

EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

PAPER 7A – EXEMPLAR MEMORANDUM

STUDENT NAME & SURNAME	
ID NUMBER	
EISA REGISTRATION NUMBER	
ASSESSMENT CENTRE	
ASSESSMENT CENTRE ACCREDITATION NUMBER	
QUALIFICATION	Occupational Certificate: Retail Supervisor
SAQA ID	99573
CREDITS	100
PAPER	
DATE OF EISA	DD/MM/YYYY
DURATION	180 minutes
TOTAL MARKS	100

GENERAL EISA RULES

1. Students are **only** allowed to use the supplied EISA booklets.
2. Students are **only** allowed to use a black pen for their answers.
3. Students to ensure that their name, surname and EISA registration number appears on the front of your EISA booklet.
4. This is a closed book examination; therefore, no other material or belongings are to be brought into the assessment centre. Should you bring any other material or belongings into the assessment centre, you will be required to leave such at the front of the assessment centre examination room. The assessment centre will not be held liable for any loss or damage to property brought into the assessment centre examination room.
5. All EISA booklets must be handed back to the invigilator intact. No pages may be torn off from the EISA booklet. The removal of EISA booklets from the examination room is prohibited.
6. Students may make use of a calculator in this EISA.
7. Unless this is an online examination where access to a computer will be made available to you; the use of any communication devices, including smart watches, cell phones, tablets, i-Pads, head phones and laptops are prohibited.
8. All cell phones are to be switched off for the duration of the EISA.
9. The invigilator will not assist you with the explanation of questions related to the EISA.
10. Students are prohibited from conversing in any manner with other students.
11. Students may not leave the examination venue within one hour of the start of the examination and in the last 10 minutes of the allotted examination period.
12. Students who are found to be disruptive and unruly in the assessment centre will be requested to leave the assessment centre by the invigilator.

I HEREBY CONFIRM THAT I HAVE READ THE ABOVE EISA RULES AND DECLARE THAT I UNDERSTAND AND ACCEPT THE RULES.

SIGNATURE OF STUDENT

INSTRUCTION: ANSWER ALL QUESTIONS

(Total 100 Marks)

Question 1

Section A

(Total # 24 Marks)

Read the following scenario and answer the questions that follow.

Scenario 1:

Alice works at a clothing store in Gauteng called "Fashionista". She is the manager on duty today, and her tasks for the day include overseeing the following retail processes: Stock control, Merchandising, and Health and Safety.

Stock Control:

At the beginning of the day, Alice checks the stock levels in the store. She notices that they are low on a particular line of dresses, and she decides to place an order with the supplier. Alice contacts the supplier and places the order for the dresses. She then updates the stock control system with the new order details. Once the stock arrives, Alice assigns the receiving clerk to check the order and confirm that everything is in order. If there are any discrepancies, they will report it to Alice, who will then handle it.

Merchandising:

Alice also ensures that the store looks presentable and visually appealing to customers. She assigns the merchandiser to arrange the new stock in an attractive manner. The merchandiser works to make sure that all clothing items are displayed neatly and that the sizes are organized correctly.

Health and Safety:

Alice walks around the store and checks to make sure that all health and safety regulations are being followed. She checks that the fire exits are clear, there are no tripping hazards, and the store is well ventilated.

Profiles of Occupations:

Salesperson/Retail Associate/Merchandiser:

A salesperson/retail associate/merchandiser is responsible for assisting customers with their purchases, providing product information, and making sales. They also keep the store clean, organize merchandise displays, and maintain inventory. Typically, a salesperson/retail associate/merchandiser has a high school diploma and some retail experience.

Dispatching Clerk:

A dispatching clerk is responsible for coordinating the delivery of goods to customers. They ensure that orders are dispatched on time, and they keep track of delivery schedules. Typically, a dispatching clerk has a high school diploma and some logistics or dispatch experience.

Receiving Clerk:

A receiving clerk is responsible for checking incoming shipments of goods against purchase orders and ensuring that the shipment is complete and undamaged. They also inspect goods for quality and report any issues to management. Typically, a receiving clerk has a high school diploma and some receiving or warehouse experience.

