

## EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

### PAPER 7A – EXEMPLAR

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

#### 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.

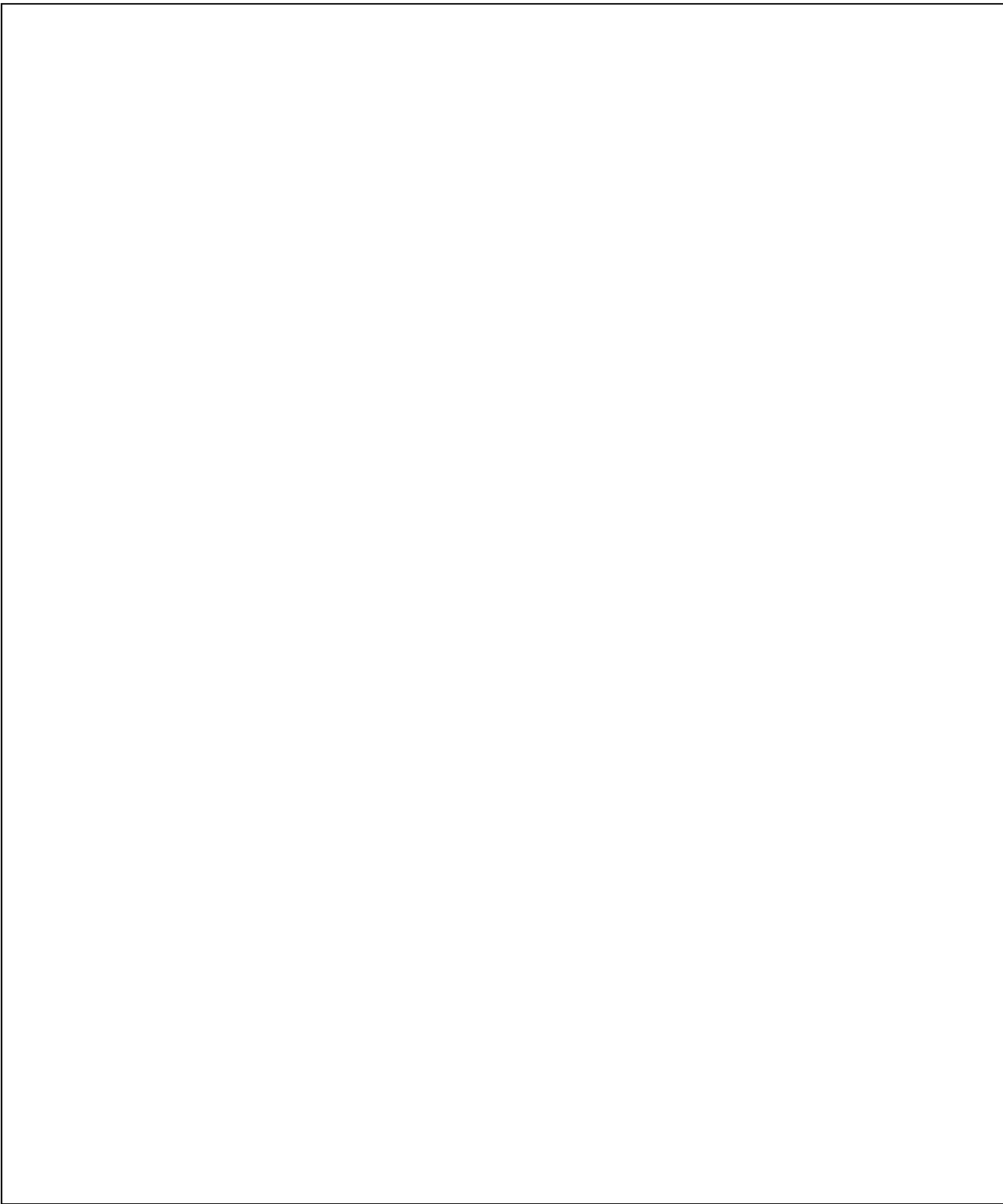
**Shelf Filler:**

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)**

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)**

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)**



**Total Marks for Question 1 = 24)**

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**Question 2.**  
Section B

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:

