higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 3

(11030023)

21 November 2019 (X-Paper)
09:00–12:00

This question paper consists of 10 pages and two addenda on 1 page.

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TIME: 3 HOURS
MARKS: 150

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. 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 correct answer and write only the letter (A–D) next to the question number (1.1–1.10) in the ANSWER BOOK.

1.1 A satisfied customer will lead to ...

A good business ideas.
B loss in profits.
C increased sales.
D bad mouthing.

1.2 To bring products from one country to another country for sale is to ...

A manufacture it.
B distribute it.
C send it to national retail chains.
D import it.

1.3 The process of replacing an empty slot with products from reserve racking:

A Racking of DCs
B Grouping of stock
C Increasing sales volume
D Slot replenishment

1.4 … makes the customer highly independent of assistance in the store.

A Self-service
B Freedom of speech
C Autonomy
D Customer perception

1.5 ... is one of the environmental factors that will create positive and or negative perceptions:

A Rain
B Drought
C Social factors
D Loyalty

1.6 Sales minus cost of goods is/are ...

A other income.
B gross profit.
C expenses.
D net profit.

1.7 Which ONE of the following external forces will have the impact on the ability of the business to make sales:

A Interest rate increases
B Setting of selling price
C Rand banked
D Own use

1.8 ... can be the cause of shrinkage:

A Happy customers
B Word of mouth
C External theft
D Gross profit

1.9 The process of the cashier cashing up without knowing what his/her expected takings are:

A Takings
B Blind cash-up
C Depositing
D Cash drop

1.10 Which ONE of the following is non-bankable?

A Coupons
B Buy-aid
C SnapScan
D Coins

(10 × 1) **[10]**

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 (2.1–2.5) in the ANSWER BOOK.

2.1 While the cash clerk is calculating the expected takings, the cashier separates the float and sorts the money in his/her till drawer.

2.2 To prevent losses the store should have one safe for depositing the day's takings as well as for the cashiers' float when they go off duty.

2.3 Hard sales are sales that give the customer all the information they need to make their own decisions and to consider their options before making a decision.

2.4 Customers come to the retail store to have a specific buying need met.

2.5 Colour also helps to set the mood and evoke certain feelings.

(5 × 2) **[10]**

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QUESTION 3

Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (3.1–3.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
3.1	Comparing two sets of financial records to make sure they are in agreement. One set is the business's records and the other is usually the corresponding records from the bank	A	discrepancy
3.2	An organisation to which many retailers send their supplier coupons	B	dispatch stock
3.3	Sending stock off to a destination	C	receiving
3.4	Reconciliation leading to different outcomes	D	reconciliation
3.5	The process of accepting delivery of stock into the business	E	focal point
		F	visual merchandising
		G	coupon clearing bureau

(5 × 1) **[5]**

QUESTION 4

Complete the following sentences by filling in the missing word or words. Write only the word or words next to the question number (4.1–4.4) in the ANSWER BOOK.

4.1 To know your … of every single product in the business you need to record the receipt of each product using its … (2)

4.2 … refers to the reordering of stock to replace stock sold. (1)

4.3 … are usually found in high-traffic areas, like at entrances, main aisles or even in the queue area when customers would be waiting to be served by a cashier. (1)

4.4 … is a written guarantee issued to a buyer of a product, promising to repair or replace the product within a specific time period. (1)

(5 × 1) **[5]**

TOTAL SECTION A: 30

SECTION B

QUESTION 5

5.1 Today most of the wholesale and retail outlets are spending millions of rand building distribution centres.

Describe the role of a distribution centre. (2)

5.2 Define the term *breaking bulk*. (2)

5.3 The DC management have the responsibility to take certain factors into account when breaking the bulk.

Advise the DC manager of Checkers/Pick n Pay of steps to consider when breaking the bulk. (5)

5.4 Discuss your understanding regarding customer perception. (1)

5.5 There are a number of factors that most customers will use to rate their customer service experience.

Identify THREE of the most common factors. (3)

5.6 Describe the term *query*. (1)

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5.7 Below is a cash handover control form of JOHNSON'S supermarket. Cashier Mziza P, AMT UPLIFTED 4444, BAG NUMBER 30177 and Mzimkhulo K, AMT UPLIFTED 5566, BAG NUMBER 30176, completed uplifts through the day. This means that their tills were too full of notes and this had to be removed during their shift.

You as a cash clerk use the cash clerks' cash uplift control form in ADDENDUM A to record the cash received from the cashiers. S Foka is the office clerk.