Shelf Filler:

A shelf filler is responsible for ensuring that merchandise is stocked and displayed in an orderly and attractive manner. They may also be responsible for pricing and labelling items, and keeping the store clean and organized. Typically, a shelf filler has a high school diploma and some retail experience.

1.1.1. Assume you are the manager on duty at "Fashionista" clothing store in Gauteng. Compile a list of 12 tasks in order of priority that need to be completed by your team consisting of a salesperson/retail associate/merchandiser, dispatching clerk, and receiving clerk. Assign the tasks to the appropriate team member and justify your decision. **(12 Marks)**

- Check health and safety regulations and ensure the store is clean and organized - Salesperson/retail associate/merchandiser. This task is important to ensure the safety of both employees and customers, as well as create a positive shopping experience.
- Place an order for dresses with the supplier - Manager. As the manager, it is your responsibility to handle the ordering process to ensure the store has sufficient stock.
- Check stock levels and update the stock control system - Receiving clerk. The receiving clerk is responsible for keeping track of inventory and ensuring the stock control system is up to date.
- Organize new stock in an attractive manner - Salesperson/retail associate/merchandiser. The merchandiser's primary role is to ensure the store looks presentable and visually appealing to customers.
- Check incoming shipment of goods against purchase orders - Receiving clerk. The receiving clerk is responsible for ensuring that shipments are complete and undamaged.
- Coordinate the delivery of goods to customers - Dispatching clerk. The dispatching clerk is responsible for coordinating the delivery of goods to customers.
- Assist customers with their purchases and provide product information - Salesperson/retail associate/merchandiser. The salesperson/retail associate/merchandiser is responsible for making sales and providing product information.

- Check that the fire exits are clear - Salesperson/retail associate/merchandiser. Ensuring the safety of customers and employees is an important task, and the salesperson/retail associate/merchandiser can easily check that the fire exits are clear.
- Inspect goods for quality and report any issues to management - Receiving clerk. The receiving clerk is responsible for inspecting goods for quality and reporting any issues to management.
- Keep the store clean and organized - Salesperson/retail associate/merchandiser. A clean and organized store creates a positive shopping experience and is essential to maintaining the store's image.
- Price and label items - Salesperson/retail associate/merchandiser. The salesperson/retail associate/merchandiser is responsible for pricing and labelling items.
- Ensure the store is well ventilated - Salesperson/retail associate/merchandiser. A well-ventilated store is essential to the comfort and safety of customers and employees.

Justification:

The tasks have been assigned based on the primary responsibilities of each team member. The salesperson/retail associate/merchandiser has been assigned tasks related to customer service and maintaining the store's appearance, while the receiving clerk is responsible for inventory management and ensuring the quality of incoming goods. The dispatching clerk has been assigned the task of coordinating the delivery of goods to customers. The manager has been assigned the task of handling the ordering process to ensure the store has sufficient stock. The tasks have been ordered in terms of priority based on their importance to the smooth functioning of the store and the satisfaction of customers.

1.1.2. As a supervisor how would you delegate tasks to team members based on their experiences on retail processes mentioned in the scenario? Give 2 examples **(6 Marks)**

Stock Control:

Given the stock control process, I would delegate the following tasks based on experience:

Alice, as the manager on duty, would be responsible for overseeing the stock control process, placing orders, and updating the stock control system.

If available, a receiving clerk with experience in checking and inspecting shipments would be assigned to verify the incoming stock against purchase orders and report any discrepancies to Alice.

The dispatching clerk, if applicable, with experience in coordinating deliveries, would be responsible for ensuring timely dispatch of orders and maintaining delivery schedules.

Merchandising:

For the merchandising process, I would delegate the following tasks based on experience:

The merchandiser, with experience in arranging and displaying merchandise, would be assigned to organize the new stock in an appealing and organized manner, ensuring neat displays and correct sizing.

Health and Safety:

Regarding the health and safety process, I would delegate the following tasks based on experience:

Alice, as the manager on duty, would be responsible for conducting regular health and safety checks, ensuring compliance with regulations, and addressing any identified issues.

Salespersons/retail associates with experience in maintaining a safe environment would be assigned to assist with general store cleanliness, organization, and reporting any potential hazards.

