higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 2

(11030023)

17 November 2022 (Y-paper)
13:00–16:00

This question paper consists of 8 pages.

527Q1N2217

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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. Start each section on a new page.
5. Use a pen with only blue or black ink.
6. Write neatly and legibly.

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SECTION A

QUESTION 1

Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 A distribution channel is a route whereby goods travel from the manufacturer to the consumer.

1.2 Topline is the term given to show gross profit of the business.

1.3 The income statement contains information such as operating expenses, which cannot help the store to run better.

1.4 A float does not contain rands and cents so that customers cannot be given change.

1.5 Vouchers that are paper-based, can be processed electronically.

1.6 Stores that sell items which are less expensive, attract consumers at a lower income level.

1.7 High-impact zones are areas at the back of the store.

1.8 Floor layout is one of the methods used to communicate display instruction.

1.9 A till over is when the till has missing money, and a till short is when the till has more money.

1.10 Stock can be counted manually by writing counts on paper.

(10 × 1) **[10]**

QUESTION 2

Choose a description from COLUMN B that matches an item in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Recording sales	A	it goes from the bank to the store, to the cashier and to the customer when he/she pays
2.2	Store appearance	B	a method used for displaying prices
2.3	Wash lines	C	refers to known and unknown losses
2.4	Shopping behaviour	D	an interaction between a customer and a service provider, which can leave a good or bad impression
2.5	Shrinkage and losses	E	a display method used by upmarket stores
2.6	Sales assistants	F	offered by chain stores to customers so that they can be able to buy products
2.7	Moment of truth	G	assist customers with queries
2.8	High LSMs	H	placing products together according to their use to encourage multiple purchases
2.9	The flow of cash	I	highlights products on promotion
2.10	Account	J	the range and display of merchandise that a retailer will carry
		K	used to store certain items that do not fit on the shop floor
		L	the floor task that impacts on the control of stock

(10 × 1) **[10]**

TOTAL SECTION A: 20

SECTION B

QUESTION 3

3.1 Why is it important for a business to make profit? (2)

3.2 Explain how shrinkage affects:

3.2.1 The organisation

3.2.2 Employees

(2 × 1) (2)

3.3 State SIX causes of shrinkage. (6)

3.4 What is the impact of breakages on the profits of an outlet? (2)

3.5 Why must certain areas of a business be secured from unauthorised access? (2)

3.6 State TWO methods of identifying potential shoplifters. (2)

3.7 What will you do if you see a customer concealing merchandise? (2)

3.8 Which procedure will you follow if you see a shoplifter failing to pay for merchandise? (2)

[20]

QUESTION 4

4.1 Explain the following forms of payment:

4.1.1 Hire-purchase

4.1.2 Lay-by

4.1.3 Cash

(3 × 2) (6)

4.2 How can a cashier prevent loss while accepting cash? (4)

4.3 Which methods can be used to prevent fraud? (4)

4.4 List FOUR forms of payment recorded on the cash-up document. (4)

4.5 State FOUR methods of recording sales transactions at a wholesale outlet. (4)

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4.6 State FOUR steps for replenishing change. (4)

4.7 Give TWO reasons why you will have to replenish change for weekend or month-end trading. (2)

4.8 What will you do if you notice that your till is running out of change? (2)

[30]

QUESTION 5

5.1 List THREE things that we can use to create consumer profiles. (3)

5.2 What is the role of merchandising in the FMCG industry? (2)

5.3 Name TWO types of display fixtures used in retail. (2)

5.4 Give a method that is used to arrange bar soaps in a store. (1)

5.5 Name TWO methods used to display prices to customers. (2)

5.6 Which marking methods can you use to price the following products?

5.6.1 Towels

5.6.2 Televisions

(2 × 1) (2)

