 6.2.1 Glide to leg
- 6.2.2 Pathfinder (2 × 2) (4)
- 6.3 Customers tend to support shops where they are treated as human beings and not sources of income.
State THREE principles which the salesperson must adhere to in keeping good relationships with customers. (3 × 2) (6)
- 6.4 List FIVE advantages of bar coding to the retailer. (5)
- 6.5 Identify the perception components in the descriptions given below.
- 6.5.1 Implies that the customer cannot process a big amount of information he/she receives in a short period.
- 6.5.2 Means the customer only remembers information that is in line with his/her attitude and convictions and forgets the rest.
- 6.5.3 Means the customer organises product information according to his/her personal convictions and attitude. (3 × 1) (3)
- 6.6 Describe FIVE dressing codes the sales person should avoid when going to work. (5)
- 6.7 To identify and assess customer satisfaction there is criteria that can be used. List FIVE criteria used to measure the customer's satisfaction. (5)

[35]

TOTAL SECTION B: 130
GRAND TOTAL: 150