higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 2

17 November 2022

This marking guideline consists of 8 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1 True
1.2 True
1.3 True
1.4 False
1.5 False
1.6 True
1.7 False
1.8 True
1.9 False
1.10 True

(10 × 1) **[10]**

QUESTION 2

2.1 L
2.2 J
2.3 I
2.4 H
2.5 C
2.6 G
2.7 D
2.8 E
2.9 A
2.10 F

(10 × 1) **[10]**

TOTAL SECTION A: 20

Copyright reserved

SECTION B

QUESTION 3

3.1
- To pay employees
- To reward owners to share in the profits
- To make the business sustainable (Any 2 × 1) (2)

3.2 3.2.1
- It reduces gross profit of the business.
- The business has less ability to pay expenses.

3.2.2
- The business has less ability to pay competitive salaries.
- Overtime for employees fall away.
- Casual staff is retrenched.

(Any 2 × 1) (2)

3.3
- Shop-soiled products
- Poor stock handling
- Badly packed stock
- Standing on stock
- Not keeping damaged stock separately
- Poor stock-moving methods
- Not maintaining the cold chain (Any 6 × 1) (6)

3.4
- The store would still have to pay for expenses.
- The retail outlet has to pay for the goods that get damaged.
- Breakages reduce the profit of the business. (Any 2 × 1) (2)

3.5
- To manage✓ shrinkage in the business✓ (2)

3.6
- Suspicious body language
- People who loiter around the store
- People who ask strange questions
- People who wear sunglasses (Any 2 × 1) (2)

3.7
- Keep the suspect in your sight all the time.
- Never stop a suspect yourself. (2)

3.8 Get another staff member to call management✓ while you keep watching the shoplifter.✓ (2)

[20]

QUESTION 4

4.1 4.1.1 An agreement whereby the customer agrees✓ to pay the products in instalments over an agreed term✓

4.1.2 A customer agrees to buy a product✓ and only takes the item home when the whole purchase price has been paid✓

4.1.3 A customer pays using banknotes or coins✓ for the whole purchase price✓

(3 × 2) (6)

4.2
- Ring up the right stock.
- Ring up the correct number of items.
- Make sure that you receive the correct cash payment at the till.
- Make sure that you give the customer the correct change. (4)

4.3
- Have honest and reliable cashiers working on the till.
- Make sure that the supervisor or manager authorises the transaction (e.g. discount).
- Use UV scanners to check whether the cash meets all the hidden security measures.
- Supervisors need to verify customer information by phoning the customer to check if they bought that merchandise. (4)

4.4
- Vouchers
- Coupons
- Credit card slips
- Debit card slips (4)

4.5
- Smile and greet the customer.
- Be accurate as you scan.
- Handle all products with care and respect.
- Tell the customer the total amount to be paid.
- Receive the customer's payment and record this accurately. (Any 4 × 1) (4)

4.6
- Estimate how busy the store is going to be over your shift.
- Check the float quantity in the till drawer.
- During the shift, be aware of the amount of change in your till drawer.
- Complete documents according to company procedures. (4)

4.7 There will probably be many customers paying with large rand notes,✓ hence more change will be needed to ensure good customer service.✓ (2)

4.8 Make a request early✓ to replenish change.✓ (2)

[30]

QUESTION 5

5.1
- Education level
- Age group
- Gender
- Marital status
- Equity groups
- Occupation or profession (Any 3 × 1) (3)

5.2
- To provide a service to the retailers
- To merchandise the supplier's product in specific places in the retail store (2)

5.3
- Gondolas
- Fridges
- Bins
- Display cabinets (Any 2 × 1) (2)

5.4 Merchandising down (1)

5.5
- Product codes
- Shelf-edge labels
- Price marking (Any 2 × 1) (2)

5.6 5.6.1 Swing tickets
5.6.2 Shelf talkers
(2 × 1) (2)

5.7
- Team members being accurate✓ when marking items with correct price✓
- Changing price labels✓ when a product's price changes✓
- Removing promotional tickets✓ when promotions have ended✓

(Any 1 × 2) (2)

5.8
- They ensure product display discipline.
- They ensure that the best-selling products are placed in the best spot on the shelves. (2)

5.9
- Never pack the stock higher than the load lines.
- Ensure that stock is taken from back-up freezers and fridges straight to the shop floor cabinets very quickly.
- Do not store raw meat or poultry with other cooked food.
- Keep the freezer tidy at all times. (Any 2 × 1) (2)

5.10
- Damages the reputation of the business
- Having to make extra time to deal with unhappy customers (2)

Copyright reserved

5.11
- The shop floor being clean and safe
- The lights working in the shop
- The stock on fixtures being neat and tidy
- Not having damaged stock on display (Any 2 × 1) (2)

5.12
- Keep stock on trolleys.
- Lift heavy boxes by bending your knees.
- Make sure you know how to move stock safely using the equipment.