5.7 How do we make sure that losses are prevented when marking prices? (2)

5.8 What is the benefit of using set layouts in a chain store? (2)

5.9 Advise a merchandiser on how to handle stock when filling a cold chain. (2)

5.10 How do empty shelves affect sales? (2)

5.11 State TWO housekeeping standards for maintaining merchandise displays. (2)

5.12 State the correct way of filling shelves to prevent injury to customers. (2)

5.13 Explain THREE principles for packing stock in a stockroom. (3 × 2) (6)

[30]

QUESTION 6

6.1 A farmer has onions and spinach to sell. You are the customer and you want to buy onions and spinach, but you cannot get these directly from the farmer on the farm. ☆

Draw a supply chain to show how you are going to get the onions and spinach. (6)

6.2 Explain the role of each of the following stakeholders:

6.2.1 Suppliers

6.2.2 Customers

(2 × 1) (2)

6.3 How do breakages impact the profit of an outlet? ☆ (2)

6.4 State ONE subsector applicable to the wholesale and retail sector. (1)

6.5 Name TWO categories of retailers in the industry. (2)

6.6 Give ONE example for each of the following functions:

6.6.1 Internal support function

6.6.2 External support function

(2 × 1) (2)

6.7 What is the impact of customer service in wholesale and retail? (2)

6.8 Explain the following customer service concepts: ☆

6.8.1 *Full service concept*

6.8.2 *Part service concept*

(2 × 2) (4)

6.9 Explain *target market* in your own words. (2)

6.10 Describe the basic customer behaviour pattern. (2)

6.11 State ONE method used to price products for an LSM 10 target market. (1)

6.12 Define the concept *merchandising.* (2)

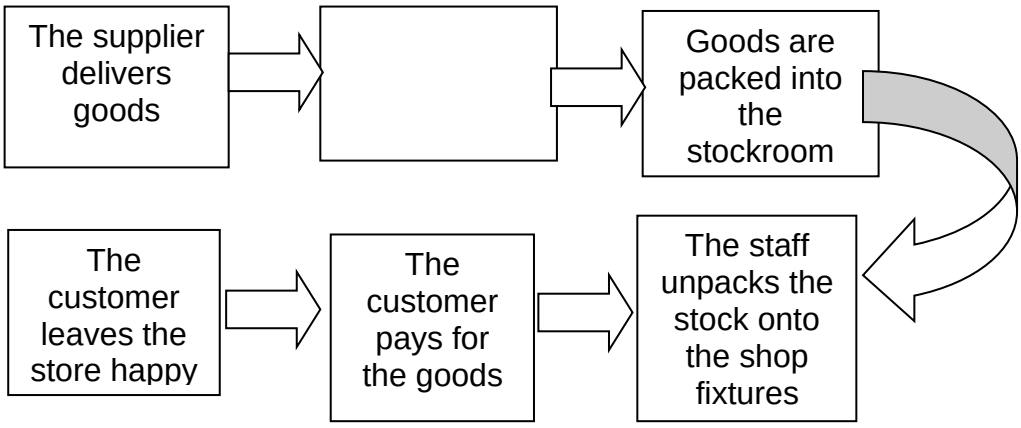
6.13 Explain where stock rotation is required when filling displays in the industry. (2)

[30]

☆

QUESTION 7

7.1 Fill in the missing part on how stock flows through a wholesale outlet. (1)



7.2 Why is it important to control stock at an outlet? (2)

7.3 Give ONE requirement for laying a stockroom. (1)

7.4 What is the difference between *stock counting* and *financial stocktaking*? (2)

7.5 Explain the impact of correct and incorrect orders on a business. (2)

7.6 How does housekeeping impact stock in the stockroom? (2)

7.7 Briefly describe the term *stock rotation* and the importance thereof. (2)

7.8 Which method can be used to prepare for stock counting? (1)

7.9 When are stockrooms used? (1)

7.10 Which details do you need to fill in when completing the cash-up document? (6)

[20]

TOTAL SECTION B: 130
GRAND TOTAL: 150

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