higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 4

22 November 2024

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 A
1.3 B
1.4 A
1.5 C
1.6 C
1.7 A
1.8 C
1.9 B
1.10 B

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 True
2.3 True
2.4 True
2.5 True
2.6 True
2.7 True
2.8 True
2.9 True
2.10 True

(10 × 1) **[10]**

QUESTION 3

3.1 marketing
3.2 body language
3.3 passwords
3.4 days of supply
3.5 Basic Conditions of Employment Act 75 of 1997
3.6 cost price of goods
3.7 year-on-year reports
3.8 selling prices
3.9 checklist
3.10 effective stock control

(10 × 1) **[10]**

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QUESTION 4

4.1 E
4.2 H
4.3 I
4.4 J
4.5 A
4.6 B
4.7 C
4.8 D
4.9 F
4.10 G

(10 × 1) **[10]**

TOTAL SECTION A: 40

SECTION B

QUESTION 5

5.1
- Appreciation
- Friendly competition
- Incentives and rewards
- Acknowledgement and recognition
- Leading by example (Any 4 × 1) (4)

5.2 5.2.1
- Simple feedback cards can be used by customers to manually record how they have experienced service in the retail store.
- Cards are usually placed at an information counter and competed cards are placed in a comment box.
- An assigned staff member must be responsible for collating this information and report to management to act on important issues.

5.2.2 It gives valuable information to improve the customer service of a store, for example:
- The customers' opinions on the level of service they are experiencing at the store
- Whether the customers' expectations are being met in different areas within the store
- The customers' ideas on marketing issues, including advertising, new products

(2 × 3) (6)

5.3
- It ensures that the team knows about the types of customers they encounter every day – both internal and external customers.
- Listening skills, when taught in training sessions, would help the team to deal with upset customers.
- Other critical skills like sales skills and on-the-job training can improve customer service, staff performance and productivity to acceptable standards. (3)

5.4
- Shelf filler/Merchandiser
- Order clerk
- Credit clerk
- Despatch clerk
- Cashier
- Salesperson
- Delivery driver
- Helpdesk operator (Any 5 × 1) (5)

5.5 To promote the use of eco-friendly products, processes,✓ materials or services to prevent environmental degradation and create a sustainable environment for people to live✓ (2)

5.6 5.6.1
- Using energy efficient bulbs
- Switching off light in areas not being used
- Using natural light as much as possible
- Ensuring that all equipment is properly maintained and not wasting energy
- Ensuring that fridges and freezers have their thermostats correctly set to the right temperatures to not waste energy
- Using low-flow toilets and urinals
- Insulating hot-water geysers and lowering the temperature
- Setting computers to power (Any THREE)

5.6.2
- Using products with sustainable packaging
- Using environmental-friendly packaging
- Using packaging that can be reused, recycled and renewed
- Increasing the life cycle of packaging to be disposed by the consumer
- Expenses outside of the budget or more than the budget

(Any THREE)
(2 × 3) (6)

5.7 5.7.1 How prices increase (1)

5.7.2
- Management needs to ensure that their growth over the previous year is above inflation or they are not actually growing at all.✓✓
- Every year retailers should sit with suppliers of both goods and services and negotiate price increases.✓✓
- Improve productivity levels amongst staff through training.
- Improve customer service levels by improving overall good housekeeping. (Any 2 × 2) (4)

5.8
- Areas they can influence✓✓
- Areas that will make a noticeable difference to the bottom line✓✓ (2 × 2) (4)

5.9
- Dates of the promotion
- Type of media used for the promotion in case customers ask
- Price changes on specific items
- Product knowledge relating to new products
- Checking stock availability and plans for back-up stock for the duration of the promotion
- Alternative product options to sell away from the promotional item that meets the customer's buying needs more substantially (Any 5 × 1) (5)

[40]

QUESTION 6

6.1 6.1.1 Stock turn = (20 × 365 = 7 300 annual sales)/15✓✓✓✓
7 300/15 = 486,7✓✓✓✓ (8)

6.1.2 Weeks cover = 15/(20 × 7)✓✓✓✓
15/140 = 0,1✓✓✓✓ (8)

6.1.3 Days of supply = 15/20✓✓
= 0,75✓✓ (4)

6.2
- Using displays to sell merchandise
- Ensuring that displays are attractive and appealing
- Using ticketing to promote the product by either focusing on price or quality
- Highlighting new products
- Displaying products in good condition
- Focusing on high margin merchandise
- Ensuring store lighting is in good working order and spotlights are focused on high margin merchandise (Any relevant 6 × 1) (6)

6.3

Topic	Target/ Budgeted	Three steps to overcome		By when
Telephone	20 000	1	Have a meeting with the staff to discuss the problem.✓✓	Immediately✓
		2	Put a system in place to control outgoing calls.✓✓	By end of the week✓
		3	Use speed dial to communicate within the company and other branches.✓✓	Indefinitely✓

(3 × 3) (9)

6.4 Banking reconciliation is done to check that the bank deposit slip stamped and signed by the bank✓ was in fact received and accepted without any change by the bank✓ The figure accepted by the bank✓ should agree with the total of the deposit recorded on the cash-up documents in the store.✓ The bank account of the business should be compared to the records of the business.✓ (5)
[40]

QUESTION 7

7.1
- Staff performance
- Availability of back-up stock during the promotion
- Impact of the promotion on sales targets
- Impact of the promotion on customer satisfaction
- Effectiveness of the implementation plan
- Type of media that the customer responded to when coming into the store to find the promotional item
- Natural add-on products that can increase the value of the sales deal and works with the product that is on promotion
- User-friendliness of the promotional pack and guidelines
- Availability of stock prior to the promotion as planned by the company buyers and planners (Any 7 × 1) (7)

7.2
- How they have contributed to decreasing controllable expenses
- How they have increased the number of existing customers served again
- How they have increased the number of new customers served
- How they have doubled the number of line deals or basket size of the sale (Any relevant 4 × 1) (4)

7.3 7.3.1
- Contact details of the customer returning the item including name and item being returned✓✓
- Reason for the return and the customer address
- Pretending to follow up on customer service thereby enquiring if the refund was genuine (Any 2 × 2) (4)

7.3.2
- The supervisor chooses to void a sale by putting his/her operator number and password.✓✓
- Items to be deducted from sale at his/her presence and the sale will be completely cancelled.✓✓
- The overriding documents to go into the till drawer instead of tender to be deducted from the expected takings of the day. (Any 2 × 2) (4)

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7.4
- Staff purchases
- Exchanges
- Swapping change
- Some payments (Any 3 × 1) (3)

7.5
- Date
- Name of the account holder
- Account number
- Name of the bank
- Signature of the depositor
- Cash R1 650
- Coins R105
- Total banked R1 755 (8)

[30]

TOTAL SECTION B: 110
GRAND TOTAL: 150

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