higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 2

(11030012)

22 November 2024 (Y-paper)
13:00–16:00

This question paper consists of 7 pages and 1 addendum.

515Q1N2422

Copyright reserved

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
WHOLESALE AND RETAIL
NQF LEVEL 2
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. Use only black or blue ink.
5. Write neatly and legibly.

Copyright reserved

SECTION A

QUESTION 1

1.1 Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

supply chain; electronic point of sale; scanners; store appearance; shrinkage, profit; greeting; cash; debit card; names to faces; retail; shouting

1.1.1 … a customer is an example of the customer service concept.

1.1.2 A neat … may influence customers to come and buy.

1.1.3 … is important for the survival of a wholesale or retail outlet.

1.1.4 … is a term that is used when a business experiences the loss of any profits.

1.1.5 … flow from the customer to the bank.

1.1.6 A … can be used to record sales transactions.

1.1.7 Matching … is a fraud prevention method.

1.1.8 A … is a form of payment.

1.1.9 Stock can be counted by using … .

1.1.10 The ... ensures that products are delivered to the end user.

(10 × 1) (10)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 Stock counting is done when every item is counted.

1.2.2 High impact zones are used to influence sales.

1.2.3 Poor administration in a store does not cause shrinkage.

1.2.4 Credit and debit card slips are recorded on the cash-up document.

1.2.5 A till short is when a till has more money than expected.

1.2.6 If stock count is less than the actual physical stock, the buyer will buy more stock than the business actually needs.

Copyright reserved

1.2.7 Stock should be in trolleys to prevent injury to customers.

1.2.8 Price labels are changed when a product changes in price.

1.2.9 A planogram is used to communicate display instructions.

1.2.10 Merchandising plays a role in making sure that FMCG products are available for customers.

(10 × 1) (10)

1.3 Choose an item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–K) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1	Shelf label	A	a technique used to highlight products on promotion
1.3.2	Stock rotation	B	when a business has more expenses than earnings
1.3.3	Property and maintenance	C	a price marking method
1.3.4	Gondola ends	D	a support function applicable to wholesale and retail
1.3.5	Screamer board	E	moving older stock to the front of the shelf and placing newer stock at the back
1.3.6	Flow of stock	F	guides customers to make a decision based on their needs
1.3.7	Losses	G	the movement of goods from the supplier until the customer leaves the store
1.3.8	Kimbal tags	H	purchasing products in large quantities
1.3.9	Wholesaling	I	a type of display fixture used in retail
1.3.10	Sales assistant	J	methods used for displaying prices to customers
		K	purchasing of products in small quantities

(10 × 1) (10)

[30]

