higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 4

18 November 2022

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 A
1.2 C
1.3 A
1.4 B
1.5 C

(5 × 1) **[5]**

QUESTION 2

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

(10 × 1) **[10]**

QUESTION 3

3.1 C
3.2 D
3.3 E
3.4 A
3.5 B

(5 × 1) **[5]**

QUESTION 4

4.1 Sales targets
4.2 Promotions
4.3 Sales team
4.4 Stock turn
4.5 Stock losses
4.6 PoS passwords
4.7 Overtime
4.8 Customer service
4.9 Renewable
4.10 Employment Equity Act

(10 × 1) **[10]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 5

5.1

				STEP 1 CALCULATE		STEP 2 CALCULATE		
Item/ Product	Average sales	Average stock on hand	Sales per year	Sales per day	Sales per week	STOCK TURN $\frac{\text{Sales}}{\text{Avg. SOH}}$	WEEK'S COVER $\frac{\text{Avg. SOH}}{\text{Avg. weekly sales}}$	DAYS OF SUPPLY $\frac{\text{Avg. SOH}}{\text{Avg. daily sales}}$
Sonny flat touch-screen TV	1 per day	**13**	1 x 365 =365	**1 x 1 = 1** ✓	**1 x 7 = 7** ✓	**365 ÷ 13 = 28 08** ✓	**13 ÷ 7 = 1,86** ✓	**13 ÷ 1 = 13** days ✓
LG side-by-side double door fridge	3 per month *(30 days per months)*	**8**	3 x 12 =36	**3 ÷ 30 = 0,1** ✓	**7 x 0,1 = 0,7**✓	**36 ÷ 8 = 4,5** ✓	**8 ÷ 0,7 = 11,43** ✓	**8 ÷ 0,1 = 80** ✓

(10)

5.2 The increase of prices of goods. ✓✓ (2)

5.3 5.3.1

- By 7%✓
- Inflation has impacted the price increase negatively. ✓✓ The anticipated profit will not be realised because consumers will buy less. ✓✓
- It can have a negative on the employees also because of the store is not making money, retrenchments of salary cuts can also be possible. (Or any other relevant answer)

(1+4) (5)

5.3.2

- Yes✓
- It is necessary because he will then know where to pitch is prices for goods✓✓.
- The retailer will also be able to know how many staff he can employ.
- There was a 2% price increase.
- Can also determine the purchases of the store.
  - (Or any other relvant answer)
  - (1 +2)

(3)

5.4

- Every business must have some low-profit items to draw the customers into the store and also a range of high-profit items to increase its gross profit.
- If the business only sells low-profit items, it will not be able to pay its expenses or make a decent net profit.
- The range of products that a business sells will affect the profit margins of the business. Only having low-profit items will not give the business enough profit to stay in business. (4)

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- A range of higher profit items to increase the gross profit is needed, which is a mixture of high and low-profit items that the retailer must sell.

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

5.5
- Displaying products in good condition
- Highlighting new products
- Using ticketing to promote the product either focusing on price or quality
- Ensuring displays are attractive and appealing
- Grouping linked items so that one item promotes the sale of another
- Ensuring store lighting is in good working order and spotlights are focused on high margin merchandise.

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

5.6
- Ensure enough stock is available.
- Ensure promotional ticketing is available.
- Ensure correct prices are in place.
- Ensure additional staff members are available.

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

5.7 Sales targets:
- Are used to guide sales teams to generate income needed for the business
- The manager needs to give the team direction in order for them to know exactly what to do and how to reach their targets.
- Can be used to measure the sales on a monthly and annual basis
- Provide a goal towards which the team can work.

(Or any other relevant answer)
(Any 3 × 2) (6)

5.8
- All items should be packed in the stockroom in the correct allocated spaces.
- The same items should be packed together so no items will be missed when counted.
- There should not be more than one open box of any item.
- All items should be sorted and packed correctly prior to counting.
- No items should lie behind others so as to be missed when counted.
- Items should be counted and identified correctly.
- Counting should be done accurately.

(Or any other relevant answer)
(Any 2 ×2) (4)
[40]

QUESTION 6

6.1	6.1.1	5 000,00
	6.1.2	3 500,50
	6.1.3	2 900,00
	6.1.4	7 652,20
	6.1.5	4 675,50
	6.1.6	12 327,70
	6.1.7	160

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6.1.8 105
6.1.9 T. Kokoane

t.(9 ×1) (9)

6.2
- Refunds
- Exchanges
- Voids
- Staff purchases
- Swopping change
- Certain types of payment (Or any other relevant answer)

(Any 5 × 1) (5)

6.3
- It is 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
- and that the figure accepted by the bank agrees with the total of the deposit recorded on the cash-up documents in the store.