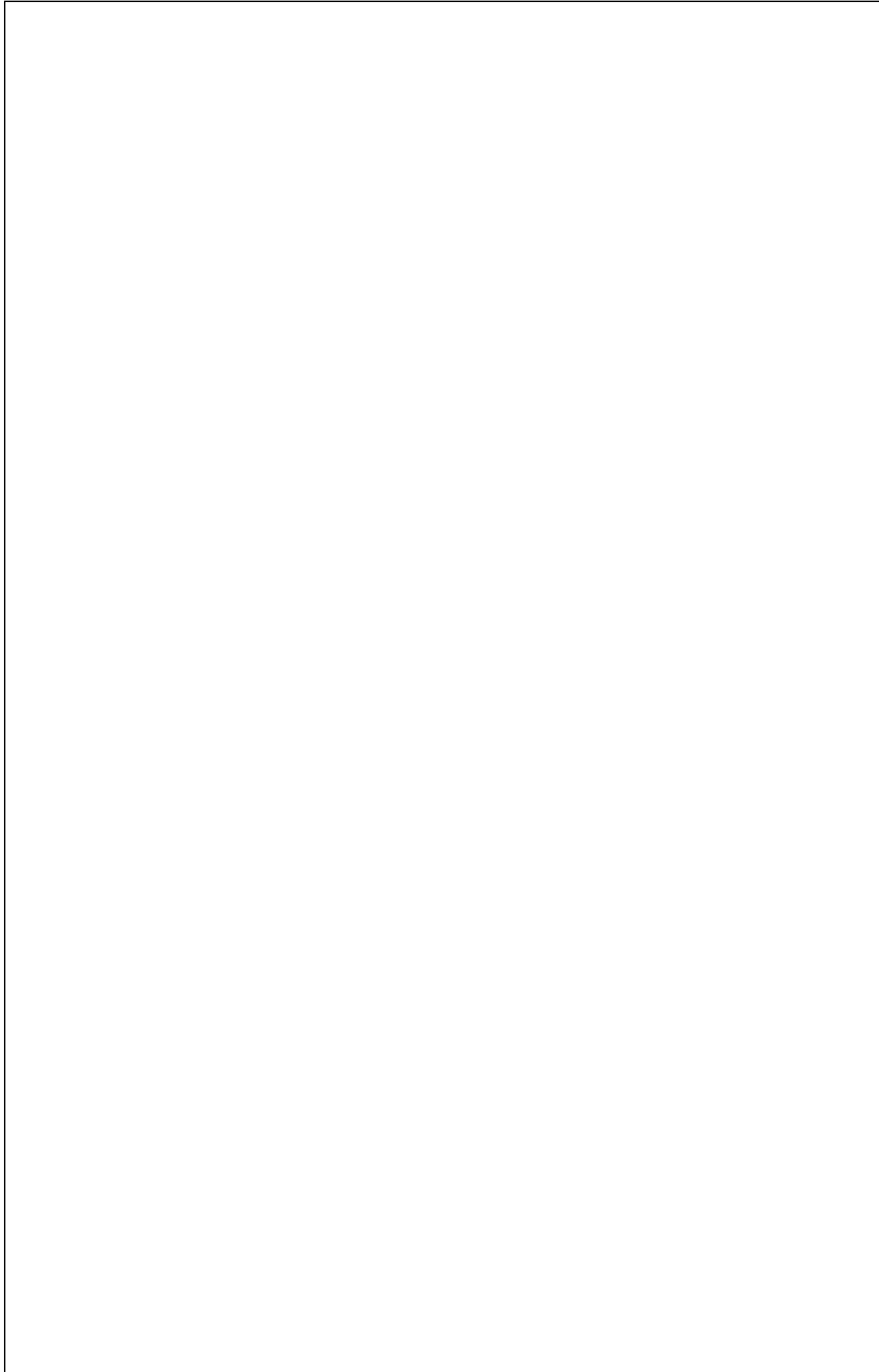
Parking: Adequate parking is available for customers and suppliers.

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)**

Empty response box for the question.



