higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

WHOLESALE AND RETAIL
NQF LEVEL 4

11 March 2020

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1 D
1.2 C
1.3 C
1.4 C
1.5 B
1.6 B
1.7 A
1.8 C
1.9 C
1.10 A

(10 × 1) **[10]**

QUESTION 2

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

(10 × 1) **[10]**

QUESTION 3

3.1 K
3.2 F
3.3 H
3.4 E
3.5 D
3.6 A
3.7 J
3.8 I
3.9 B
3.10 C

(10 × 1) **[10]**

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QUESTION 4

4.1 The Consumer Protection Act No. 68 of 2008
4.2 Discipline
4.3 Gross profit
4.4 HVI items
4.5 Telephone
4.6 Staff purchases
4.7 Ineffective stock control
4.8 PLU
4.9 Foot count
4.10 Re-serve

(10 × 1) **[10]**

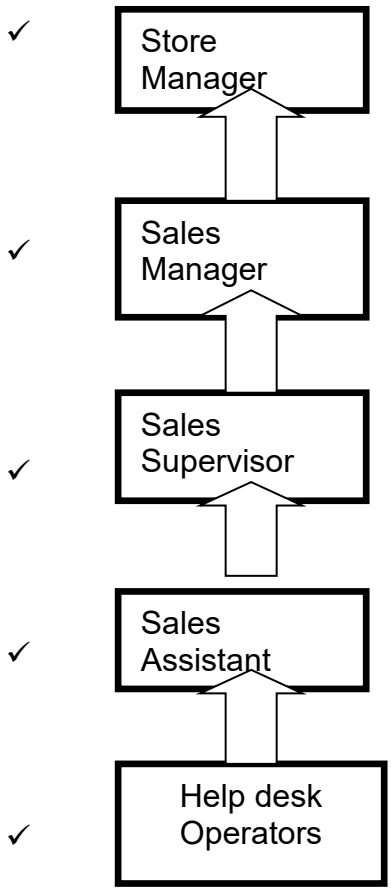
TOTAL SECTION A: 40

SECTION B

QUESTION 5

5.1.1
- Till operator/checkout operator/cashier
- Merchandiser
- Store person
- Sales assistants
- Picker/puller (Any 4 × 1) (4)

5.2.1



(Any other relevant drawing) (5)

5.3.1

No.	Checklist	Done
1.	Demonstrate a positive and helpful attitude towards the customer.✓	
2.	Demonstrate courtesy towards the customer.✓	
3.	Demonstrate an understanding of how the customer feels.✓	
4.	Listen to the customer.	
5.	Ask open-ended questions to the customer so that you can get his/her side of the story.✓	
	Give feedback to the customer.✓	
	Take action.	

(Any alternative answers) (5 × 1) (5)

5.3.2
- Feedback cards
- Face-to-face feedback
- Mystery shoppers
- Email surveys
- Electronic service response pads
- Customer panel discussions (Any alternative answer) (3 × 1) (3)

5.4 Packaging makes up most of the waste of a retail store. If retailers can reduce this waste by recycling or choosing more environmentally friendly packaging, they reduce their impact on the environment.

(Any alternative answer) (2 × 1) (2)

5.5 5.5.1
- It helps lay down the minimum requirements✓
- and conditions of employment so that all stakeholders understand the rights to fair labour practices.✓

(Any alternative answer) (2 × 1) (2)

5.5 5.5.2
- Helps to create a safe working environment.✓
- Environment will be free of risks to the health of the workers.✓
- Ensures that the retailer maintains equipment, thereby eliminating injury to staff.
- Ensures that safety officers or representatives are appointed to control and monitor health and safety issues.
- Ensures that the retailer trains staff to use equipment and provides knowledge of safety policies of the store.

(Any alternative answer) (2 × 1) (2)

5.6 SUPERVISING IN-STORE ACTIVITIES:
Stage 1: Before the promotion
Stage 2: During the promotion
Stage 3: After the promotion (3)

5.7
- Remove all display material.
- Change prices back to normal prices.
- Take down the promotional display.
- Identify if the store is overstocked after the promotion.
- Advise Head Office of overstocks. (2)

5.8 **ADDENDUM**

STORE PERFORMANCE REPORT OF LEEUW'S SUPERMARKET (PTY) LTD AT THE END OF NOVERMBER 2019		
	ACTUAL	**BUDGET**
Sales	28 000 000	30 000 000
Cost of sales	8 000 000	10 000 000
Gross profit	20 000 000	20 000 000
Shrinkage	✓**5 000**	3 000
Recorded waste/damages	✓**2 000**	1 500
True gross profit	19 993 000	19 995 500
Salaries	✓**1 190 000**	1 000 000
Overtime	✓**100 000**	90 000
Casual wages	✓**330 000**	230 000
Total staff costs	1 620 000	1 320 000
Advertising	✓**20 000**	15 000
Motor vehicle expense	✓**15 000**	10 000
Telephone	✓**10 000**	5 000
Electricity	25 000	25 000
Security	24 000	24 000
Cleaning	12 500	12 500
Total general expenses	106 500	91 500
Total expenses	1 726 500	1 411 500
Net profit	272 800	584 000

(8)

5.9
- They could look at all the critical areas of the store that pose a threat to loss.
- Pay attention to the PoS.
- There should always be a senior staff member around
- at receiving and dispatching.
- Every item received in the shop should be scanned.
- Management should maintain an electronic article surveillance system.