- 1.1.3. As the manager on duty at "Fashionista" clothing store in Gauteng, you need to allocate timeframes for completing the tasks assigned to your team. Describe how you would allocate realistic timeframes for each task. **(6 Marks)**

When allocating timeframes for completing tasks assigned to my team at "Fashionista" clothing store in Gauteng, I would consider the complexity of the task, the experience of the team member assigned to the task, and the urgency of completing the task.

Firstly, for the task of ordering stock, I would allocate a timeframe of 2 days since it involves communication with suppliers and may require time for delivery.

Secondly, for the task of updating the stock control system, I would allocate a timeframe of 1 day since it involves routine checks and updating of the system.

Thirdly, for the task of coordinating the delivery of goods to customers, I would allocate a timeframe of 4 hours since it involves ensuring that the goods are delivered on time and in good condition.

Fourthly, for the task of organizing new stock in an attractive manner, I would allocate a timeframe of 3 hours since it involves creativity and visual merchandising skills.

Fifthly, for the task of assisting customers with their purchases and providing product information, I would allocate a timeframe of 5 hours since it involves a high level of customer interaction and sales skills.

Lastly, for the task of inspecting goods for quality and reporting any issues to management, I would allocate a timeframe of 1 hour since it involves a quick check and reporting to management immediately.

In conclusion, by allocating realistic timeframes for completing tasks, we can ensure that our team members can complete their tasks efficiently while still maintaining a high level of quality and customer service. Allocating timeframes can help us to plan and manage our workload effectively, leading to a successful and productive store.

Total Marks for Question 1 = 24)

Question 2.

Section B

(Total # 51 Marks)

Read the following scenario and answer the questions that follow

Scenario 2

ABC Wholesale Market is a busy hub for bulk purchases of food and household items located in the heart of Johannesburg. As a popular wholesale market, ABC Wholesale Market has developed a set of service standards to ensure that customers have a positive experience when shopping. The following retail processes relate to service standards that the management team has developed for the market:

Stock:

Ordering: Orders for goods are placed on a daily basis to ensure that stock levels are maintained.

Handling: Goods are handled with care to ensure that they are not damaged or spoiled. All staff members are trained in proper handling techniques.

Control & Movement: Stock levels are monitored regularly to ensure that stock is rotated and does not expire. All goods are kept in a designated area to ensure easy movement.

Merchandising:

Display: Goods are displayed in an orderly and attractive manner, with clear price tags and product information displayed.

Cleanliness: The market is kept clean and tidy at all times, with regular cleaning schedules in place.

Accessibility: Goods are displayed at accessible heights, and aisles are wide enough for customers to move around comfortably.

Health and Safety:

Hygiene: All staff members are trained in proper hygiene techniques, and hand sanitizer stations are placed throughout the market.

Maintenance: All equipment and facilities are regularly maintained to ensure that they are safe for use.

Fire Safety: Fire extinguishers are strategically placed, and all staff members are trained in fire safety procedures.

Shrinkage:

Security: Security cameras are placed throughout the market, and all staff members are trained in loss prevention techniques.

Monitoring: Stock levels are monitored regularly, and any discrepancies are investigated immediately.

Wastage:

Recycling: The market has a recycling program in place to reduce waste and encourage environmentally friendly practices.

Donations: Any excess food items that are still safe for consumption are donated to local charities.

Exit and Entrances:

Parking: Adequate parking is available for customers and suppliers.

Access: Entrances and exits are clearly marked, and staff members are available to direct customers and suppliers to the correct location.

In order to maintain these service standards, all staff members are trained and regularly reminded of the importance of adhering to them. The management team also regularly reviews and updates the standards to ensure that they remain relevant and effective.