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:**

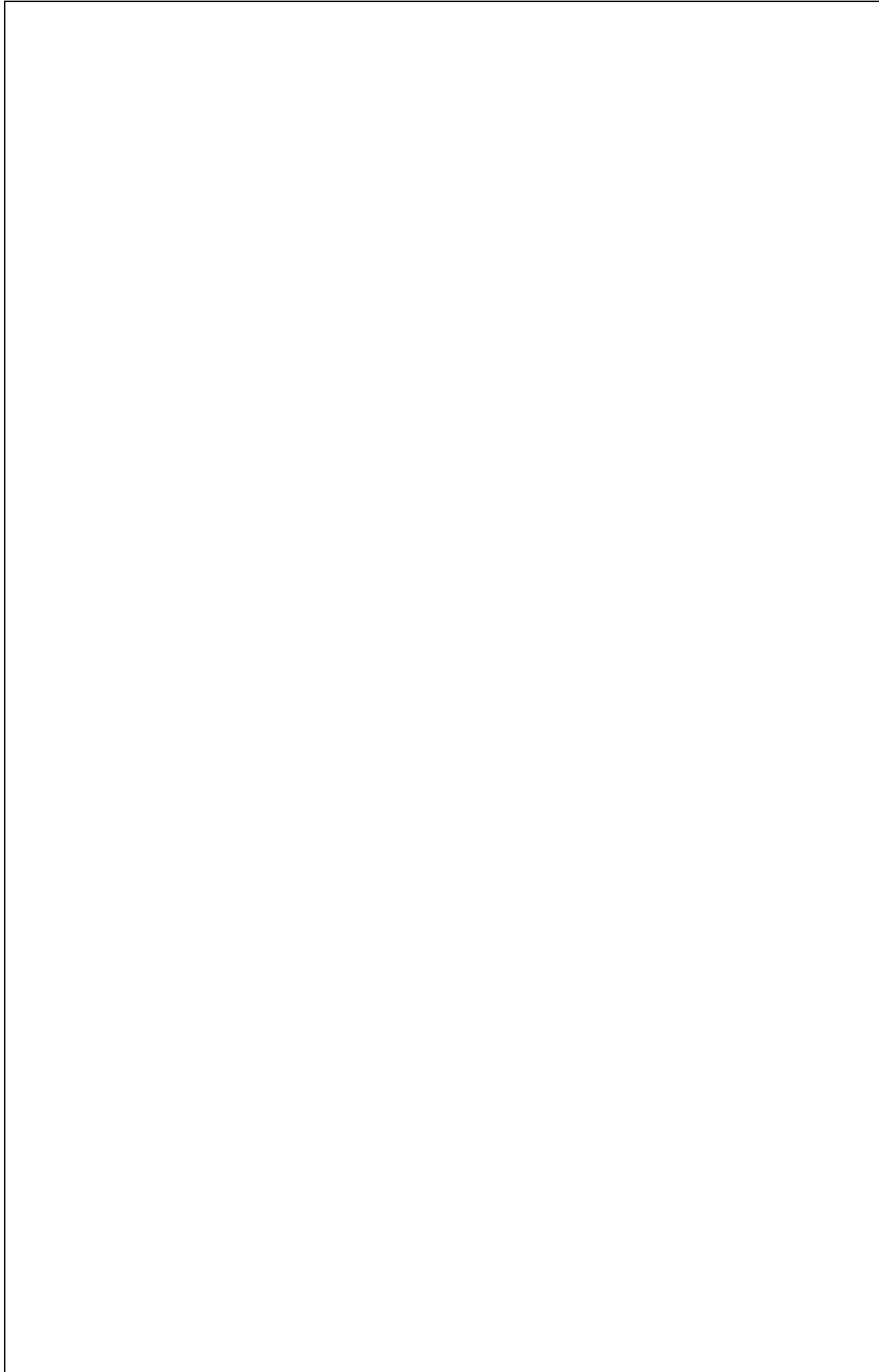
1. Access to social media platforms and analytics.
2. A social media management tool to schedule and manage posts.
3. Adequate staffing and training for the social media and customer service departments.
4. Budget allocation for social media campaigns.

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)**



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:

