higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# NATIONAL CERTIFICATE (VOCATIONAL)

## WHOLESALE AND RETAIL
### NQF LEVEL 3

(7601034)

**27 November 2023 (X-paper)**
**09:00–12:00**

**Nonprogrammable calculators may be used.**

**This question paper consists of 9 pages and 2 addenda.**

401Q1N2327

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# DEPARTMENT OF HIGHER EDUCATION AND TRAINING
# REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)
WHOLESALE AND RETAIL
NQF LEVEL 3
TIME: 3 HOURS
MARKS: 150

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**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 only a black or blue pen.
6. Write neatly and legibly.

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## SECTION A

## QUESTION 1

Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1–1.5) in the ANSWER BOOK.

1.1 It is referred to as a/an … when a cashier has more money in the till than is anticipated.

A short
B cash float
C cash deposit
D over

1.2 The bottom line is also known as ….

A net profit
B gross profit
C operating income
D gross income

1.3 … is NOT a reward for exceeding customer expectations.

A Repeat sales
B Increased productivity
C Increased sales
D Increased referrals

1.4 The … is used to describe the principal focus or centre of interest where the store wants to draw the customer's eye.

A eye-catching
B focal point
C lighting
D point of sale

1.5 Constant awareness of the ... is perpetual inventory.

A stock level
B stock count
C stock on hand
D swell allowance

(5 × 1) **[5]**

## QUESTION 2

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'True' or 'False' next to the question number (2.1–2.10) in the ANSWER BOOK.

2.1 The background elements, such as music, that can affect a customer's emotions are known as ambient factors.

2.2 Typically, a DC's reserve slots are located on the lower shelves.

2.3 Filling the shelves is done by a cashier.

2.4 The layout and space of a stockroom are referred to as housekeeping.

2.5 An example of packing for moving stock is shrink-wrap.

2.6 After-sales support is assistance provided to customers after they have purchased a product.

2.7 Product knowledge is an in-depth understanding of a product's use, functionality, applications, features, and support needs.

2.8 A gift card is a valid form of payment.

2.9 To assess the cashiers' accuracy, the process of cashing up is used.

2.10 Packing material is an example of a fixed expense.

(10 × 1) **[10]**

## QUESTION 3

Complete the following sentences by filling in the missing word or words. Write only the word or words next to the question number (3.1–3.5) in the ANSWER BOOK.

3.1 A … is the difference between the goods delivered and goods charged.

3.2 … is displaying products in an eye-catching manner.

3.3 The cash office clerk has to … the cashiers' takings for the day.

3.4 Sales less cost of sales less shrinkage will reflect the true … profit of a store.

3.5 … questions start with 'What, Why, When, Where, Who and How' and allow the conversation to flow.

(5 × 1) **[5]**

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## QUESTION 4

Choose a/an word/item from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (4.1–4.10) in the ANSWER BOOK.

| COLUMN A | | COLUMN B | |
|---|---|---|---|
| 4.1 | When there is a discrepancy between the stock received and the stock charged, the store will complete this form | A | pilferable |
| 4.2 | Loss of stock and cash | B | part-service |
| 4.3 | Merchandisers try and display sets of three | C | product mix |
| 4.4 | Insurance is an example | D | shrinkage |
| 4.5 | Refers to small value items that are easily stolen | E | expected takings |
| 4.6 | A financial plan | F | short |
| 4.7 | Selling or displaying a mix of high and low-profit products | G | breaking bulk |
| 4.8 | The cashier has less money than the expected taking | H | fixed expense |
| 4.9 | Splitting large quantities of stock into smaller units | I | disputes |
| 4.10 | Queries or disagreements between the retailer and supplier | J | budget |
| | | K | claim for credit |
| | | L | rule of three |

(10 × 1) **[10]**

**TOTAL SECTION A 30**

## SECTION B

## QUESTION 5

5.1 Look at the picture and then answer the questions.




The gentleman in the picture is qualified, customer friendly and provides a plethora of information to the customer about the products thus helping them in making an informed decision. He assists the consumer in every phase of their buying process.

[Source: *www.google/images.co.za*]

5.1.1 From the picture, establish the type of the service concept. (1)

5.1.2 Give a short description of the service concept identified in QUESTION 5.1.1. (3)

5.1.3 Why might a customer's purchasing experience be influenced by the staff member's image? (2 × 2) (4)

5.1.4 Give FIVE types of visual displays that a retail outlet could utilize to boost sales. (5)

5.1.5 The computerized perpetual stock system is employed in this store.

Give FOUR benefits along with a brief justification for utilizing this stock method. (4 × 2) (8)

5.2 When stock is received electronically, what tasks does the receiving clerk perform? (9 × 1) (9)

**[30]**

## QUESTION 6

Read the scenario below and answer the questions below:

Checkers
better and better

Welcome to the World of Checkers! 🛒 Be the first to know about our latest deals, new products, and lifestyle ideas.

At Checkers, we believe that you can have the lifestyle you want, and we're constantly doing our best to show you how. Backed by the biggest food retail group in Africa, we're able to consistently offer you savings on all your much-needed grocery items.

The DC in Centurion Gauteng receives bulk stock and breaks/splits the stock in smaller quantities to dispatch to all stores as per the orders received. HVI are stored in locked cages and cold chain products are kept in fridges and freezers.

The environmental factors in the stores are very important for customer satisfaction. Staff are well dressed and trained daily to improve customer service and increase sales.