2.2.1. Differentiate between service provided and required service standards in the context of a wholesale market and provide a minimum of five examples of how improving work performance can be achieved through this differentiation. **(10 Marks)**

Service provided refers to the level of service that is currently being offered to customers, while required service standards refer to the level of service that is expected or required to be offered to customers. By differentiating between the two, a wholesale market can identify areas where improvements are needed in order to meet the required service standards and improve work performance. Here are five examples of how this can be achieved:

- **Stock Control:** Service provided may involve only ordering goods when stock is running low, while required service standards involve ordering goods in advance to ensure that stock levels never run low. By improving stock control processes, such as regularly monitoring stock levels and placing orders in advance, a wholesale market can meet required service standards and improve work performance.
- **Merchandising:** Service provided may involve simply displaying products on shelves, while required service standards involve creating attractive displays that are easy for customers to navigate. By training staff members in effective merchandising techniques and regularly reviewing displays to ensure they are visually appealing and easy to navigate, a wholesale market can meet required service standards and improve work performance.
- **Health and Safety:** Service provided may involve only meeting basic health and safety requirements, while required service standards involve going above and beyond to ensure a safe and hygienic shopping environment. By implementing regular cleaning schedules, training staff members in proper hygiene techniques, and investing in high-quality cleaning equipment, a wholesale market can meet required service standards and improve work performance.

- Shrinkage: Service provided may involve only monitoring stock levels to identify shrinkage, while required service standards involve implementing loss prevention measures to minimize shrinkage. By training staff members in effective loss prevention techniques, investing in security measures such as security cameras and theft prevention devices, and regularly reviewing inventory levels to identify potential losses, a wholesale market can meet required service standards and improve work performance.
- Exit and Entrances: Service provided may involve only marking entrances and exits, while required service standards involve ensuring that they are easy to access and well-maintained. By providing clear signage and adequate parking, regularly maintaining entryways and exits, and training staff members to assist customers and suppliers in navigating the market, a wholesale market can meet required service standards and improve work performance.

Read the following scenario and answer the questions that follow

Scenario: 3

A company has identified a need to improve their social media presence and engagement with their customers. They have decided to create an action plan to achieve this goal.

Deliverables:

1. Develop a social media content calendar for the next six months.
2. Increase the number of followers on all social media platforms by 20% within the next year.
3. Respond to all customer inquiries and comments on social media within 24 hours.
4. Run three social media campaigns throughout the year to increase engagement and reach.

Timelines:

1. Develop social media content calendar - Completed within two weeks.
2. Increase the number of followers on social media - Achieved within one year.
3. Respond to all customer inquiries and comments on social media within 24 hours - Achieved immediately.
4. Run three social media campaigns throughout the year - Completed within the first, third, and final quarters of the year.

Responsibilities:

1. The Marketing Manager will be responsible for overseeing the development of the social media content calendar.
2. The Social Media Manager will be responsible for implementing strategies to increase social media followership.
3. The Customer Service Manager will be responsible for responding to all customer inquiries and comments on social media.

4. The Marketing Coordinator will be responsible for the planning and execution of social media campaigns.

Resources:

1. Access to social media platforms and analytics.
2. A social media management tool to schedule and manage posts.
3. Adequate staffing and training for the social media and customer service departments.
4. Budget allocation for social media campaigns.

By following this action plan, the company will be able to improve their social media presence and engage more effectively with their customers, ultimately leading to increased brand awareness and customer loyalty.

2.1.2. Your company has identified a need to improve customer service standards. Develop an action plan to meet the required standards. Your plan must address the following:

1. Why there is a need to improve customer service standards
2. Who will be responsible for implementing the plan
3. What are the specific deliverables to be achieved
4. When will the deliverables be completed
5. Where will the plan be implemented
6. How will the plan be executed

Your answer must be detailed and comprehensive, with clear explanations of each element of the plan. Marks will be awarded for clarity, feasibility, and practicality. **(25 Marks)**

Why there is a need to improve customer service standards:

Improving customer service standards is essential for retaining existing customers, attracting new ones, and maintaining a positive brand image. Customers expect quality service and personalized attention, and failure to meet these expectations can lead to negative reviews, loss of business, and damage to the company's reputation.

Who will be responsible for implementing the plan:

The Customer Service Manager will be responsible for implementing the action plan, with support from the Marketing and Operations departments.

What are the specific deliverables to be achieved:

- a. Develop a customer service training program for all employees.
- b. Implement a customer feedback system to collect and analyse customer feedback.
- c. Establish customer service standards and protocols, including response times and issue resolution procedures.
- d. Monitor and evaluate customer service performance through regular reviews and assessments.