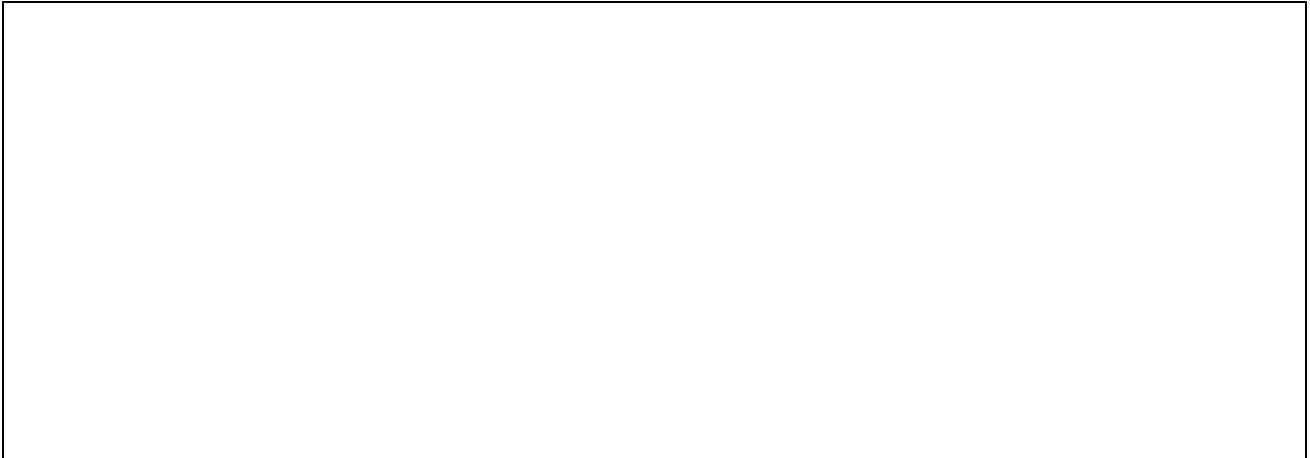
**Corrective action for employee theft:** The store has a zero-tolerance policy for theft, and any employee caught stealing will face immediate termination. The store will conduct an investigation to determine the extent of the employee's theft and will take appropriate corrective action, such as recovering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