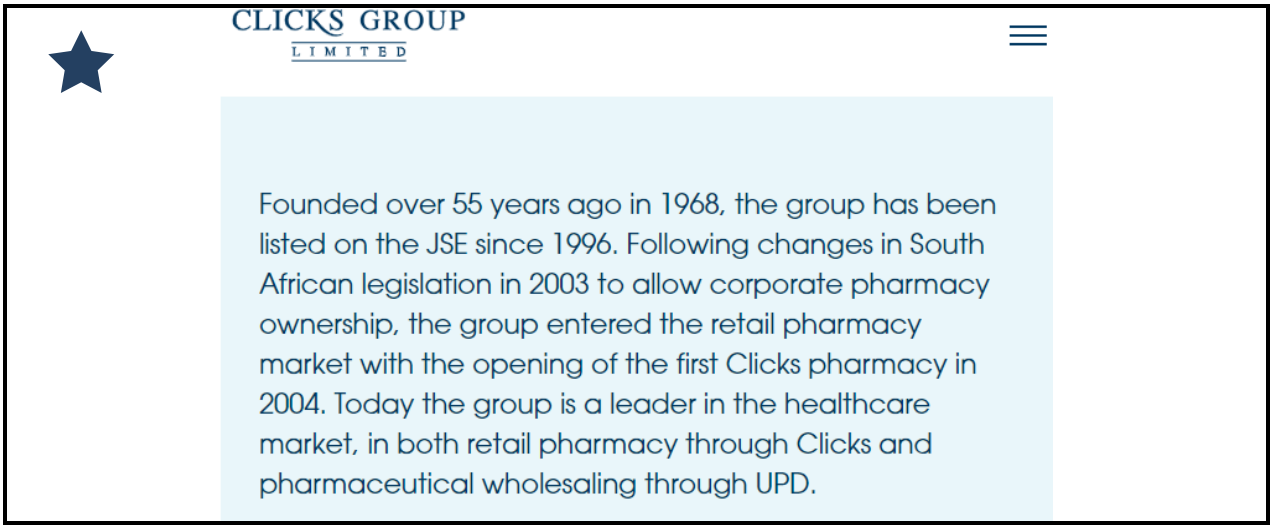
TOTAL SECTION A: 30

Copyright reserved

SECTION B

QUESTION 2

Read paragraph below then answer all questions.



2.1	Explain the role of government in the wholesale and retail industry.		(2)
2.2	Name the category Clicks belongs to.		(1)
2.3	Name a sub-sector Clicks belongs to.		(1)
2.4	Provide ONE example of the role played by Clicks within the supply chain process.		(1)
2.5	As per QUESTION 2.4 above, explain how Clicks keeps customers loyal to its business.		(2)
2.6	Identify TWO operational functions.	(2 × 2)	(4)
2.7	Discuss the concept *consumer behaviour*. Provide ONE example.		(1)
2.8	Describe basic customer behaviour patterns within Clicks retail stores. Provide TWO practical examples.	(2 × 2)	(4)
2.9	Identify the target market of Clicks. Provide ONE example.		(2)
2.10	Which services can Clicks offer to attract a certain target market?		(2)
			[20]

QUESTION 3

3.1 Define *merchandising.* (2)

3.2 Identify TWO display fixtures which can be used to arrange different types of merchandise. (2)

3.3 Identify an area where mannequins are predominantly displayed within wholesale and retail stores. Provide ONE example. (2)

3.4 Explain when screamer boards are used. (2)

3.5 Identify ONE display method that is used to price products for the low LSMs target market. (2)

3.6 Explain your understanding of the term *set layouts*. (2)

3.7 Describe how you would handle hazardous merchandise when filling a display. (2)

3.8 Explain the importance of stock rotation within the wholesale and retail industry. (2)

3.9 Explain the impact of empty shelves on sales. Provide TWO examples. (4)

[20]

QUESTION 4

4.1 Provide alternative terms to explain the following as they appear on the income statement:

4.1.1 Bottom line

4.1.2 Top line

(2 × 2) (4)

4.2 Explain the impact of breakages on a business. (2)

4.3 Discuss the impact on the retail store of staff not identifying signs of a potential shoplifter. Provide TWO examples. (6)

4.4 Explain how you would handle the situation when you notice the following:

4.4.1 A customer stealing

4.4.2 Another employee stealing

(2 × 2) (4)

4.5 Explain why it is necessary to secure your business from unauthorised access.

(2 × 2) (4)

[20]

Copyright reserved

QUESTION 5

5.1 Identify THREE forms of payment. (3 × 2) (6)

5.2 Explain why it is necessary for a cashier to use a float. (2)

5.3 Describe the impact on the store of cashiers failing to do a cash uplift regularly as required by the retail store. Provide TWO examples. (6)

5.4 Complete the cash flow process on the ADDENDUM (attached), by writing your answers on the lines provided or inside the boxes. Complete (a-f).

Detach the ADDENDUM, write your examination number in the space provided and hand in with your ANSWER BOOK.