CASH HANDOVER CONTROL		
DATE: 2018-11-13		
NAME OF THE CASHIER: Mziza P		
EMPLOYEE NUMBER: 888		
POS NUMBER: 04		
NOTES	**QUANTITY**	**VALUE**
200,00	1	200,00
100,00	2	200,00
50,00	1	50,00
20,00	3	60,00
10,00	5	50,00
Subtotal		560,00
Coins		
5,00		
2,00		
1,00		
0,50		
0,20		
0,10		
0,05	1	
Total		
Credit cards		
Debit cards		
Coupons		
Gift voucher		
Till over		
Till short		
Cashier acknowledgement		
Cash office clerk acknowledgement		

CASH HANDOVER CONTROL		
DATE: 2018-11-13		
NAME OF THE CASHIER: Mzimkhulo K		
EMPLOYEE NUMBER: 889		
POS NUMBER: 05		
NOTES	**QUANTITY**	**VALUE**
200,00	3	600,00
100,00	1	100,00
50,00	2	100,00
20,00	3	60,.00
10,00	4	40,00
Subtotal		900,00
Coins		
5,00		
2,00		
1,00		
0,50		
0,20		
0,10		
0,05		
Total		
Credit cards		
Debit cards		
Coupons		
Gift voucher		
Till over		
Till short		
Cashier acknowledgement		
Cash office clerk acknowledgement		

(18)

5.8 Explain in detail what a *budget* is. (4)

5.9 Identify TWO common areas where there could be an impact on shrinkage in any retail store. (2)

5.10 Define the term *shrinkage.* (2)

[40]

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QUESTION 6

6.1 Identify TWO uncontrollable expenses on Johnson's Super Store's Income statement in QUESTION 6.5 below. (4)

6.2 Explain the difference between *pick* and *reserve* slots. (2)

6.3 Customer perceptions can have a negative effect on sales.

State and describe the rewards of exceeding customer expectations in any retail store. (3 × 2) (6)

6.4 Describe the term *online shopping.* (1)

6.5 Given JOHNSON'S SUPER STORE income statement below, differentiate between the categories of expenses – which ones are fixed, variable, controllable and non-controllable – by making a tick (✓) in the appropriate block.

Use ADDENDUM B for your answer by ticking off the correct category.

INCOME STATEMENT OF JOHNSON'S SUPER STORE 2018	
Sales	R1 000 000
Cost of sales	R200 000
Shrinkage	R60 000
Gross profit	**R740 000**
Expenses	**R485 212**
Cleaning	R33 000
Printing and stationery	R10 000
Electricity and water	R80 000
Telephones	R50 000
Security	R20 212
Repairs	R89 000
Rent	R20 000
Rates	R5 000
Refuse collection	R3 000
Salaries	R100 000
Overtime	R60 000
Staff uniforms	R15 000
Net profit/loss	**R254 788**

(5)

6.6 Explain why cashiers at JOHNSON'S STORE should cash up and balance their tills at the end of every day. (2)

6.7 Security is very important when handling money.

State THREE methods in which a cash clerk can receive cash safely from the cash-collection guards. (3)

6.8 Name TWO main methods for controlling change in a store with a number of tills and till drawers. (2)

6.9 List FOUR advantages of perpetual inventory. (4)

6.10 State the responsibilities of a receiving clerk who has to ensure that he/she accepts/receives the right stock in the right quantities and in the right condition. (4)

6.11 You are a receiving clerk at JOHNSON'S STORE.

Identify THREE important entries on the invoice to be taken into account during the receiving process. (3)

6.12 State THREE elements used by visual merchandisers to evaluate their merchandising displays. (3)

6.13 Define the term *sales.* (1)
[40]

QUESTION 7

7.1 Analyse the figures below.

7.1.1

Sales	xxx (↑)
- Cost of goods sold	xxx (same)
- Shrinkage	xxx (same)
= Gross profit	xxx (↑)

Explain the impact of GP based on above.

7.1.2

Gross profit	xxx (same)
+ Other income	xxx (same)
- Expenses	xxx (↑↑↑)
= Net loss	(↓)

Explain the impact on net profit if above occurs.

(2 × 2) (4)

7.2 Provide another term used for replenishing pick-up areas. (1)

7.3 Give THREE steps that are followed when cashing up. (3)

7.4 Discuss your understanding of depositing of cash within retail industry. (2)

7.5 List the SEVEN steps for receiving stock in a wholesale or retail store. (7)

7.6 Describe the term *visual merchandising*. (2)

7.7 Identify FIVE types of visual displays commonly used by stores such as Foschini to promote their different merchandise. (5)

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7.8 List FOUR retail outlets where visual merchandising is commonly used. (4)

7.9 Identify FOUR techniques used by retail outlets to enhance visual merchandise. (4)

7.10 Explain the concept of *buying signals.* (4)

7.11 Explain the difference between *hard sales* and *soft sales*. (2 × 2) (4)
[40]

TOTAL SECTION B: 120
GRAND TOTAL: 150

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ADDENDUM A

JOHNSON'S SUPERMARKET DAILY UPLIFT CONTROL								
Office clerks:					Date:			
Name								
Employee number								
Operator number								
	AMT UPLIFTED	CASHIER INITIAL	OFFICE CLERK INITIAL	BAG NUMBER	AMT UPLIFTED	CASHIER INITIAL	OFFICE CLERK INITIAL	BAG NUMBER
TOTAL								
TOTAL CASH UPLIFT								

ADDENDUM B

EXPENSE CATEGORIES	FIXED	VARIABLE	CONTROLLED	NON-CONTROLLABLE
Cleaning				
Printing and stationary				
Telephones				
Refuse collection				
Overtime				

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