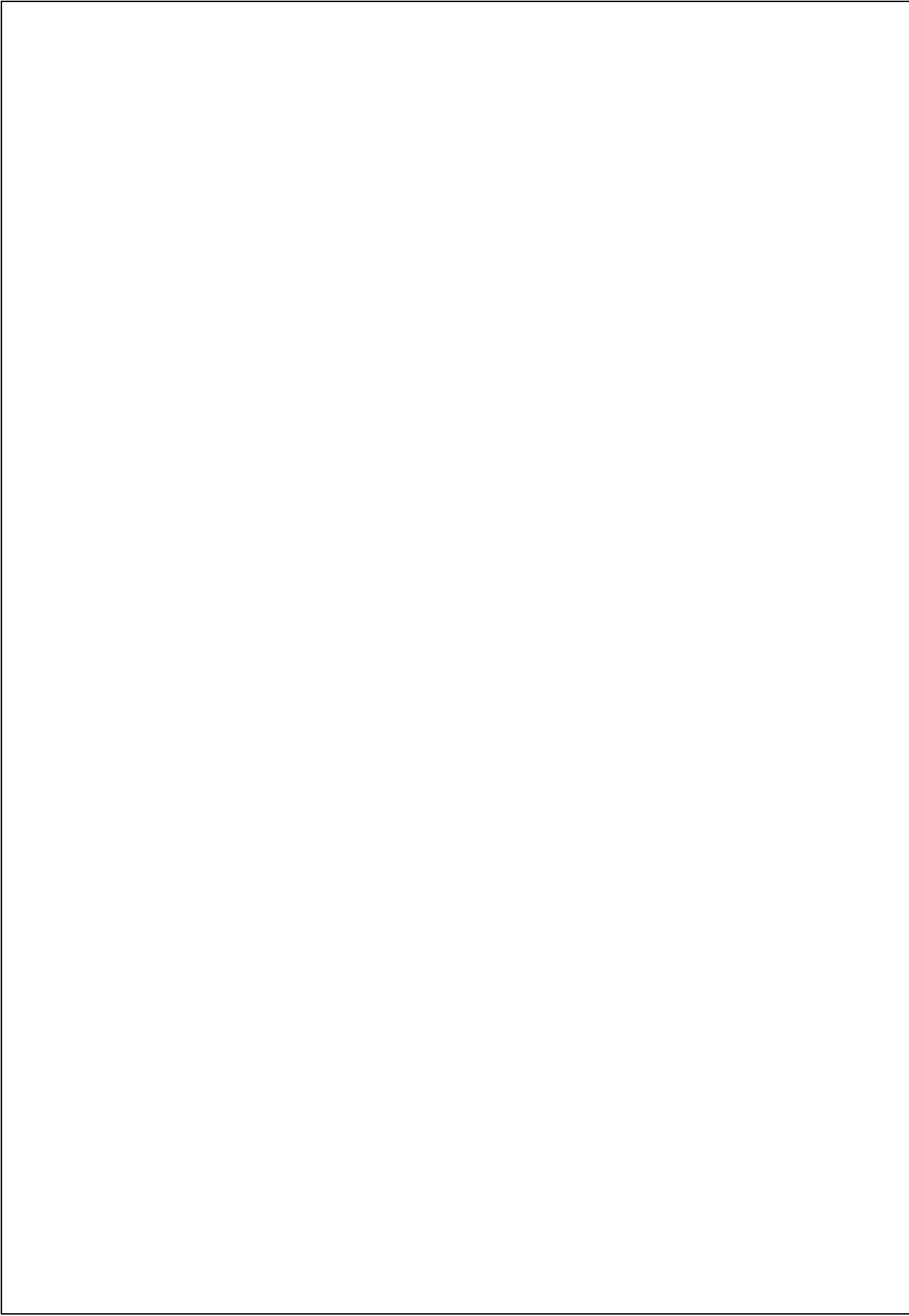


2.2.2. Based on the scenario above, propose corrective or disciplinary actions that can be taken to improve loss control behaviour at ABC Building Retail. **(6 Marks)**



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

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)**



**(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.

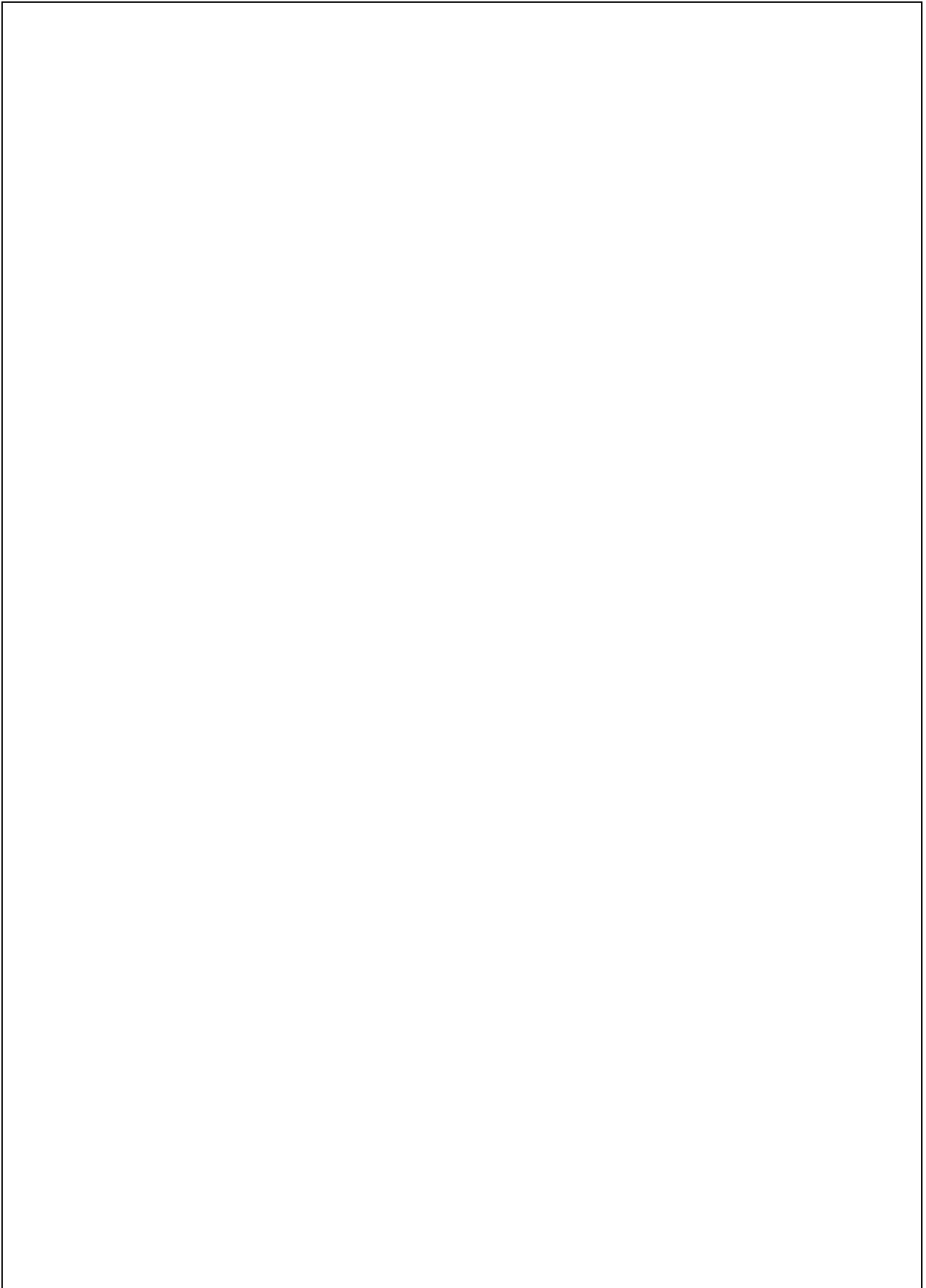
Example of corrective or disciplinary actions:

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.

