



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

**CONSUMER BEHAVIOUR
NQF LEVEL 4**

11 March 2020

This marking guideline consists of 6 pages.

SECTION A**QUESTION 1**

- 1.1 True
- 1.2 True
- 1.3 False
- 1.4 True
- 1.5 True
- 1.6 False
- 1.7 False
- 1.8 False
- 1.9 True
- 1.10 True
- 1.11 True
- 1.12 False
- 1.13 False
- 1.14 True
- 1.15 True

(15 × 1) [15]

QUESTION 2

- 2.1 Glide to leg
- 2.2 Selective retention
- 2.3 Referral sale
- 2.4 Culture
- 2.5 Product warranty
- 2.6 Prospecting
- 2.7 Utility
- 2.8 Referral prospecting
- 2.9 Sales agents
- 2.10 Limited decision
- 2.11 Labelling
- 2.12 Retailer
- 2.13 Packaging
- 2.14 Horizontal
- 2.15 Neutral statement

(15 × 1) [15]

TOTAL SECTION A: 30

SECTION B**QUESTION 3**

- 3.1
- To whom the complaints should be directed
 - What information should be obtained
 - What records must be kept
 - How to handle minor complaints
 - Identifying and routing serious complaints
 - Action to be taken when complaints are rejected
 - What should be done with the records of complaints
- (Any 6 × 2) (12)
- 3.2
- 3.2.1 Birth, engagement, marriage, home purchase, property transfer, etc.
- 3.2.2 New job, promotion, professional fees, college and university graduation, inheritance, winning of law suits and lottery
- 3.2.3 Death of friends, accidents, illness , narrow escapes
- 3.2.4 Contract awarded, business expansion, building permits
- 3.2.5 Business purchased or reorganised, incorporation notices, new key people in the business, new partnership
- (5 × 1) (5)
- 3.3
- Know what they are buying
 - Know the correct storage and food preparation
 - Make correct food choices
 - Compare food products for value for money
- (4)
- 3.4
- Users
 - Initiator
 - Deciders
 - Influencers
 - Gatekeepers
 - Buyers
 - End users.
- (4 × 1) (4)
- 3.5
- Wood
Cardboard
Glass
Shipping containers
Foam
Metal polystyrene
Cloth
Plastic
- (Any 5 × 1) (5)

[30]

QUESTION 4

- 4.1
- Gather names
 - Qualify names
 - Evaluate and rate names
 - Set up a prospect file
- (4)
- 4.2
- 4.2.1 Greeting the customer is the first impression technique that is applied under all circumstances.
- 4.2.2 This technique is used when a customer shows interest in a specific product.
- 4.2.3 It is used when a salesperson is very busy serving one customer and a second or third enters the store.
- 4.2.4 It is used when a salesperson greets a customer and on purpose keeps quiet for a couple of seconds.
- (4 × 2) (8)
- 4.3
- 4.3.1 Intensive distribution is used when the business makes its products available at all possible ✓ outlets and it aims at achieving maximum market penetration ✓.
- (2)
- 4.3.2 Convenient goods, for example bread, cigarettes, toothpaste, roll-on, newspapers, etc.
- (2 × 1) (2)
- 4.4
- Need/problem recognition ✓ - It is the moment when the consumer becomes aware that he/she has a need. ✓
 - Search for information ✓ – Once the need has been recognised the person will conduct a search for information on how the need can be satisfied. ✓
 - Evaluation ✓ – It involves the appraisal of the attributes and benefits of various alternatives. ✓
 - Decision taking ✓ – Once the potential customer has sufficient information on the alternative options to satisfy the need, a choice is made. ✓
 - Action ✓ – Positive decision taking is followed by purchasing action. ✓
 - Post purchase evaluation ✓ – It is an evaluation of the extent to which the purchase lived up to the consumer's expectation. ✓
- (6 × 2) (12)
- 4.5 The salesperson does not get names of prospects from satisfied customers, he/she gathers a lot of names ✓ from a variety of sources ✓.
- (2)

[30]**QUESTION 5**

- 5.1
- Promote voluntary co-operation
 - Compel/force co-operation
 - Convince intermediaries of benefits
- (3)

- 5.2 Motivation✓ – is an internal human driving force that is caused by an unfulfilled need and result in fulfilled need. ✓
Perception✓ – is the result of the human mind selecting, organising and integrating stimuli into a meaningful and coherent picture. ✓
Learning✓ – the human capacity to assimilate information ✓
Attitude✓ – refers to a consumer’s consistently positive and negative opinions, evaluations and feelings about something whether you like or dislike it. ✓
Personality and lifestyle✓ – the inner characteristic that reflects the way a person responds to environmental factors. A person’s personality determines his/her lifestyle. ✓ (Any 3 × 2) (6)
- 5.3
- Land cost
 - Building cost
 - Buy or rent
 - Quantity
 - Special requirement
- (5)
- 5.4 It refers to how well the product that is sold by an organisation, meets the expectations. (2)
- 5.5.1 The picture represents a positive body language and the customer seems to be happy. (2)
- 5.5.2
- Keep your face relaxed and friendly
 - Smile when greeting customers
 - Keep palms open
 - When listening to someone, it is better to lean forward into the conversation than to lean away, to show that you are interested.
 - Enlarging eyes
 - Playing with a pen
 - Scratching the head
 - Silence – when someone else speaks, being silent can show them that you are listening to them.
 - Kinesics – do not fold your arms, cross your legs – this gives the impression that you are not interested in talking to the person.
 - Touching – can reassure the other person of your attention.
 - Distance – do not enter the customer’s private space – they may feel uncomfortable. (Any 3 × 1) (3)
- 5.6 Well-thought-out packaging is much more appealing than packaging which seems to have been chosen at random. A neatly wrapped chocolate, for example is much more appealing than one which is roughly covered in paper. (2)
- 5.7 A logo is a tool used to denote a special styled company name✓ designed as part of the image ✓ of the company. (2)

- 5.8
- Target market
 - Product
 - Producers
 - Environment
 - Competitors
 - Existing distribution structure
- (Any 5 × 1) (5)
[30]

QUESTION 6

- 6.1
- Number of potential customers
 - Concentration
 - Buying habits
 - Operational costs
 - Transportation
 - Warehousing
 - Stockholding
- (Any 6 × 1) (6)
- 6.2
- 6.2.1 Extended
- 6.2.2 Impulsive
- 6.2.3 Routine
- 6.2.4 Limited
- (4 × 1) (4)
- 6.3
- Packaging that is geared towards children should be colourful, kids love neon colours and bright primary colours
 - Products that are meant for a more upscale market should be elegantly packaged in packaging that emphasises quality.
 - Pet food should be packaged for the pet owner and should include colourful packages of healthy animals on the packaging to make it easier for the consumer to choose the product.
 - Health food should display pictures of wholesome images of fresh fruit, vegetables and grains on the packaging.
- (4 × 2) (8)
- 6.4
- 6.4.1 Dominant hostile
- 6.4.2 Submissive warm
- 6.4.3 Submissive hostile
- 6.4.4 Dominant warm
- (4 × 2) (8)
- 6.5
- They greet customers and then only ask them very briefly what they want.
 - They assume that they automatically know what customers want.
 - They have watched them browsing around.
 - They then immediately start explaining the features and benefits of a product they reckon the customer might be interested in.
 - Salespeople assume that customers always know exactly what they need.
- (Any 4 × 1) (4)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150