higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 3

7 December 2020

This marking guideline consists of 8 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	True		
	1.1.2	True		
	1.1.3	True		
	1.1.4	True		
	1.1.5	True		
	1.1.6	True		
	1.1.7	False		
	1.1.8	False		
	1.1.9	True		
	1.1.10	False		
			(10 × 1)	(10)
1.2	1.2.1	Quantity		
	1.2.2	Customer perception		
	1.2.3	Budget		
	1.2.4	Profit-sharing		
	1.2.5	Damaged products		
	1.2.6	Takings		
	1.2.7	Buying		
	1.2.8	Merchandise		
	1.2.9	Vacuum cage		
	1.2.10	Cold chain		
			(10 × 1)	(10)
1.3	1.3.1	F		
	1.3.2	J		
	1.3.3	H		
	1.3.4	G		
	1.3.5	B		
	1.3.6	A		
	1.3.7	C		
	1.3.8	D		
	1.3.9	E		
	1.3.10	I		
			(10 × 1)	(10)
				[30]

TOTAL SECTION A: 30

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SECTION B

QUESTION 2

2.1
- To see how accurately the cashiers performed their duties on the POS.
- To consolidate the day's takings and to deposit the store's takings with the bank.
- Or any relevant answer (Any 1 × 2) (2)

2.2
- The store should have two safes, one drop safe and the other for the day's takings to be deposited.
- Cashiers must cash up at the end of their shift, before they go home.
- The cashier should remain in the office throughout the cash-up process.
- Stores should use either a Smart Box or a drop safe.
- Only the manager and cash clerk should have access to the safe keys.
- Control and record every drop safe bag used.
- There should be a panic button in the office. (Any 5 × 1) (5)

2.3
- Calculate total takings and expected deposit for the day.
- Separate the different forms of payment received.
- Prepare deposit.
- Deposit takings. (4)

2.4
- It helps them to look back and see how they did for that month.
- They can group a few months together and look at trends over a three-month period.
- They can quickly see where they have not achieved their target.
- They can put together action plans to improve their situation.
- Or any relevant answer (Any 2 × 1) (2)

2.5 2.5.1 Smart Box is safer than any other method, since once money is dropped, it belongs to the bank and can only be opened by the security company.

Or any relevant answer. (3)

2.5.2 A drop safe secures the store against possible robbery attacks, since criminals know that the store does not keep another set of keys to open the drop safe.

Or any relevant answer. (3)

2.6
- Cashing-up is a process that happens at the end of the day, when all cashier takings are cashed up and balanced.
- An uplift occurs during the day, when a lot of cash notes should be removed from a till to avoid possible theft.

Or any relevant answer (Any 1 × 2) (4)

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2.7
- Panic buttons
- Announcements
- Codes
- Security guards
- Product tags
- Mirrors
- Clothing disc
- Warnings or tip-offs (Any 4 × 1) (4)

2.8

BOXER STORE		
Date:30 January 2020		
Name: any name		
Employee No:236√		
POS No:01√		
Notes handed in	**Denominations**	**Amount**
	50√	500
	20√	500
	10√	400
	5√	500
	2√	400
	coins	
	0,20√	300
	0,10√	300
	0,05√	100
3000√	TOTAL	3000
Cashier acknowledges√	Any name	
Cash office clerk√	Any name	
Acknowledgement.		
Award no marks if amount is incorrect and denominations is right or vice versa.		

(13)
[40]

QUESTION 3

3.1 Perpetual inventory involves always knowing what stock is on hand in the business for each and every product. (2)

3.2
- Accurate ordering
- Shrinkage control
- No need to do stock counting time and again
- Enhance customer service (Any 3 × 1) (3)

3.3
- Check whether the delivery is for YOUR store.
- Is there an order for the delivery?
- Compare the supplier's delivery note to the store's order to ensure they are delivering what was ordered.
- Let the supplier bring the goods into the receiving area and compare the actual stock being delivered.
- Sign the supplier's delivery note.
- Send the stock to the shop floor or storeroom.
- Record the stock delivered onto the business's systems.

