higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 3

16 November 2022

This marking guideline consists of 10 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	B		
	1.1.2	C		
	1.1.3	B		
	1.1.4	A		
	1.1.5	B		
	1.1.6	D		
	1.1.7	C		
	1.1.8	C		
	1.1.9	D		
	1.1.10	B		
			(10 × 1)	(10)
1.2	1.2.1	True		
	1.2.2	False		
	1.2.3	False		
	1.2.4	True		
	1.2.5	True		
			(5 × 1)	(5)
1.3	1.3.1	smaller		
	1.3.2	technique		
	1.3.3	escalate		
	1.3.4	Decrease/Minimise		
	1.3.5	Deposit		
			(5 × 1)	(5)
1.4	1.4.1	E		
	1.4.2	I		
	1.4.3	F		
	1.4.4	C		
	1.4.5	A		
	1.4.6	B		
	1.4.7	D		
	1.4.8	K		
	1.4.9	G		
	1.4.10	H		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

SECTION B

QUESTION 2

2.1 Rackings (1)

2.2
- Yes✓
- The DC can store large quantities of stock and saves the retail store space. ✓✓
- Woolworths stores can use the space to display and sell stock to make money. (Or any other relevant answer) (1+2) (3)

2.3
- Reserve slots
- Picking slots
- Broken bulk slots (3)

2.4 Step 1: Pick stock.
Step 2: Get the picked stock to the assembly area.
Step 3: Check the stock for dispatch.
Step 4: Load the truck for delivery.
(Or any other relevant answer) (4x1) (4)

2.5

Cross docking	**Storage**
Stock is never stored. It is send from the receiving bay to the dispatch bay.	Large quantities f stock is delivered at the DC and stays there until it is distributed to the stores. It is stored.

(2 + 2) (4)

2.6
- Roll-tainers
- Tote bins
- Cartons
- Security bags
- Lugs/Crates
- Pallets (Any 3 × 1) (3)

2.7
- The cashier can take notes from her till and take it to the cash office and exchange the notes directly for coins.
- When the notes are received from the bank, the cashier will order her change directly from the bank.

(Any 2 × 2)
(Or any other relevant answer) (4)

2.8

Full Service	**Part Service**
Customers are guided and assisted by the sales consultants. The store will have a dedicated team to assist. It help when the customer must take a buying decision, especially in the case of high value items. Customer does not have the product knowledge to make an informed decision. (2x1)	The customer have some product knowledge. The retailer have sales assistants ready to assist the customer if they need them. The can give guidance and point the customer in the right direction. (2x1) **Or any other relevant answer)**

(4)

2.9

Checklist

Environmental factor	Perception	Yes/No
Music	The music is not too loud. ✓ The store has pleasant music. Customers are dancing with the beat of the music.	Yes✓
Lighting	The lighting of the store is good✓ The store is well lit. The lights are not to bright or too dim. The lighting of the store is pleasant.	Yes✓
Layout	The displays in the store are attractive. It is easy to find products in the store.	Yes
Colour	The colour of the walls and interior doors of the store is attractive. The colour of the store has a calm effect on customers.	Yes
Sales staff	Friendly and helpful sales staff in the store. The customers are excited when assisted by sales staff. The dress code of the sales staff have a refreshing affect on the customers.	Yes

(4)

(Any 2x2)
(Or any other relevant answer)

[30]

QUESTION 3

3.1
- Checkers
- Spar
- Shoprite
- Boxer
- Usave (Any 2 × 1) (2)

3.2 Replenish/Order stock (1)

3.3 Buying (1)

3.4 To catch customers' attention so that they can buy the products and promote sales. (Or any other relevant answer) (2)

3.5
- Closed-window displays
- Open-back window displays
- Show-case window displays
- Found-space displays
- Point-of-sale displays
- Focal-area displays (Any 4 × 1)

(Or any other relevant answer) (4)

3.6
- Getting customers to try a new product or service
- Increasing off-peak sales
- Increasing sales during times that coincide with major events, holidays or other special occasions
- Encouraging sales consultants to make an effort to sell goods and services
- Helping increase new business through new feet through the door
- Linking products to present an entire look as seen with clothing mannequins

(Or any other relevant answer) (3x2) (6)

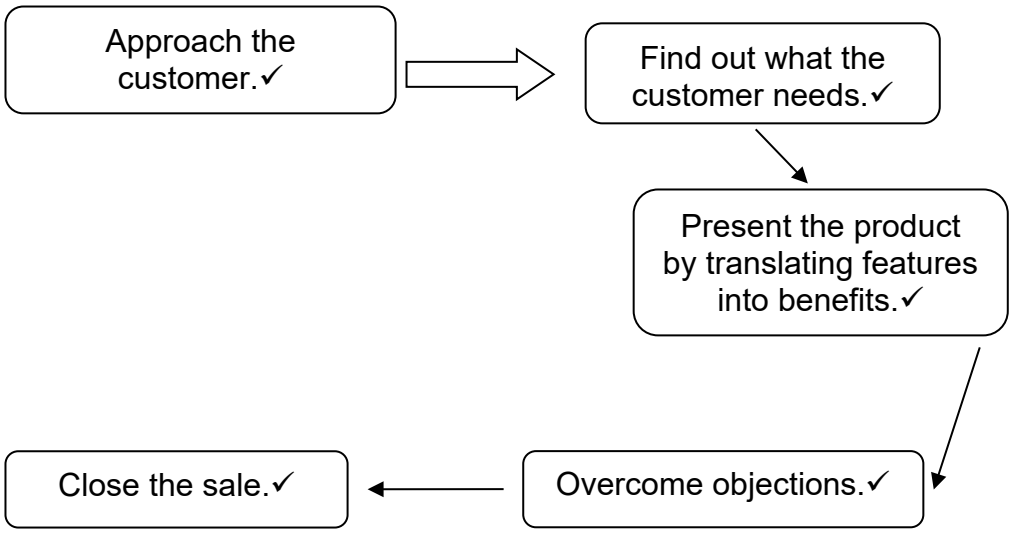
3.7
- Lighting
- Balance
- Colour
- Symmetry (Any 3 × 1)