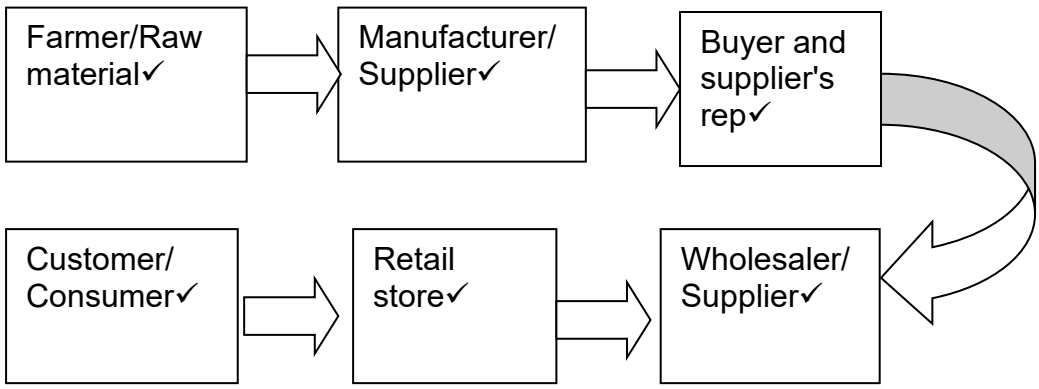
(Any 2 × 1) (2)

5.13
- Never have an item in more than one place in the stockroom.
- Handle delicate items with care.
- Do not leave boxes in the stockroom aisles.
- Make sure that items such as towels and clothing are kept in their plastics and are not left lying open in the stockroom where they can get dirty or dusty. (Any 3 × 2) (6)

[30]

QUESTION 6

6.1



(6)

6.2 6.2.1 They reach more customers by selling to more wholesalers or retailers.

6.2.2 They keep the wholesaler or retailer open by continually shopping there.

(2 × 1) (2)

6.3 They reduce the profit of the outlet. (2)

6.4
- Furniture
- Food
- Speciality
- Fuel (Any ONE) (1)

6.5
- Independents
- Franchises
- SMEs
- Discounters (Any 2 × 1) (2)

6.6 6.6.1
- Buying and planning
- Marketing (Any ONE)

6.6.2
- Consultants
- Payroll
- Logistics (Any ONE)

(2 × 1) (2)

6.7
- Customers remain loyal to your business if their expectations are met.
- The business makes more profit if they offer good customer service. (2)

6.8 6.8.1 The retailer has a dedicated team of sales consultants to assist✓ and guide customers.✓

6.8.2 The retailer has sales assistants who are available✓ to help and assist customers when needed.✓

(2 × 2) (4)

6.9 Customers that a business✓ wants to target.✓ (2)

6.10
- Customers shopping by moving up and down aisles
- Customers shopping from their list
- Customers shopping from the right to the left (Any 2 × 1) (2)

6.11 Small price tickets (1)

6.12 It refers to placing products together✓ according to their use to encourage multiple purchases.✓ (2)

6.13 When there is old stock✓ on the shelf, new stock is placed behind the old stock.✓ (2)

[30]

QUESTION 7

7.1 Goods are checked at the receiving section (1)

7.2 To create a balancing act✓ between being able to buy stock, and stock that can be sold to customers✓ (2)

7.3
- Store all goods off the floor
- Keep stored items covered
- Keep stored items dry (Any ONE) (1)

7.4 Stock counting is done on a number of items✓ and financial stocktaking is done on every item in the store.✓ (2)

7.5 Correct orders result in the business making profit✓ and incorrect orders lead to reduced profit.✓ (2)

7.6 If stock is hidden behind other stock✓ it will not be counted.✓ (2)

7.7 It is the process of putting new stock✓ behind old stock so that products cannot be destroyed.✓ (2)

7.8
- Group same stock together.
- Pack all stands. (Any ONE) (1)

7.9 When there is equipment not being used on the floor (1)

7.10
- Reports indicating sales
- All findings
- Card transaction slips (3 × 2) (6)

[20]

TOTAL SECTION B: 130
GRAND TOTAL: 150

Copyright reserved