(Any alternative answer) (2 × 2) (4)

[40]

QUESTION 6

6.1
- Production must be controlled carefully so that not too much stock is produced.
- Hygiene control is of major importance in these areas and, if not up to standard, could result in rat and cockroach infestation, and even lead to staff falling ill.
- Safety around ovens and stoves is also very important as staff could be seriously injured resulting in cost to the business.
- Staff working in these production areas must practise personal hygiene standards at all times in order not to contaminate the food they are preparing.
- Where items from one department, such as the butchery or fresh produce department, are nearing their sell-by date, management must ensure that these four items are transferred to the hot foods department to be used in the cooking of meals. (Any alternative answer) (5 × 1) (5)

6.2
- Is every item sold recorded using the barcode or PLU code?
- Are cashiers recording every item separately on the PoS?
- Is the supervisor recording every item that does not record on the PoS
- so that management can allocate a PLU code and capture it on the stock control system?
- Are there also other items on the shelves marked with a PLU code that are not scanning? (Any alternative answer) (4 × 1) (4)

6.3 6.3.1 Customer service <u>training</u> is very important to ensure that the entire team knows what is needed regarding customer service and the types of customers they encounter every day, including internal and external customers.
When customer service levels do not meet the required standard and staff members are not aware of what the standards are for providing the service or performing skills relating to their jobs, then training is the solution to improve service levels.
(Any alternative answer) (2 × 1)

6.3.2 <u>Correcting</u> staff behaviour or procedures could improve customer service levels by highlighting the procedure that should be followed, using corrective criticism and reinforcing the correct procedure that should be followed. Following up should be done.
(Any alternative answer) (2 × 1)

6.3.3 <u>Mentoring</u> is an effective way of improving performance and ultimately customer service offered by a store where a less-experienced person is guided in his/her daily tasks by a more senior team member. (Any alternative answer) (2 × 1) (6)

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6.4	6.4.1	2 736		
	6.4.2	2 850		
	6.4.3	6 360		
	6.4.4	11 946		
	6.4.5	3 336,3		
	6.4.6	3 300,25		
	6.4.7	7 090		
	6.4.8	2		
	6.4.9	1		
	6.4.10	100	(10 × 1)	(10)

6.5	6.5.1	= 1 × 365 = 365		
	6.5.2	= 1 x 1 = 1		
	6.5.3	= 1 x 7 = 7		
	6.5.4	= 365/11 = 33,2		
	6.5.5	= 11/7 = 1,57		
	6.5.6	= 11/1 = 11		
	6.5.7	= 5 x 365 = 1 825		
	6.5.8	= 5 x 1 = 5		
	6.5.9	= 5 x 7 = 35		
	6.5.10	= 1 825/13 = 140,38		
	6.5.11	= 13/35 = 0,371		
	6.5.12	= 13/5 = 2,6		
			(12 × 1)	(12)

6.6 Yes.✓ This will lead to employees being encouraged to work harder, better and smarter.✓ They will also walk the extra mile with customers.✓ Employees will not stay absent from work if they are motivated.

(1 mark for Yes and 2 marks for explanation)

No. If employees are satisfied with their work and self-motivated or self-disciplined, there will be no need for motivation.

(1 mark for No and 2 marks for explanation)

(Any alternative answer) (3)

[40]

QUESTION 7

7.1
- Voids
- Staff purchases
- Refunds
- Exchanges
- Some payment types
- Swapping change between cashiers (Any alternative answer) (3 × 1) (3)

7.2
- Underringing
- Sweethearting
- Refunds
- Voids
- Discounts
- Training mode

(Any alternative answer) (3 × 1) (3)

7.3
- Receiving
- Stockroom
- Shop floor
- PoS

(Any alternative answer) (3 × 1) (3)

7.4 7.4.1 Inflation is the rate✓ at which prices increase.✓
(Any alternative answer) (2 × 1) (2)

7.4.2 It is important for retailers as they must ensure that their turnover is growing more✓ than the inflation rate.✓
(Any alternative answer) (2 × 1) (2)

7.5
- Changing the selling price of products by putting it up without the cost price changing, will give the store a larger gross profit✓ as long as the expenses stay the same.✓
- This increase in gross profit will pass to the net profit.
- Reducing the selling price of an item with no change in the cost price will reduce the gross profit and, therefore, the net profit of a store.

(Any alternative answer) (2 × 1) (2)

7.6
- Eye contact
- Smile
- Body language
- Product knowledge
- Sales ability

(Any alternative answer) (3 × 1) (3)

7.7

No	Checklist	Done
1.	The user-friendliness of the promotional pack and guidelines.	
2.	The availability of stock prior to the promotion as planned by the company buyers and planners	
3.	The availability of back-up stock during the promotion.	
4.	The impact of the promotion on sales targets.	
5.	Staff performance.	
	The availability of alternative products that could have been used to sell away from promotional items.	
	The type of media used.	
	The effectiveness of the implementation plan.	
(Any alternative answer) (5 × 1)		

(5)

7.8
- Yes
- The store will be able to measure their performance for the year and if it is negative, they can implement an action plan for the next year

(Any alternative answer) (1 + 2) (3)

7.9

Effective promotional activities	**Ineffective promotional activities**
Good results from communications and activities that increase sales in ways that optimise the use of your marketing elements. Setting performance benchmarks for marketing activities helps you determine which are **effective** for promotional activities.✓✓ (2)	Failure of a promotional activity due to not all marketing elements being used. The price, product, promotions and the place of the promotional activity were not communicated clearly to the customer.✓✓ (2)

(Any alternative answer) (4)

[30]

TOTAL SECTION B: 110
GRAND TOTAL: 150

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