(4 × 3) (12)

5.5 Describe how a cashier can prevent losses while accepting cash. Provide TWO examples. (2 × 2) (4)

5.6 Explain the impact of a cashier not having change in the cash register. Provide TWO examples. (2 × 3) (6)

5.7 Explain the difference between *till shorts* and *till overs.* (4)

[40]

QUESTION 6

6.1 Describe the impact of poor stock control measures within wholesale and retail. Provide TWO examples. (2 × 3) (6)

6.2 Discuss the impact of incorrect stock counts; i.e., counted stock being less than the computer stock on hand. Provide TWO examples. (2 × 3) (6)

6.3 Describe the impact of failure to prepare for stock taking properly. Provide TWO examples. (2 × 3) (6)

6.4 Identify TWO support functions. (2 × 1) (2)

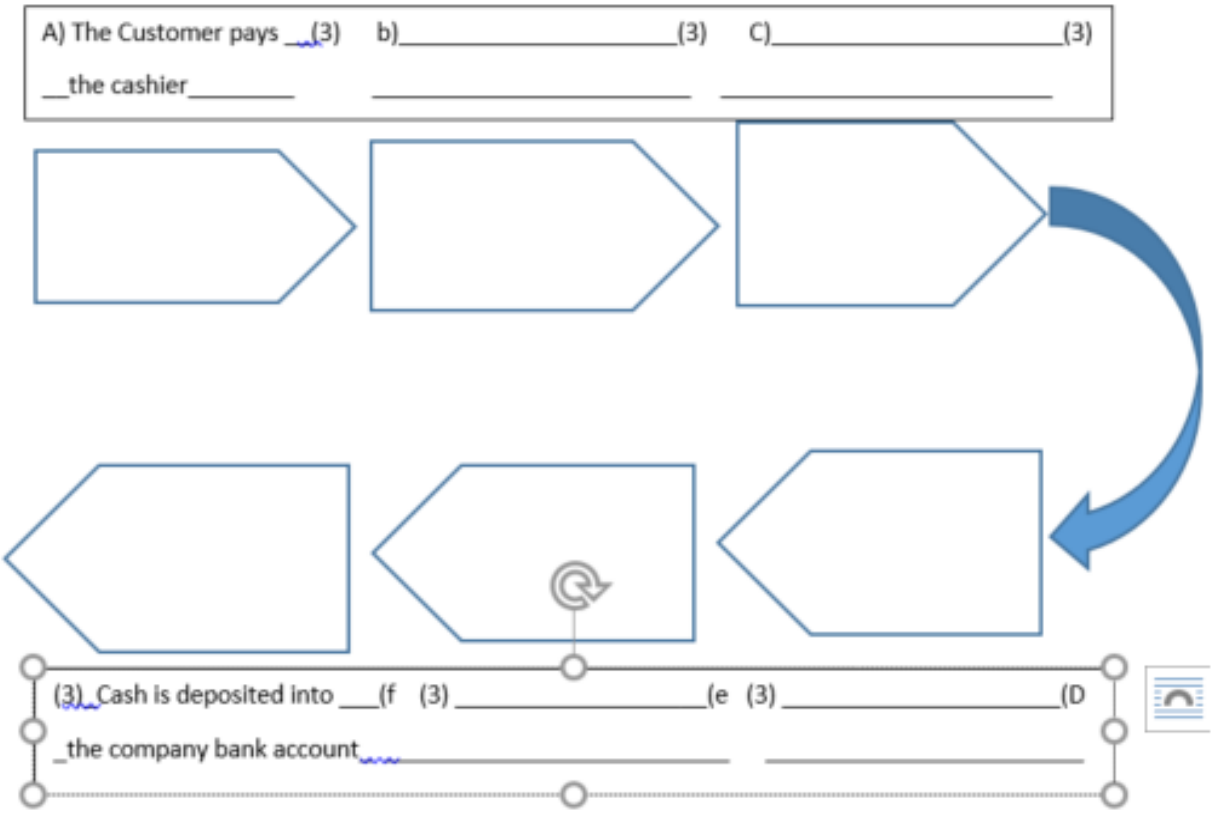
[20]

TOTAL SECTION B: 120
GRAND TOTAL: 150

Copyright reserved

ADDENDUM

FLOW OF CASH



(12)

Copyright reserved