Or any relevant answer (Any 7 × 1) (7)

3.4
- Receiving stock electronically is accurate, saves time and money.
- Uses technological tools such as scanners, computers, barcodes, etc.
- Manually, everything must be done by hand, which is time-consuming.
- Uses 'old-fashioned' manual methods such as pen, paper, stock sheets, etc. (Any 2 × 2) (4)

3.5
- Making 'not now' excuses
- Casual handling of the product
- Looking at many different products
- Moving around quickly
- Closed body language
- Negative body state changes
- Use of delay comments and less enthusiasm
- Or any relevant answer (Any 5 × 1) (5)

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3.6

Soft selling	**Hard selling**
Approach of little pressure followed. It uses questioning techniques to determine the customer's buying needs. Time is taken to draw out concerns and address them.	Sales target approach Pushing products on customers regardless of their needs Used when customer is ready to buy and does not need to look around More interested in making a sale than building a long-term relationship

(2)

3.7
- Using fixtures and props appropriately
- Room-to-go/total look concepts
- Themes
- Rule of three
- Colour
- Symmetry

Or any relevant answer (Any 4 × 1) (4)

3.8 Visual merchandising is displaying or promoting products in an appealing way. This will attract customers to walk into the store and buy.

Or any relevant answer (Any 1 × 2) (2)

3.9
- Helping customers carry merchandise to their vehicle if they are struggling.
- Calling them after the deal to find out if they are happy with their purchase.
- Calling customers to update them on specials.
- Providing customers with support assistance in installing products.
- Aiding where products are broken or damaged.
- Providing customer service numbers where customers can call and discuss any queries.

Or any relevant answer (Any 5 × 1) (5)

3.10
- Design elements – balance, light, colour
- The use of props
- The sales figures relating to those products
- Effective signage
- Cleanliness relating to the display
- Whether it needs to be maintained or fixed

Or any relevant answer (Any 4 × 1) (4)

[40]

QUESTION 4

4.1 A distribution centre (DC) is a halfway house where large quantities of stock from both local and international suppliers are taken, split up and sent in small quantities to the stores. Or any relevant answer (Any 1 × 3) (3)

4.2

Cross-docking	Storage
One way in which DC gets large quantities from the supplier into the DC. DC breaks the bulk into smaller quantities and send to different stores after a few days. Instead of delivering directly to stores, a supplier without a DC delivers to the DC. DC receives the cartons and sends them straight to dispatch.	DC stores large quantity until distributed to the stores. DC stores stock from overseas which stores need only once or twice a year.

Or any relevant answer (Any 4 × 1) (4)

4.3
- Printed picking list
- The concept pick-to-zero
- Pick-to-light
- Voice-directed picking Or any relevant answer (Any 3 × 1) (3)

4.4
- Increased off-peak sales
- Increased sales during seasonal periods
- Helping business to gain new feet
- Improves the entire look of business Or any relevant answer (Any 4 × 1) (4)

4.5
- Customers will tell others of poor service
- Very difficult to win back customers who have left
- The image of the store will be poor, therefore no sales

Or any relevant answer (Any 2 × 1) (2)

4.6 Boxer stores use self-service, since most products don't require customers to be assisted when buying them. Woolworths does have a service component, because most products sold by Woolworths require assistance to be given to customers. Or any relevant answer (Any 6 × 1) (6)

4.7
- If you exceed their expectations, they are impressed.
- If you meet their expectations, they are satisfied.
- Delivering above their expectations will create loyal customers.

Or any relevant answer (Any 3 × 1) (3)

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4.8 4.8.1
- Increase sales.
- Increase selling prices.
- Reduce cost of goods sold.
- Reduce shrinkage.
- Improve sales of high-margin goods.
- Reduce waste and damages.

Or any relevant answer (Any 2 × 2) (4)

4.8.2
- Maintain a good working relationship with suppliers.
- Negotiate best possible prices from suppliers. (2)

4.8.3
- Advertising on newspapers or TV
- Ability to print price tags in the store, or in-store ticketing
- In-store announcements
- Reducing the selling price
- Promotions on prices or quality or brands (Any 3 × 1) (3)

4.9 It is a plan or target. (1)
[40]

TOTAL SECTION B: 120

GRAND TOTAL: 150

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