higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 2

25 November 2024

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	Greeting		
	1.1.2	Store appearance		
	1.1.3	Profit		
	1.1.4	Shrinkage		
	1.1.5	Cash		
	1.1.6	Electronic point of sale		
	1.1.7	Names to faces		
	1.1.8	Debit card		
	1.1.9	Scanners		
	1.1.10	Supply chain		
			(10 × 1)	(10)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	False		
	1.2.4	True		
	1.2.5	False		
	1.2.6	True		
	1.2.7	True		
	1.2.8	True		
	1.2.9	True		
	1.2.10	True		
			(10 × 1)	(10)
1.3	1.3.1	C		
	1.3.2	E		
	1.3.3	D		
	1.3.4	I		
	1.3.5	A		
	1.3.6	G		
	1.3.7	B		
	1.3.8	J		
	1.3.9	H		
	1.3.10	F		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1
- Makes laws on how the business pays its staff.
- Collects VAT on the sales of the business. (Any ONE) (2)

2.2 Groups or chains (1)

2.3
- Speciality
- Multi-subsector (Any 1 × 2) (1)

2.4 Clicks provides customers with products and services.
(Or any other relevant answers 2 × 1) (1)

2.5 Clicks provides customers with a loyalty card, which gives customers benefits of discounts and points. (Or any other relevant answers 1 × 2) (2)

2.6
- Cashier/Till operator
- Receiver
- Shelf filler
- Sales assistant (Or any other relevant answers 2 × 2) (4)

2.7
- Consumer behaviour is the actions or decisions that households make when they choose to buy.
- Consumer behaviour consists of how the consumers' emotions, attitudes and preferences affect their buying behaviour.

(Or any other relevant answer) (1)

2.8 Customer patterns are habits or routines✓✓ that consumers establish through the products and services they buy.✓✓ Customers can move directly to aisles they are familiar with to buy products they want such as facial cremes. Customers can move straight to the pharmacy to collect their regular medicine.
(Or any other relevant answer 2 × 2) (4)

2.9 A group of customers at which a product is aimed; in the case of Clicks, middle to upper-income customers. (Or any other relevant answers 2 × 1) (2)

2.10
- Offering products at discounted prices.
- Offer exclusive products.
- Offer financial products to customers. (2)

[20]

QUESTION 3

3.1 The activity of promoting the sale of goods by their presentation in retail outlets. (Or any other relevant answer 2 × 1) (2)

3.2
- Gondolas
- Bins
- Fridges
- Tables (Or any other relevant answers 2 × 1) (2)

3.3 Display windows (2)

3.4 They are put next to a product, larger in size, have more details that describe the item such as benefits of a product. (Or any other relevant answers 2 × 1) (2)

3.5 Large displays which show prices; meant to be visible. (2)

3.6
- They ensure product display discipline.
- They ensure that bestselling products are placed in the correct spot. (2)

3.7
- Use gloves.
- Store products correctly as directed on their labels. (Or any other relevant answers 2 × 1) (2)

3.8
- There should be no damaged stock on the display.
- Merchandise should be brought to the front so that customers can see it. (Or any other relevant answers 2 × 1) (2)

3.9
- Damage to the reputation of the business.
- Losing sales. (Or any other relevant answers 2 × 2) (4)

[20]

QUESTION 4

4.1 4.1.1 Bottom line refers to the net profit after tax.
4.1.2 Top line refers to the sales or turnover on the income statement. (2 × 2) (4)

4.2
- If products get damaged, the business has to pay from the profits from the sales of the other products.
- Loss of profits
- Possible retrenchments (Or any other relevant answers 2 × 1) (2)

4.3
- Shoplifting rates may be high.
- Shoplifters will not be caught.
- Profit will be lost.
- Lower profit affects growth of business.
- Staff may be retrenched. (Or any other relevant answers 2 × 3) (6)

4.4 4.4.1 You must see them take the merchandise from the display, then follow them without losing sight and report to management or security. . (Or any other relevant answer)

4.4.2 You must see the suspect conceal the merchandise, then follow them without losing sight and report to management or security.
(2 × 2) (4)

4.5
- To prevent theft.
- To prevent accidents that may harm your workers.

(Or any other relevant answers 2 × 2) (4)
[20]

QUESTION 5

5.1
- Credit card
- Debit card
- Coupon (3 × 2) (6)

5.2 So that she can give customers change. (Or any relevant answer) (2)

5.3
- The risk of robbery is high.
- The store could lose out on an insurance claim payout based on failing to apply appropriate measures to secure money at till points.
- The store could become a target of criminals.
- Lives could be lost. (Or any relevant answers 2 × 3) (6)

5.4 a. − The customer pays the cashier.
b. − Money is kept in the till drawer until end of the day.
c. − The cashier takes the money to the cash office.
d. − The cash office clerk prepares the cash to go to the bank.
e. − Cash collection guards collect cash and take it to the bank.
f. − Cash is deposited into the company's bank account. (Any 4 × 3) (12)

5.5
- Use UV light to detect counterfeit cash.
- Use prescribed uplift methods.
- Avoid been too friendly with customers.
- Scan barcodes.
- Count the change given to customers.

(Or any relevant answers 2 × 2) (4)

5.6
- Lost potential sales
- Angry customers
- Loss of profits (Any 2 × 3) (6)

5.7 Till shorts is when the till contains less money than expected✓✓ and till overs is when the till has more money than expected.✓✓ (4)
[40]

QUESTION 6

6.1
- Poor sales
- Loss of profit
- Low net profit
- Inability to pay expenses (Or any relevant answers 2 × 3) (6)

6.2
- Orders will be inflated by buyers.
- This will result in overstocks.
- This will result in expired stock.
- This will result in loss of profit. (Or any relevant answers 2 × 3) (6)

6.3
- Inaccurate stock counts
- Inaccurate orders
- Low or high sales
- Over or understocks (Or any relevant answers 2 × 3) (6)

6.4
- HR
- IT
- Buying
- Marketing
- Finance (Or any relevant answers 2 × 1) (2)

[20]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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