(Or any other relevant answer) (3)

3.8
- Product sheets
- Product knowledge workshops
- Features and benefits advertised
- Training sessions
- Practical use
- Internet (Any 5x1)

(Or any other relevant answer) (5)

3.9



1 mark per block (5x1)
1 mark for arrows in the correct direction (1) (6)
[30]

QUESTION 4

4.1 Step 1: Check if the delivery is for your store.
Step 2: Check. If there is a store order for the delivery.
Step:3: Compare the supplier's delivery note to the store's order.

(Or any relevant answer) (3x1) (3)

4.2
- Preparing the receiving area for each delivery
- Maintaining the hygiene and cleanliness of the area
- Implementing loss-control measures
- Receiving the delivery as swiftly as possible
- Ensuring that products received are in a saleable condition
- Ensuring there is a 100% match between the supplier's invoice and the quantities received
- Processing claims promptly
- Clearing waste regularly
- Marking the products with store specific codes (where applicable)

(Any 3 × 1) (3)

4.3 4.3.1
- The quantities received must be clearly ticked off.
- Indicate that the quantities were received in full.
- Compare stock received against the order form.
- Write down actual quantities received.
- Indicate Not received (N/R) on the form.
- If quantities were not received do a follow-up.
- Confirm when the discrepancy is sorted out.

(Or any other relevant answer) (6x1) (6)

4.3.2 Yes✓

- It is necessary because if he is not going to do it, the stock received and the stock ordered will not balance. ✓✓
- It will have a negative impact on the purchases and sales of the store.
- It will also influence the profit negatively. (1+2)

(Or any other relevant answer) (3)

4.4 4.4.1 Expenses that can be managed and controlled by the manager and staff at shop floor level. (Or any other relevant answer) (2)

4.4.2 Expenses controlled by the head office or the owner of a small business. (Or any other relevant answer) (2)

4.4.3

- Electricity
- Overtime
- Shrinkage
- Wages

(Any 1x1)
(Or any other relevant answer) (1)

4.5

- They want to see happy and satisfied customers. ✓
- When the customer is happy they will buy more and it will increase the sales✓
- It will also have a positive impact on the reputation of the store.
- Profits of the store will increase.
- Staff will receive incentives when the sales and profits of the store increases. (Any 2x1) (2)

(Or any other relevant answer)

4.6 4.6.1 A budget is a financial plan ✓that a business uses to set targets. ✓ (2)
(Or any other relevant answer)

4.6.2 Sales
Budgeted amount – Actual amount
R500 000 – R300 000✓
= R200 000✓ (2)

Shrinkage
Budgeted amount – Actual amount
R30 000- - R50 000✓
= -R20 000✓ (2)

4.6.3
- Internal theft✓
- External theft✓
- Damages and waste
- Using products in the store that cannot be sold again

(Any 2x1)
(Or any other relevant answer) (2)

[30]

QUESTION 5

5.1 R15,30✓
Shorts ✓ (2x1) (2)

5.2 Step 1: Calculate the expected takings for the day.
Step 2: Separate the float and calculate the actual takings.
Step 3: Calculate the cashier's overs or shorts. (3)

5.3 Step 1: Calculate the total takings and expected deposit for the day.
Step 2: Separate the different forms of payment received.
Step 3: Prepare the deposit.
Step 4: Deposit the takings and finalise stationery. (4 × 2) (8)

5.4 Questions asked by store:
- How much money is short?
- It the seal on the guard's deposit box intact?
- Are all the cash drop bags intact and sealed?
- Ask the bank to check and phone back after balancing with the teller at the end of the day.

(Any 3 × 1)
(Or any other relevant answer) (3)

5.5
- Coupons
- Gift vouchers
- Loyalty vouchers
- Stamps (e.g. Shoprite)

(Any 2 × 1)
(Or any other relevant answer) (2)

5.6
- Changing rooms
- Blind corners
- Stock rooms
- Receiving departments
- Display areas with HVI

(Any 4 × 1)
(Or any other relevant answer) (4)

5.7 Product mix is the mix of high-profit and low-profit products.
(Or any other relevant answer) (2)

5.8

HARD SALES	SOFT SALES
Selling a product or service ✓by using a more direct approach. ✓ (2)	Selling a product or service ✓by using a more subtle persuasion. ✓ (2)

(Or any other relevant answer) (4)

5.9
- The person must have done something he/she knew was illegal or punishable.
- The person must have acted in a manner that was clear that they wanted to steal the products.
- The items are still in the possession of the suspected shoplifter.
- The stolen items must belong to another person.

Any 2 ×1)
(Or any other relevant answer) (2)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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