higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 4

(11030034)

22 November 2024 (X-paper)
09:00–12:00

Calculators may be used.

This question paper consists of 11 pages and 2 answer sheets.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
WHOLESALE AND RETAIL
NQF LEVEL 4
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 a black or blue pen.
5. Write neatly and legibly.

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SECTION A

QUESTION 1

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 … can notice the difference between what sales assistants may say and what their bodies may communicate with their movements.

A Online
B Children
C Internal theft
D Perceptive customers

1.2 Measuring how many customers keep returning to purchase from the store and bring repeat business:

A Customer retention
B Retailers
C Wholesalers
D Franchisers

1.3 Comparing the bank account of the business to the records of the business:

A Receiving
B Reconciliation
C Dispatch
D POS

1.4 An expense that could change from noncontrollable to controllable depending on the type of business:

A Electricity
B Merchandise
C Sales team
D Shoes

1.5 A retailer taking a range of actions to ensure a positive impact on the environment:

A Legislation
B Acts
C Green retailing
D Laws

1.6 Protects workers and job seekers from unfair discrimination:

A Consumer Protection Act
B Labour Relations Act
C Employment Equity Act (EEA) 55 of 1998
D Sectoral Act

1.7 A loss of gross profit that can have a huge effect on the business:

A Unplanned markdowns
B Inflation
C High prices
D Displays

1.8 The amount of time taken to resolve customer queries:

A Listening skills
B Query
C Turnaround time
D Life skill

1.9 Having enough stock to cover expected sales but not having too much stock:

A Stock supervision
B Effective stock control
C Replenishment
D Reserve stock

1.10 Helps guide sales teams to generate the income needed for the business:

A Managers
B Sales targets
C Colleagues
D Sales team

(10 × 1) **[10]**

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QUESTION 2

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 Swapping change is one of the transactions that needs supervisor authorisation.

2.2 If the business is trying to improve its gross profit, it should promote higher margin categories.

2.3 Overtime is one of the controllable and variable expenses.

2.4 Feedback cards are used to measure a customer's service experience.

2.5 Marketing mix is a tool used by retailers when planning strategies and implementing advertising ideas.

2.6 Management should check every single item in the receiving area as a measure to reduce shrinkage.

2.7 Supervisors must always keep their keys with them and never give it to other staff members.

2.8 Green retailing is an approach where a retailer takes a range of actions to ensure that the business has a positive impact on the environment.

2.9 The last step in the flow of stock process in a retail business is when the cashier records the goods on the POS and the customer pays for it.

2.10 Stage 1 of how to supervise promotional activities requires that stock availability should be checked during the promotional period.

(10 × 1) **[10]**

QUESTION 3

Complete the following sentences by choosing a word or words from the list below and writing it next to the question number (3.1–3.10) in the ANSWER BOOK.

marketing; effective stock control; checklist; body language; Basic Conditions of Employment Act 75 of 1997; cost price of goods; selling prices; the days of supply; passwords; year-on-year reports

3.1 The … department creates awareness of and exposure to products.

3.2 … is an element to consider when evaluating the service provided by a sales assistant.

3.3 … are used by retailers to ensure that a dishonest cashier never has access to authorise transactions whilst acting as a supervisor.

3.4 Wholesalers use … to measure the number of days that the amount of stock they have will last for the business to continue trading without reordering.

3.5 The purpose of the … is to advance economic development and social justice.

3.6 A retailer can reduce the … and keep the selling price the same to increase the gross profit.

3.7 Retailers use … to evaluate the previous year's performance in order to arrive at an appropriate growth figure for the current year.

3.8 Another way of increasing the gross profit is to put up the …

3.9 An effective … must list the areas where shrinkage can occur and give exact detail to management.

3.10 … means having enough stock to cover expected sales but not having too much stock.

(10 × 1) **[10]**

QUESTION 4

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (4.1–4.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.1	Protecting a business from future economic changes that could cost the business, such as investing in greener equipment options	A	promotion
4.2	Code that stands for price look-up given for items in a store without a bar code	B	statement
4.3	Way in which a sales assistant notices a customer	C	product knowledge
4.4	One of the places management should secure so that shrinkage can be reduced on the shop floor	D	mark-ups
4.5	Activity that contributes to increased sales	E	future proofing
4.6	Account often sent by suppliers to retailers at the end of every month	F	overstocks
4.7	Element to consider when evaluating a service provided by a sales assistant	G	inflation
4.8	Changing selling prices in a business	H	PLU
4.9	Negative impact on the business bottom line	I	attentiveness
4.10	Price increase	J	fire exits

(10 × 1) **[10]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

South Africa is currently experiencing loadshedding, which disrupts the daily operations of the wholesale and retail industry and leads to extra expenses. There is not a day that goes by without having hours without electricity. As a manager of a retail store, you are expected to serve customers to their satisfaction but people are reluctant to go shopping, as it might be waste of time, transport and money.

