higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 4

28 November 2023

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

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

(10 × 1) **[10]**

QUESTION 2

2.1 True
2.2 False
2.3 True
2.4 True
2.5 False

(5 × 1) **[5]**

QUESTION 3

3.1 C
3.2 E
3.3 A
3.4 F
3.5 H
3.6 I
3.7 D
3.8 B
3.9 J
3.10 G

(10 × 1) **[10]**

QUESTION 4

4.1 Debit card
4.2 Smiling, eye contact (Any relevant answer)
4.3 Green retailing
4.4 Reduce to clear, sale, low prices (Any relevant answer)
4.5 Supervisors

(5 × 1) **[5]**

TOTAL SECTION A: 30

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SECTION B

QUESTION 5

5.1 5.1.1

- Dates of the promotion
- Types of media used for the promotion in case customer asks questions
- 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 option with a healthier gross profit margin that could be sold other than the promotional item (Any 5 × 2) (10)

5.1.2

- Promotional advertising aimed at the wrong target market; stock availability being problematic
- Insufficient stock ordering results in the business running out of stock while customers are still interested
- In-store implementation and training of staff members not equipped to sell promotional products or sell add-on products together with items on promotion (3 × 2) (6)

5.2 5.2.1

- The supervisor will watch and ensure that every item is recorded on the till at its full price and watch that the customer pays or that the purchase is correctly recorded if the staff are given discounts.
- The items bought are placed in a bag that is usually sealed with the till docket showing the staff member's name and the supervisor's signature stapled to the outside of the bag.
- Staff parcels are then placed in a special area such as a lockable cage or cupboard.
- When the staff leave at the end of their shift, a senior member of staff will be on hand to hand out staff parcels and to check that they are all still sealed and have all been signed. (Any 3 × 2) (6)

5.2.2

- The cashier hands the supervisor some notes (R50, R100, etc.) that the supervisor checks.
- The supervisor then goes to another till to authorise that cashier to open the till without ringing a sale and get the change.
- The second cashier checks the notes s/he is receiving.
- The supervisor checks the change and hands it to the first cashier who also checks the change received. (Any 2 × 2) (4)

5.3

- Vouchers
- Cheques
- Letters giving discount
- Gift cards (Any 3 × 1) (3)

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5.4 Identification documentation (1)
[30]

QUESTION 6

6.1 6.1.1
- Consumer Protection Act (No. 68 of 2008)
- National Credit Act (No. 34 of 2005)
- Basic Conditions of Employment Act (No. 75 of 1997
- Sectoral Determination 9: Wholesale and Retail Sector
- Occupational Health and Safety Act (No. 85 of 1993)
- Compensation for Occupational Injury and Diseases Act (No. 130 of 1993)
- Employment Equity Act (No. 55 of 1998)
- Labour Relations Act (LRA) (No. 66 of 1995)
- Skills Development Act (No. 97 of 1998) (Any 3 × 1) (3)

6.1.2
- It's an act that promotes a fair, accessible and sustainable marketplace for consumer products and services
- Establishes national norms and standards to ensure consumer protection
- Makes provision for improved standards of consumer information
- Prohibits certain unfair marketing and business practices
- Promotes responsible consumer behaviour
- Promotes a consistent legislative and enforcement framework related to consumer transactions and agreements (Any 4 × 2) (8)

6.1.3
- Right to equality in the consumer market and protection against discriminatory marketing practices
- Right to privacy
- Right to choose
- Right to disclosure of information
- Right to fair and responsible marketing
- Right to fair and honest dealing
- Right to fair, just and reasonable terms and conditions
- Right to fair value, good quality and safety
- Right to accountability by suppliers (Any 5 × 1) (5)

6.2
- Eye contact
- Smile
- Body language
- Product knowledge
- Approach (Any 4 × 1) (4)

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6.3 6.3.1
- Improving the quality of customer service through training leads to an increase in customer satisfaction, retention and loyalty.
- Through effective training, customer service representatives increase their ability to resolve issues and decrease the number of return calls.
- By training employees in customer service they acquire the skills required to ensrue that customers are in good hands.

6.3.2
- Discipline is almost the last resort for service standards that are consistently not being achieved.
- The Labour Relations Act provides employers with guidelines on how to implement disciplinary action, should it come to that.
- It is important that employers follow the correct procedures to ensure that the process is fair.

(2 × 3) (6)

6.4
- Acknowledgement and recognition
- Lead by example
- Incentives and rewards
- Friendly completion
- Appreciation of staff (Any 4 × 1) (4)

[30]

QUESTION 7

7.1
- Request the supplier to take back the stock.
- The store can agree with the supplier for credit or to swap the products for fast-selling items.
- Reduction in the price of the items.
- Store can either sell to staff and/or customers.
- If items cannot be sold, they can be donated to NGOs or other organisations.
- Stock can then be written off. (Any 4 × 1) (4)

7.2
- Ensuring that displays are attractive and appealing.
- Displayed products should be in good condition.
- Highlighting new products.
- Using ticketing to promote the product by either focusing on price or quality.
- Making up own packs of food in the food store.
- Producing own products in the department such as deli, bakery and promoting departments that result in a higher profit margin for the business.