When will the deliverables be completed:

- a. Develop a customer service training program for all employees - Completed within three months.
- b. Implement a customer feedback system to collect and analyse customer feedback - Completed within one month.
- c. Establish customer service standards and protocols - Completed within two months.
- d. Monitor and evaluate customer service performance - Ongoing throughout the year.

Where will the plan be implemented:

The plan will be implemented company-wide, across all departments and locations.

How will the plan be executed:

- a. Develop a comprehensive training program that covers customer service skills, company policies, and communication techniques.
- b. Implement a customer feedback system that allows customers to provide feedback through various channels, including email, phone, and social media.
- c. Establish clear and concise customer service protocols and standards that are communicated to all employees.
- d. Conduct regular reviews and assessments of customer service performance to identify areas for improvement and implement corrective actions.

By implementing this action plan, the company will be able to improve their customer service standards, meet customer expectations, and maintain a positive brand image.

Read the following scenario and answer the questions that follow

Scenario: 4

ABC Building Retail is a large hardware store that sells a wide range of building supplies and equipment. The store has experienced a significant loss in revenue due to various types of losses in the retail environment, including shrinkage, wastage, and health and safety issues. The following are examples of behaviours that have led to loss:

Employee theft: Several employees have been caught stealing merchandise from the store. They have been observed taking items without paying for them, hiding merchandise in their pockets, and manipulating inventory records.

Customer theft: Some customers have been stealing items from the store by concealing them in their bags or pockets, or by removing security tags from merchandise.

Retail situations requiring corrective or disciplinary actions or on-the-job training/coaching include:

Corrective action for employee theft: The store has a zero-tolerance policy for theft, and any employee caught stealing will face immediate termination. The store will conduct an investigation to determine the extent of the employee's theft and will take appropriate corrective action, such as recovering the stolen merchandise and contacting the police.

On-the-job training for customer service: Many customers have complained about the lack of assistance from store employees when they are looking for specific items. To address this issue, the store will provide on-the-job training and coaching for employees to improve their customer service skills. This will include training on effective communication, product knowledge, and problem-solving skills.

Disciplinary action for health and safety violations: Some employees have been observed violating health and safety protocols, such as failing to wear personal protective equipment (PPE) or not following safe lifting procedures. The store will take disciplinary action against these employees, which may include a written warning or suspension. The store will also provide additional training on health and safety protocols to ensure that all employees are aware of the importance of compliance.

By addressing these issues, ABC Building Retail can reduce the types of losses in the retail environment, improve employee performance, and create a safer and more profitable retail environment.

2.2.1 What are examples of behaviours that have led to losses in ABC Building Retail? **(2 Marks)**

Examples of behaviours that have led to losses in ABC Building Retail include employee theft and customer theft. Employees have been caught stealing merchandise from the store by taking items without paying, hiding merchandise in their pockets, and manipulating inventory records. Customers have also been stealing items by concealing them in their bags or pockets or removing security tags from merchandise.

2.2.2. Based on the scenario above, propose corrective or disciplinary actions that can be taken to improve loss control behaviour at ABC Building Retail. **(6 Marks)**

To improve loss control behaviour at ABC Building Retail, the following corrective or disciplinary actions can be taken:

Implement strict inventory control measures to track all merchandise movements and ensure that stock levels are always accurate.

Conduct thorough background checks on all new employees to ensure that they do not have a history of theft or criminal behaviour.

Train employees on loss prevention strategies, such as identifying suspicious behaviour and reporting it immediately to a supervisor or security.

Install CCTV cameras throughout the store to deter theft and monitor employee behaviour.

Implement a strict disciplinary policy for employees caught stealing or engaging in other fraudulent behaviour, including termination of employment and potential legal action.

Provide incentives for employees who identify and report suspicious behaviour or theft, such as bonuses or recognition.

By implementing these corrective or disciplinary actions, ABC Building Retail can improve loss control behaviour and prevent future losses.

