higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 2

XX February 2020

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 Security cameras
1.2 Shoplifting
1.3 Cheques
1.4 Housekeeping
1.5 Bins
1.6 Cold chain
1.7 Good moment of truth
1.8 Target market
1.9 Money market
1.10 Staff

(10 × 1) **[10]**

QUESTION 2

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

(10 × 1) **[10]**

TOTAL SECTION A: 20

SECTION B

QUESTION 3

3.1
- They perform their job effectively.
- They provide good customer service and are productive. (2)

3.2 Suppliers or manufacturers (2)

3.3 Farmers/raw materials (2)

3.4
- Government makes laws that regulate business affairs in the country.
- Competitors provide necessary competition in the market, which brings low prices and high quality to the customers. (2 × 2) (4)

3.5 Food (2)

3.6 Chain groups or national chains (2)

3.7
- It provides points to customers to be used for purchases
- Discounts on purchases (2)

3.8
- By improving on service provided to customers
- By smiling and greeting customers
- By being productive
- By ensuring that customers do not need to stand in long queues

(Any 2 × 1) (2)

3.9
- By selling products that customers need
- By focusing advertising at correct markets (2)

[20]

QUESTION 4

4.1
- At month-end
- At Christmas
- Events periods (Valentine's day, Mother's day, Father's day)
- Seasonal periods (winter, spring) (Any 2 × 2) (4)

4.2
- Pick n Pay focuses on lower- to middle-income groups.
- Customers live in townships, semi-suburbs and suburbs. (Any 2 × 1) (2)

4.3 Income based on stock sold for the business (2)

4.4
- Net profit will decline.
- Low gross profit/net profit.
- The business might not be able to pay its employees, resulting in possible retrenchment.
- The employees' hours might be reduced.
- The business might close down. (Any 2 × 1) (2)

4.5 Gross profit will be less or decline. (2)

4.6
- It affects its ability to pay its expenses.
- It affects its ability to pay salaries.
- It affects its ability to buy stock.
- It affects store development negatively. (Any 2 × 2) (4)

4.7 4.7.1
- No gross profit
- Negative

4.7.2
- Negative
- No profit made

(2 × 2) (4)

4.8
- Stock that is being stolen
- Shoplifting of goods
- Administrative errors when receiving (Any 1 × 2) (2)

4.9
- To protect stock against possible loss
- To secure sensitive documents (2 × 2) (4)

4.10
- By means of technology
- Manually (2 × 2) (4)

[30]

QUESTION 5

5.1 It is used to give change to customers. (2)

5.2
- Ask supervisors.
- Ask manager.
- Complete change requisition form and go to cash office. (Any 2 × 1) (2)

5.3
- Debit cards
- Cash
- Credit card
- Cheque
- Coupons
- Vouchers (Any 3 × 2) (6)

5.4
- Cashier can be disciplined.
- Cashier can lose her job.
- Business can suffer losses.
- Business can close down. (Any 3 × 2) (6)

5.5
- Check notes for watermark.
- Use UV lights/scanners.
- Check notes for coat of arms.
- Check notes for luminous strip. (Any 3 × 2) (6)

5.6 When a cashier's daily totals are less than the total daily takings expected. (2)

5.7 When a cashier's daily totals are more than the total daily takings expected. (2)

5.8 Scanner (2)

5.9 Cash box (2)

[30]

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QUESTION 6

6.1 Disciplinary action can be taken against a cashier (2)

6.2 UV scanners (2)

6.3
- Pick n pay uses all forms of payment, including cash, EFTs such as debit/credit cards.
- Tuck shops do not use EFT payment methods; they only use cash payment. (2 × 3) (6)

6.4
- Accurate stock counts.
- Order stock according to sales required and do not overstock.
- Avoid overstocking. (Any 2 × 2) (4)

6.5
- Good stock availability
- Improved sales
- Improved profits
- Job security (Any 2 × 2) (4)

6.6
- It affects ordering of stock negatively.
- It affects stock availability.
- It affects sales and profit.
- It creates expired stock. (Any 2 × 2) (4)

6.7 6.7.1 Barcodes, scanners, computers
6.7.2 Paper, pen
(2 × 2) (4)

6.8
- It ensures a clean and tidy stockroom
- No damage
- It ensures good stock counts (Any 2 × 2) (4)

[30]

QUESTION 7

7.1
- Pick n Pay has more attractive and expensive price marking equipment of items.
- A tuck shop often has no prices on products; they rely on telling customers what the product price is. (2 × 2) (4)

7.2
- Display of products in an attractive way to encourage sales
- Display of products in categories
- Putting prices on products
- High housekeeping standards on shop floor and shelves (Any 2 × 1) (2)

7.3
- Cabinets
- Shelves
- Hangers (Any 1 × 2) (2)

7.4
- Pick n Pay store has more attractive and expensive price marking on items
- Shoprite has cheaper and less attractive price marking on items

(Any 2 × 2) (4)

7.5
- Shelf labels
- Kimball tags
- Swing labels
- Barcodes (Any 2 × 2) (4)

7.6
- E-mails
- Planograms
- Flow layouts
- Meetings (Any 2 × 2) (4)

[20]

TOTAL SECTION B: 130
GRAND TOTAL: 150

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