



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING & LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF MARKETING	
<b>QUALIFICATION CODE:</b> 07MARB	<b>NQF LEVEL:</b> 7
<b>COURSE CODE:</b> CA0712S	<b>COURSE NAME:</b> CONSUMER AND ORGANISATION BUYING BEHAVIOUR
<b>SESSION:</b> NOVEMBER 2019	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	MS. B.M. VAN NIEKERK (FT/PT)
<b>MODERATOR</b>	MR. STEWART LUWIZHI

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper consists of <b>THIRTEEN (13)</b> questions</li><li>2. Answer <b><u>ALL</u></b> questions</li><li>3. Write as legible as possible, and as precise as possible</li><li>4. Indicate your class lecturer's name on your answer sheet</li><li>5. Read each question carefully</li><li>6. Allocate your time appropriately</li></ol>

**THIS QUESTION PAPER CONSISTS OF THREE (3) PAGES INCLUDING THE FRONT PAGE.  
GOOD LUCK!**

**SECTION A: DESCRIPTIVE QUESTIONS**

**[50]**

**QUESTION 1**

**(2x2=4 marks)**

Differentiate between personal consumer and organizational consumer.

**QUESTION 2**

**(4x2=8 marks)**

The goal of all marketers is to build and maintain successful relationships with their consumers. Describe the four (4) key aspects marketers can focus on in order to build and maintain successful relationships.

**QUESTION 3**

**(3x3=9 marks)**

Marketing research is used to generate, refine, and evaluate possible marketing actions. Explain why marketing research is conducted in order to understand the importance of consumers. Make use of practical examples to aid your explanations.

**QUESTION 4**

**(2 marks)**

Differentiate between validity and reliability.

**QUESTION 5**

**(2 marks)**

Identify two (2) types of projective techniques that can be followed in a qualitative research method.

**QUESTION 6**

**(5x2=10 marks)**

Describe how culture is considered to be learned and expressed in various ways.

**QUESTION 7**

**(5x3=15 marks)**

A traditional family life cycle consists of five stages. As the traditional life cycle progresses through the stages, the products that the family purchases also change. Describe the five (5) stages of a traditional family life cycle and name the products that they are likely to purchase and why.

**SECTION B: APPLICATION QUESTIONS**

**[50]**

**Read through the following case study and answer the questions that follow.**

**MR MUSCLE® 5 IN 1 KITCHEN CLEANER**

Mr Muscle® provides a range of superior cleaning products scientifically formulated to make the toughest cleaning jobs easier. The brand is constantly innovating by understanding its consumers' cleaning needs and by adapting to the changing consumer habits that have taken place over the years. Mr Muscle® is a household name from 1985 till now to its South African customers and is one of the most popular and recognisable brands in the household cleaning aisle.

One of their most popular products, the Mr. Muscle 5 in 1 kitchen cleaner which is specially formulated to tackle tough kitchen grease and grime quickly and easily with the added benefit of disinfecting kitchen by 99.99%. Mr. Muscle 5 in 1 kitchen cleaner is suitable for use on most kitchen surfaces including cooker tops, sinks and work surfaces. This is an ideal product for the Namibian market as it is so easy to use. Just turn the nozzle to the "ON" position, spray surface and wipe the dirt, bacteria and grime away with a damp cloth!



Recently Mr Muscle kitchen cleaner's sales have levelled off, and managers want to increase market share as soon as possible. Managers are hard at work investigating each and every aspect of the product and marketing mix, in order to maintain the sales of Mr Muscle 5 in 1 kitchen cleaner.

**QUESTION 8** **(12 marks)**

8.1 Name and motivate any two (2) relevant demographic characteristics that the 5 in 1 kitchen cleaner Mr Muscle product uses as a basis of segmentation. (4)

8.2 Identify two (2) consumption specific segmentation variables which Mr Muscle uses for the 5 in 1 kitchen cleaner product and explain how Mr. Muscle uses these variables (4)

8.3 Identify the targeting implementation strategy approach used by Mr Muscle 5 in 1 kitchen cleaner. Provide reasons for your answer. (4)

**QUESTION 9** **(2x2=4 marks)**

Describe the two (2) types of consumer needs that Mr. Muscle 5 in 1 kitchen cleaner product would fulfill once consumers purchase this product.

**QUESTION 10** **(4x2=8 marks)**

Explain any four (4) types of perceived risks a consumer may experience when purchasing Mr. Muscle 5 in 1 kitchen cleaner. Your answer should be applicable to the case study.

**QUESTION 11** **(4x2=8 marks)**

Name and discuss, with the aid of examples, the basic motivational functions that consumers will try to fulfill by purchasing the Mr. Muscle 5 in 1 kitchen cleaner product.

**QUESTION 12** **(3x2=6 marks)**

Name and explain the three levels of consumer decision-making that consumers may engage with once confronted with the need for Mr. Muscle 5 in 1 kitchen cleaner?

**QUESTION 13** **(4x3=12 marks)**

Learning only takes place when four basic elements are present. Identify and describe the four (4) elements that should be present for learning to occur.