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

6.4
- How much is the discrepancy and is the money short or over?
- Was the guard's container still sealed and was it the correct seal number on the container?
- Was every bag sealed?
- Which bag had the shortage/overage? (Or any other relevant answer)

(Any 3× 1) (3)

6.5
- It is useful for gathering responses to specific questions posed to customers.
- It is free and an easy-to-use platform.
- It can help the store to gather data about the customer.
- It is free and cost effective..

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

6.6 6.6.1
- Rewarding teams for exceeding service standards over a specific time frame, or in other creative ways such as taking time off or offering a free lunch. (2)

(Or any other relevant answer)

6.6.2
- Reward staff who resolved most customer complaints, had the quickest turnaround time in resolving customer queries or responding to emails. (2)

(Or any other relevant answer)

6.6.3
- When employees are recognised and the manager/leader appreciate what good work that they do. (2)
- Employees become motivated and will even work harder to reach targets.

(Or any other relevant answer)

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6.7 6.7.1
- Ensures that the retail sector is safe for all working within it

Provides guidelines on how safety protocols can be achieved within the Retail sector. (Or any other relevant answer) (2)

6.7.2
- Law governs labour relations and labour in South Africa.
- It applies to all stakeholders, unions, employees, employers
- It creates a structure for discussions and collective bargaining (2)

(Or any other relevant answer)

6.7.3
- To ensure the regulation of credit granting practices in South Africa.
- Promote a credit market that is fair, accessible, responsible and transparent. (2)
- Sets a frame work for various types of credit transactions.

(Or any other relevant answer)

6.8

Effective promotional activities	**Ineffective promotional activities**
• Sales figures will increase because customers will buy more if the promotional activity is attractive or effective. ✓ • The correct display of the product plays an important role. ✓ **(2)**	• Sales volumes will decrease because the customers will not buy the product of the promotional activity is not attractive. ✓ • The retailer will determine the cost of advertising and compare it with the sales figures, if more was spend on it then the promotion activity was ineffective. ✓ **(2)**

(4)

[40]

(Or any other relevant answer)

QUESTION 7

7.1
- Eye contact
- Smile
- Product knowledge
- Body language
- Approach (Or any other relevant answer) (5)

7.2 7.2.1
- Team learn about the types of customers they will encounter
- both internal and external customers
- They are taught listening skills when dealing with unhappy customers
- They learn other critical skills such as sales skills
- On-the-job training can improve customer service to acceptable standards. (Or any other relevant answer) (2)

(Any 2 × 1)

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7.2.2 A less experience person is guided in the daily tasks by a more senior team member. (Or any other relevant answer)
(Any 2 × 1)
(2)

7.2.3 Correcting
When a leader correct the mistake that was done by the employee.
When a leader fix the errors done by en employee.
(2)
(Or any other relevant answer)
(Any 2 × 1)

7.3
- Good idea✓
- Save on electricity costs because energy sufficient light bulbs are used.
- Switch off lights in areas where rooms are not being used.
- Ensure that all equipment is properly maintained and not wasting energy.
- Ensure that fridges and freezers have their thermostats set to the correct temperatures so that energy is not wasted.
- Use low-flow toilets and urinals.
- Insulate hot-water geysers and lower the temperature.
- Set computers to power-down when they are not in use.
- Adjust temperature for seasonal changes and when the building is not being used in the evenings

(Or any other relevant answer)
. (Any 1+2) (3)

7.4 7.4.1 Negative (1)

7.4.2 Positive (1)

7.4.3 Positve (1)

7.4.4 Positve (1)

7.4.5 Negative (1)

7.5 7.5.1
- Shrinkage
- Recorded waste/damages
- Cleaning
- Motor vehicle expenses
- Electricity
- Printing and stationery
- Telephone
- Repairs: Building
- Repairs: Equipment (Any 5 × 1) (5)

7.5.2
- Shrinkage
- Cleaning
- Electricity

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- Motor vehicle expenses
- Packaging and wrapping
- Printing and stationery (4)
- Repairs building (Any 4 × 1)

7.5.3
- Good idea✓
- It will assist the store with stock losses. ✓✓
- It will increase profits.
- It will increase sales. Or any other relevant answer) (3)

(Any 1+2)

7.6 **Return stock to suppliers**

- Take stock back to suppliers
- Depending on the policy of sales agreement with suppliers.
- The store can get credits for returns.

Clearance sales

- Reduce prices and clear stock.
- Mark downs.
- Have displays near the till points to allow for impulsive buying

Discounts

Maybe a 10% discount on products
Buy one get one free
Buy two and get the third one free.

Allow stock run out normally
Discontinue stock (Any 3 × 3) (9)

[40]

TOTAL SECTION :B 120
GRAND TOTAL: 150

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