2.2.3. What are examples of areas where lack of knowledge or skill has caused poor performance at ABC Building Retail? **(2 Marks)**

Examples of areas where lack of knowledge or skill has caused poor performance at ABC Building Retail include:

- Inadequate knowledge of inventory control systems, leading to inaccuracies in stock levels and difficulties in identifying losses.
- Lack of training in identifying and reporting suspicious behaviour or theft, leading to missed opportunities to prevent losses.
- Inadequate knowledge of safety procedures, leading to accidents and injuries in the workplace.
- Inadequate training on customer service and merchandising, leading to poor customer experiences and decreased sales.
- Lack of training in conflict resolution, leading to difficult interactions with customers and potentially dangerous situations.

By addressing these areas of knowledge or skill gaps through training and development programs, ABC Building Retail can improve employee performance and prevent future losses.

2.2.4. How can on-the-job training/coaching be utilized to address the identified gaps in knowledge/skill at ABC Building Retail? Provide recommendations and a motivation for this approach. **(6 Marks)**

On-the-job training/coaching can be a valuable tool in addressing the identified gaps in knowledge/skill at ABC Building Retail. Here are some recommendations and motivations for this approach:

1. Create a training plan: Develop a comprehensive training plan that addresses the identified knowledge/skill gaps, including topics such as inventory control, safety procedures, customer service, and conflict resolution. This plan should also outline the specific on-the-job training/coaching activities that will be used to deliver the training.

2. Assign mentors: Assign experienced employees to mentor new or less experienced employees. These mentors can provide guidance and support on a daily basis, helping employees to develop their skills and knowledge in a practical and meaningful way.
3. Provide feedback: Regularly provide feedback to employees on their performance, both positive and constructive. This feedback should be specific, actionable, and tied to the training plan.
4. Incorporate job shadowing: Allow employees to shadow more experienced colleagues in different areas of the business. This can help them gain a broader understanding of the business and how it operates, as well as providing opportunities to observe best practices and learn from others.
5. Motivation: On-the-job training/coaching is a cost-effective and practical way to address knowledge/skill gaps, as it can be delivered in real-time and in the context of the employee's actual work environment. By investing in training and development, ABC Building Retail can improve employee performance, reduce losses, and create a more skilled and engaged workforce.

In conclusion, on-the-job training/coaching is a valuable tool that can be utilized to address the identified gaps in knowledge/skill at ABC Building Retail. By following the recommendations outlined above, the business can improve employee performance, reduce losses, and create a more skilled and engaged workforce.

(Total Marks for Question 2 = 51)

Question 3.

Section C

(Total # 25 Marks)

Read the following scenario and answer the questions that follow.

Scenario 5

ABC Clothing Store is a popular retail outlet that prides itself on providing excellent customer service. On a busy Saturday afternoon, a customer, Mrs. Smith, approaches the store assistant to complain about a dress she purchased the previous day. Mrs. Smith claims that the dress she bought has a tear on the seam and demands an exchange or refund.

The store assistant apologizes to Mrs. Smith for the inconvenience caused and assures her that the matter will be resolved promptly. The assistant takes the dress from Mrs. Smith and inspects it to confirm the damage. After confirming the damage, the assistant offers Mrs. Smith an apology and provides her with options for a refund or exchange.

The store assistant also informs Mrs. Smith about the store's policy regarding complaints. ABC Clothing Store has a policy in place that ensures all complaints are handled promptly, efficiently and with sensitivity towards the customer. The store values its customers and strives to provide the highest level of customer service possible.

ABC Clothing Store's process for handling customer complaints includes:

1. Listen carefully to the customer's complaint and show empathy towards their situation.
2. Apologize to the customer for any inconvenience caused.
3. Inspect the item to confirm the customer's complaint.
4. Provide the customer with options for a refund, exchange or repair.
5. Document the complaint and steps taken to resolve the issue.
6. Follow up with the customer to ensure their satisfaction.

Example of corrective or disciplinary actions:

If a store employee is found to have caused a customer complaint due to negligence or poor customer service, the employee may be subject to corrective or disciplinary action. This may include additional training, verbal or written warnings or termination of employment.