The store accepts the following payments at the point of sale: cash, VISA and Master Cards, coupons, and gift vouchers. The cash office clerk prepares the cash float for the cashiers daily and reconciles the expected takings for the day.

[*www.checkers/images.com]*

| | | | |
|---|---|---|---|
| 6.1 | Write the acronym DC in full. | | (1) |
| 6.2 | Why does the DC have such a significant impact on the wholesale and retail industries' supply chains? | | (2) |
| 6.3 | Describe how the DC handles cross-docking and storage. | (2 × 2) | (4) |
| 6.4 | What makes breaking bulk crucial for the DC? | | (2) |
| 6.5 | Name SEVEN signs indicating a customer is ready to make a purchase or complete the sale. | (7 × 1) | (7) |
| 6.6 | List the FIVE payment options that Checkers accepts at the point of sale. | (5 × 1) | (5) |
| 6.7 | It's crucial to consider environmental factors. Name THREE environmental factors that can improve consumer satisfaction. | (3 × 1) | (3) |
| 6.8 | List ONE non-bankable payment method mentioned in the scenario. | | (1) |
| 6.9 | Through security and controls, the manager wants to lower shrinkage. Suggest to the manager FIVE strategies they may implement to cut down on store shrinkage. | (5 × 1) | (5) |

**[30]**

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## QUESTION 7

7.1 Customer happiness is important to the retail establishment. Name FIVE elements they should take into account to provide a satisfying customer experience. (5 × 1) (5)

7.2 Checkers wants to increase sales. Give SIX outside factors that hinder growing sales. (6 × 1) (6)

7.3 What are the FOUR reasons why stores experience shrinkage? (4 × 1) (4)

7.4 The cashier has come to the end of her shift. The following readings were recorded:

| CHECKERS' DAILY CASH-UP TAKINGS | | |
|---|---|---|
| **Office clerk: J. June** | | **DATE:** 5 November 2022 |
| **Cashier** | **R. RIGHT** | |
| Employee No. | **12345** | |
| Operator No. | **005** | |
| | | |
| Closing reading | 70 500 | |
| Opening reading | 55 500 | |
| **EXPECTED TAKINGS** | **7.4.1** | |
| Total Takings | 14 950 | |

7.4.1 Calculate the expected takings for the day. (3)

7.4.2 Calculate whether the cashier has a till over or short. (3)

7.4.3 Give a reason for your answer in QUESTION 7.4.2. (1)

7.5 What are the THREE steps the cashier needs to take while cashing up? (3 × 1) (3)

7.6 To compare actual data with the budgeted data, the budget for November 2022 has been provided. Compare the data and respond to the questions that follow:

| BUDGET OF CHECKERS FOR NOVEMBER 2022 | | |
|---|---|---|
| | **BUDGETED** | **ACTUAL** |
| Sales | 2 500 250 | 2 400 550 |
| Cost of Sales | 1 250 125 | 1 200 275 |
| Shrinkage | 88 000 | 90 000 |
| **GROSS PROFIT** | 1 162 125 | 1 110 275 |
| Other Income | 100 900 | 120 990 |
| Expenses | 238 140 | 261 954 |
| **NET PROFIT** | **1 024 885** | **969 311** |

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7.6.1 Calculate the difference between the budgeted and the actual amount of expenses. (3)

7.6.2 Advise the manager with suggestions on how to cut costs. (2)
**[30]**

## QUESTION 8

8.1 Checkers Benoni has requested the following stock. Complete the picking list in ADDENDUM A (attached) to show the stock that needs to be chosen in the DC.

Slot no.: B10
Product code: 345678
Description: Brut Men's Cologne
Quantity: 6
Packs: 10

Slot no.: B11
Product code: 901234
Description: Ladies Vaseline Intensive Care
Quantity: 12
Packs: 5 (10)

8.2 Create a diagram to illustrate the store's sales process: (6 × 1) (6)

8.3 W. Wong, operator 007, the cashier, is out of change. Fill out the change request form on ADDENDUM B (attached). (14)
**[30]**

**TOTAL SECTION B: 120**
**GRAND TOTAL: 150**

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**EXAMINATION NUMBER:** | | | | | | | | | | | | |

**CENTRE NUMBER:** | | | | | | | | | | |

**ADDENDUM A**
**QUESTION 8.1**

**PICKING LIST for Store 115**

**CHECKERS BENONI**

| *Slot* | *Product Code* | *Description* | *Quantity* | *Pack* | *Picked* |
|---|---|---|---|---|---|
| | | | | | M. Mooi |
| | | | | | M. Mooi |

(10)

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**EXAMINATION NUMBER:** | | | | | | | | | | | | | |

**CENTRE NUMBER:** | | | | | | | | | | | |

**ADDENDUM B**
**QUESTION 8.3**

| **CHECKERS**<br>**CHANGE REQUISITION** | | | |
|---|---|---|---|
| **Cashier:** | | | |
| **Operator No.:** | | | |
| Date: 20 November 2022 | | | |
| Seal No.: 12345 | | | |
| **Quantity** | **Denomination required** | **R** | **c** |
| | **Notes** | | |
| 2 | R100 | | |
| 3 | R50 | | |
| 5 | R20 | | |
| 12 | R10 | | |
| | **Coins** | | |
| 15 | R5 | | |
| 40 | R2 | | |
| 90 | R1 | | |
| 100 | 50c | | |
| 40 | 20c | | |
| 70 | 10c | | |
| | **TOTAL** | | |
| SIGNATURE | *W.Wong* | | |

(14)

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