(Any 4 × 1) (4)

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7.3
- Targets should be realistic and accurate.
- Provide a goal for the team to work towards.
- Allow for the sales to be measured on a monthly and annual basis.
- Targets should have a positive impact on the cash flow of the business.
- It motivates the sales team. (Any 4 × 1) (4)

7.4 7.4.1
- Overstocking requires management control and may lead to unnecessary security costs for the store.
- It will result in having to borrow money from the bank, which in turn will result in higher interest payments.
- More stockroom space will be needed costing the business extra money.
- Unnecessary expenses such as insurance premiums will have to be paid. (Any 2 × 1)

7.4.2
- Theft will usually increase as it is difficult to manage a lot of stock or even to notice when stock is missing.
- Overstocking will result in dead stock as packaging and designs could change, leading to customers losing interest in the old packaging.
- Most food products and medicines have expiry dates. Overstocking will leave the store with greater wastage and write-offs.
- With overstocking stores will have to reduce their selling prices to get rid of the overstocked products. (Any 2 × 1)

(2 × 2) (4)

7.5 7.5.1
- Rotate stock – First in, first out
- Check for staff and customers eating stock
- Incorrect shelf edge labels
- Secure fire exits
- Ensure that a staff member is always in control at the change rooms
- Ensure that stands are placed where they won't get knocked over; staff must treat stock with respect
- Check 'blind spots' in the store regularly
- Remind shop floor assistants to raise their eyes and frequently scan the selling floor, and not become buried in physical work.

(Any 3 × 1)

7.5.2
- Do regular cash pick-ups; have a security gate at the cash office✓
- Do daily banking to prevent cash build-up in the store✓
- Have cash collected by cash in transit guards✓
- Display drop safe signs in the window or on the front doors. Cashing up late in the afternoon will ensure that the maximum takings are in the drop safe and not in the till drawers.
- Keep as little cash as possible on the premises and ensure that the cash is in a drop safe. (Any 3 × 1)

(2 × 3) (6)

7.6
- Exchanges
- Refunds
- Staff purchases
- Voids – both item and transaction voids
- Swapping change between cashiers (Any 4 × 1) (4)

7.7
- On 15 July, Zikode and Ntsele swapped change, one is over and the other is short by similar amounts.
- On 16 July (2 × 2) (4)

[30]

QUESTION 8

8.1 8.1.1
A − 7 330 153
B − 7 286 853
C − 447 630
D − 1 697 630
E − 5 589 223
F − 7 829 276
G − 7 804 776
H − 431 979
I − 1 331 979
J − 6 472 797 (10)

8.1.2
- Overtime
- Casual wages
- Printing and stationery (Any 2 × 1) (2)

8.1.3
- Insurance
- Rent (2)

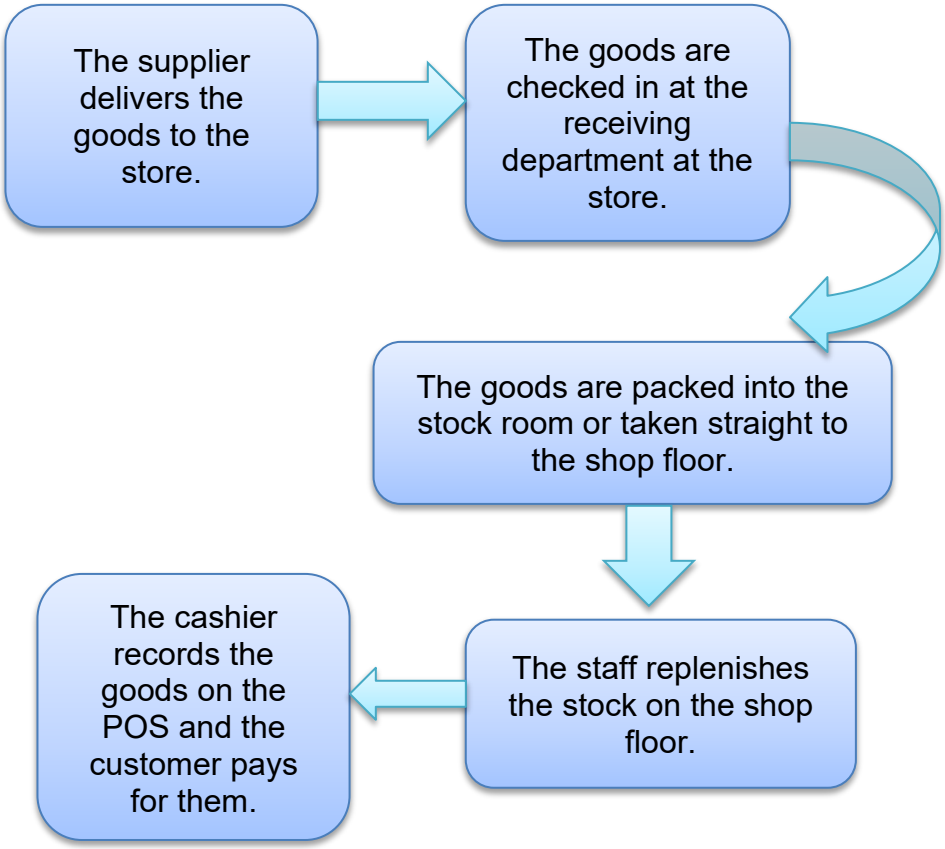
8.1.4
- Business can put systems in place to reduce shrinkages
- Negotiate better prices with suppliers to enable more purchases to sell more products
- Reduce some controllable expenses (Any 2 × 1) (2)

8.2

Receiving and dispatching security checklist		
Security procedure	If OK	Details (problem areas)
Check receiving door; must be locked when not in use.✓		All in order
Check empty cardboard boxes; must be flattened.✓		No problems
Check if rubbish is being removed according to procedures.✓		All in order

(Any 2 × 1) (2)

8.3



(1 mark for the flow (boxes) + 1 mark for the arrows in the correct direction) (6)

8.4

8.4.1	52
8.4.2	0,14
8.4.3	1
8.4.4	8,7
8.4.5	6
8.4.6	42,8

(6 × 1) (6)
[30]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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