Example of on-the-job training/coaching:

To prevent future customer complaints, store employees may receive additional training in customer service or conflict resolution. This training can include role-playing scenarios or communication exercises to improve their ability to handle customer complaints effectively. The

store can also provide coaching and feedback to employees on their performance in handling customer complaints.

3.1.1. In the scenario provided, identify the possible causes of customer complaints. **(5 Marks)**.

Possible causes of customer complaints can be identified as follows:

1. Stock: If the store doesn't have the right items in stock, customers may be unhappy and complain. For example, if a customer wants a specific brand of clothing in a particular size and the store doesn't have it, the customer may be dissatisfied.
2. Merchandising: Poor merchandising can lead to customer complaints. If the store is cluttered or disorganized, it can be difficult for customers to find what they are looking for, and they may become frustrated and complain.
3. Health and Safety: If the store is not clean or safe, customers may complain. For example, if there are spills on the floor that have not been cleaned up, customers may slip and fall, and they may be upset and complain.
4. Shrinkage: If the store experiences high levels of theft or loss due to shrinkage, it may affect the availability of products, pricing and even customer trust.
5. Wastage: If customers perceive that a store is wasteful with inventory or other resources, it may affect customer satisfaction and trust.

Overall, any of these issues can cause customer complaints and should be addressed promptly and effectively to ensure customer satisfaction.

3.1. 2. A customer has lodged a complaint about the quality of a product they purchased from a store. The complaint has been received by the store manager. Using the policy and procedures relating to customer complaints, propose a solution to address the customer's concern. **(8 Marks)**.

According to the policy and procedures relating to customer complaints, the store manager should acknowledge the complaint and apologize for the inconvenience caused to the customer. The manager should then investigate the complaint and determine the cause of the issue. In this case, if the product was found to be defective, the store manager should offer the customer a refund, exchange or store credit as per the store's policy. If the product is not defective but the customer is still unsatisfied, the manager should explain the store's return policy and offer to escalate the complaint to a higher authority if necessary. The manager should also take steps to ensure that the issue is not repeated in the future, such as training employees on the proper handling of the product or reviewing the supplier's quality control process. By taking these steps, the store can demonstrate to the customer that their satisfaction is a top priority and maintain a positive reputation.

3.1.3. Describe how the proposed solution will promote customer loyalty in the given scenario. **(12 Marks)**.

The proposed solution to address the customer complaint is to offer a replacement product and an apology. This solution will promote customer loyalty in several ways.

Firstly, the customer will appreciate that the store is taking their complaint seriously and is making an effort to rectify the situation. This will make the customer feel valued and respected, which is essential for building trust and loyalty.

Secondly, by offering a replacement product, the store is demonstrating that they stand behind their products and are willing to go above and beyond to satisfy their customers. This will increase the customer's confidence in the store's products and services and may encourage them to return in the future.

Thirdly, by providing an apology, the store is acknowledging the inconvenience and frustration caused to the customer. This simple act of empathy can go a long way in building positive relationships with customers and promoting brand loyalty.

Overall, the proposed solution not only resolves the immediate issue but also creates an opportunity for the store to demonstrate its commitment to customer satisfaction. This can lead to long-term loyalty, positive word-of-mouth recommendations, and increased business for the store.

(Total Marks for Question 3 = 25)

(TOTAL MARKS FOR THE EXAM: 100)

MARK ALLOCATION GRID (For use by the Assessor only)

QUESTION	MARK	MARKS AWARDED
1.		
1.1.1.	12	
1.1.2.	6	
1.1.3.	6	
TOTAL Q1	24	
2.		
2.1.1.	10	
2.1.2.	25	
2.		
2.2.1	2	
2.2.2.	6	
2.2.3.	2	
2.2.4.	6	
TOTAL Q2	51	
3.		
3.1.1	5	
3.1.2.	8	
3.1.3.	12	
TOTAL Q3	25	
GRAND TOTAL	100	

ASSESSOR DETAILS

ASSESSOR NAME & SURNAME	
REGISTRATION NUMBER	
SIGNATURE	
DATE	

INTERNAL MODERATOR DETAILS

MODERATOR NAME & SURNAME	
REGISTRATION NUMBER	
SIGNATURE	
DATE	