higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 3

XX February 2020

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1 True
1.2 True
1.3 False
1.4 False
1.5 False
1.6 True
1.7 True
1.8 False
1.9 True
1.10 True

(10 × 1) **[10]**

QUESTION 2

2.1 D
2.2 F
2.3 A
2.4 B
2.5 C
2.6 I
2.7 G
2.8 E
2.9 H
2.10 K

(10 × 1) **[10]**

QUESTION 3

3.1 Hard sale
3.2 Electronic funds transfer
3.3 Visual merchandising
3.4 SMARTBOX
3.5 Nonverbal
3.6 Receiving
3.7 Sweethearting
3.8 Anonymous tip-off line
3.9 Buying need
3.10 Service approach

(10 × 1) **[10]**

TOTAL SECTION A: 30

SECTION B

QUESTION 4

4.1
- Design elements like balance, lighting, colour, symmetry
- Use of props.
- Sales figure relating to those products
- Cleaning/Housekeeping relating to the display
- Effective signage
- Maintained necessary in case of being disturbed by customers (Any 4 × 1) (4)

4.2 X-axis represents level of product knowledge needed by sales person✓ ranging from low to detailed levels.✓ Customer buying clothing needs less product knowledge from sales person✓ than customer buying a new flat-screen television.✓
Y-axis represents level of sales interaction✓ ranging from high to low levels, where the sales person can assist the customer but the customer isn't dependent on the sales person to make a decision.✓
Full service model needs high involvement from sales person with detailed product knowledge.✓ Part-service model needs medium interaction level of product knowledge varying according to customer's needs.✓ Self-service model needs low involvement from sales person and low product knowledge,✓ because customers make decisions without needing product knowledge.✓ (10)

4.3
- Better space management
- Higher product variety in a store
- Substantially increases profitability (Any relevant 3 × 1) (3)

4.4
- Sale is the exchange of money for products or service✓ and the way the wholesale and retail industry generate their income.✓ (2)

4.5
- To grow business sales
- To improve business profitability
- To get more customers in store (Any relevant 3 × 1) (3)

4.6
- Have two safes.
- Cash up at the end of shift before cashier goes home.
- Remain in the office throughout the cash-up process until the till has been balanced.
- Stores should use either a SMARTBOX or a DROP SAFE.
- Have a panic button in the office.
- The cash office should be out of the public view.
- Never leave safe keys lying around or on the desk while cashing up.
- Never have more than one cashier in the office when cashing up.
- There should be a security gate to the cash office and burglar bars on all windows.
- Never allow more than the permitted amount of cash to build up in a POS drawer.

(Any relevant 4 × 1) (4)

4.7 Displaying products in the most eye-catching manner to get the customers' attention so that they would buy the products. (1)

4.8
- Shrinkage
- Printing and stationery
- Electricity and water
- Telephone
- Repairs
- Salaries
- Overtime

(7)

4.9 4.9.1 If sales go up and the cost of goods✓ and shrinkage stay the same,✓ the gross profit will also go up.✓
OR
If gross profit grows✓ and expenses go up the same,✓ the net profit would stay the same.✓ (3)

4.9.2 If opening expenses grow more than gross profit,✓ there will be a net loss✓ and the business will be in danger of closing as it will not have enough money to pay the expenses.✓ (3)

[40]

QUESTION 5

5.1

Deposit

Date 28/11/2019✓✓

Name Pick n Pay✓✓

Account number 134✓✓

The money bank

Cash		11946✓✓
Checks		
Subtotal		
Less Cash		
TOTAL		11946✓✓

(10)

5.2
- Type
- Fragility
- Profitability
- Sales volumes
- Temperature-control
- Grouping
- Pack size
- Computerised DC
- Racking (Any 5 × 1) (5)

5.3
- Open-back windows
- Show-case windows
- Found-space
- Point of sales
- Focal area
- Closed window (Any 4 × 1) (4)

5.4
- Increasing sales
- Increasing selling prices
- Reducing cost of goods sold
- Reducing shrinkage
- Improving sales of high-margin goods
- Reducing waste and damages (Any 2 × 1) (2)

5.5
- Perpetual inventory helps improve stock ordering accuracy and efficiency as actual stock on hand is known.
- Shrinkage is better controlled.
- Customer service is improved because retail staff can help customers find stock in other branches.
- Stock counts are less time consuming and more accurate. (Any 2 × 2) (4)

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5.6
- Approaching the customer
- Questioning
- Translating features into benefits
- Overcoming objections
- Closing the sale (Any 4 × 1) (4)

5.7
- Asking more details about the product
- Using words such as 'I' and 'my'
- Looking at specific product type longer than at others
- Asking about price
- Asking another person's opinion
- Positive body language changes like becoming relaxed after asking questions, smiling, nodding (Any 3 × 2) (6)

5.8
- Preparing receiving area for each delivery
- Maintaining hygiene and cleanliness of area
- Implementing loss control measures
- Receiving delivery as swiftly as possible
- Ensuring received products are in good condition
- Ensuring supplier invoice and quantities received correlate
- Processing claims promptly
- Clearing waste regularly
- Marking products with store's specific codes (Any 5 × 1) (5)

[40]

QUESTION 6

6.1
- Allows business to look back and determine success
- Allows early action on things not going according to plan
- All entries in income statements are budgeted (Any relevant 3 × 1) (3)

6.2
- There is always change on hand in the store that the cashiers can draw as they need.
- It improves customer service. (Any relevant 2 × 1) (2)

6.3 Incoming stock at distribution centres is not packed in reserve slots but it picked and distributed to the stores.✓ Often used when stock is meant for promotion✓ or for items that will not be reordered like in the fashion industry where many items are ranges not to be repeated.✓ (3)

6.4 28678.10✓✓ (2)

6.5
- Step 1: Calculate expected takings from each cashier.
- Step 2: Separate the float and calculate actual takings of each cashier.
- Step 3: Calculate cashier's overs or shorts. (3 × 2) (6)

6.6
- To check the accuracy of the cashier on the POS
- To consolidate the day's takings for deposit at the bank (2 × 2) (4)

6.7
- Full description
- Quantity
- Size
- Weight
- Grade
- Colour (Any 4 × 1) (4)

6.8
- Write the invoice or delivery note number on the claim for credit.
- Write the number of the credit claim note on both copies of the invoice/ delivery note
- Enter the full description of the products in dispute.
- Record exactly what was charged for and what was received.
- Let the driver sign, confirming these details.
- Record the driver's name. (6)

6.9
- Colour helps to set the mood and evokes certain feelings.
- Warm colours have red tones and cool colours have blue tones
- Using the right colour combination to attract the customer's attention is a key in visual merchandising practices.
- Dark colours appear heavier than lighter ones. (Any 3 × 1) (3)

6.10
- Soft sale means using more subtle persuasion✓✓ whereas hard sale means using a more direct or to-the-point approach.✓✓ (2 + 2) (4)

6.11
- Cashiers should close their till and take their drawer to the cash office where the clerk and the cashier empty the till of excess notes.
- The amount is counted, recorded and sealed in a drop-safe bag.
- The bag seal number is recorded and the bag dropped into a drop safe. (3)

[40]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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