5.1 Identify FOUR actions to acknowledge and encourage staff to keep exceeding customer expectations. (4)

5.2 Under these unpleasant circumstances, advise a store CEO on how to use each of the following methods to measure the service of the store:

5.2.1 Feedback cards

5.2.2 Panel discussions

(2 × 6) (6)

5.3 Explain how training can assist staff in attracting more customers to the store. (3)

5.4 Give FIVE entry-level positions in a furniture store. (5)

5.5 Explain the importance of *green retailing*. (2)

5.6 How is green retailing implemented in a store with regard to each of the following?

5.6.1 Energy efficiency

5.6.2 Packaging of products

(2 × 3) (6)

5.7 During a staff meeting, a trainee manager raised the point that life is becoming more expensive due to the high prices of products.

5.7.1 Explain the term *inflation*. (1)

5.7.2 Discuss TWO actions retailers can take to mitigate the challenges of inflation, loadshedding and increasing supplier costs. (2 × 2) (4)

5.8 When developing an action plan, on which areas should management concentrate their efforts to reduce expenses of a business? (2 × 2) (4)

5.9 Give FIVE pieces of information that a team will need to organise a promotion. (5)

[40]

QUESTION 6

6.1 Given the following formulas:

- Stock turn = annual sales / average SOH
- Weeks cover = average SOH / average weekly sales
- Days of supply = average SOH / average daily sales

Product: Clover Long-life Milk 1 ℓ

- Average daily sales = 20
- Average SOH = 15

Calculate the:

6.1.1 Stock turn (8)

6.1.2 Weeks cover (8)

6.1.3 Days of supply (4)

6.2 Give SIX examples of how a retail store can improve sales and profit. (6)

6.3

TELEPHONE REPORT MMOLAWA (PTY) LTD AS AT END NOVEMBER 2023		
EXPENSES	**ACTUAL**	**BUDGETED**
Telephone	39 604	20 000

The store received a photo of an unexpectedly high telephone bill from your head office.

You have been asked to create an action plan outlining how you intend to make things better. Use ANSWER SHEET 1 (attached) to create the action plan. The following elements should be part of your plan:

- New target
- Three steps
- Plan to reach targets (3 × 3) (9)

6.4 Discuss the entire process of banking reconciliation within the wholesale and retail sector. (5)

[40]

QUESTION 7

7.1 State SEVEN critical points to evaluate when supervising promotional activities. (7)

7.2 Give FOUR criteria to keep in mind when evaluating the performance of a sales team. (4)

7.3 Explain how supervisors at tillpoints can authorise each of the following to prevent money from being lost at the POS:

7.3.1 Refunds (2 × 2) (4)

7.3.2 Voids (2 × 2) (4)

7.4 List THREE other transactions, not included in QUESTION 7.3, that require supervisors to override at tills. (3)

7.5 As Mmolawa is a tiny store, their financial reconciliation is done via cash transfer documentation.

Compile the bank deposit slip for Mmolawa on ANSWER SHEET 2 (attached) by using the following information:

Cash Handover Control: Mmolawa Store		
Date: 3 November 2023		
Name: Motloung Piet		
Employee number: 6532		
POS number: 15		
Notes	**Quantity**	**Value**
R200,00	5	1 000
R100,00	3	300
R50,00	5	250
R20,00	3	60
R10,00	4	40
Subtotal		
Coins		
R5,00	10	50
R2,00	15	30
R1,00	25	25
0,50		
0,20		
0,10		
0,05		
Total		
Credit cards	900	900
Debit cards	300	300
Coupons	100	100
Gift vouchers	2 000	2 000
Till overs		
Till short		
Cahier acknowledge		
Cash office clerk Acknowledgement		

(8)
[30]

TOTAL SECTION B: 110
GRAND TOTAL: 150

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ANSWER SHEET 1

Topic	Target/ Budgeted	Three steps to overcome		By when
		1		
		2		
		3		

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ANSWER SHEET 2

Deposit

Date _____

Name _____

Account Number _____

The Money Bank
Cashton, NC 22222

CASH		
CHECKS		
Subtotal		
Less Cash		
TOTAL		

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