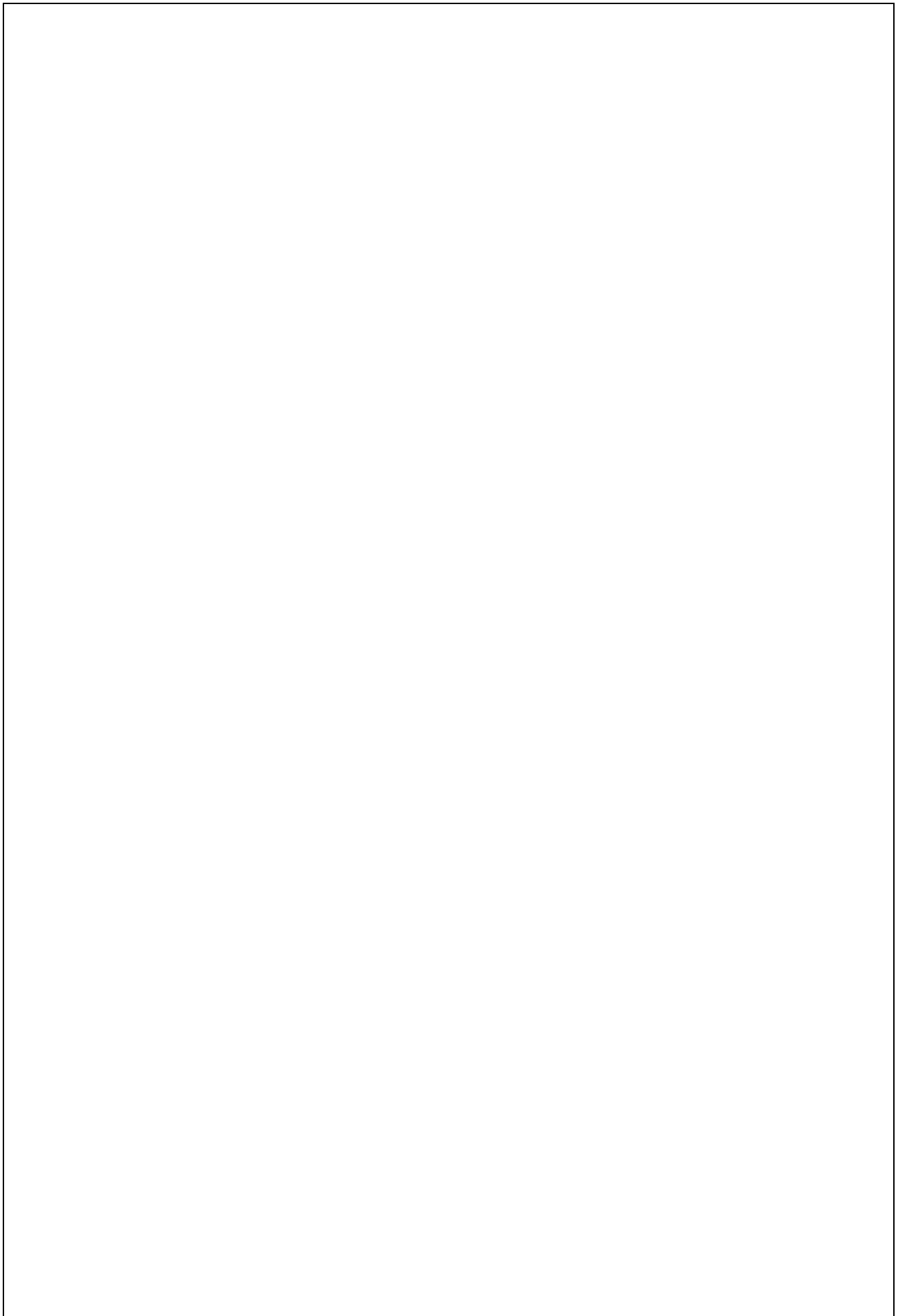
3.1.1. In the scenario provided, identify the possible causes of customer complaints. **(5 Marks)**.

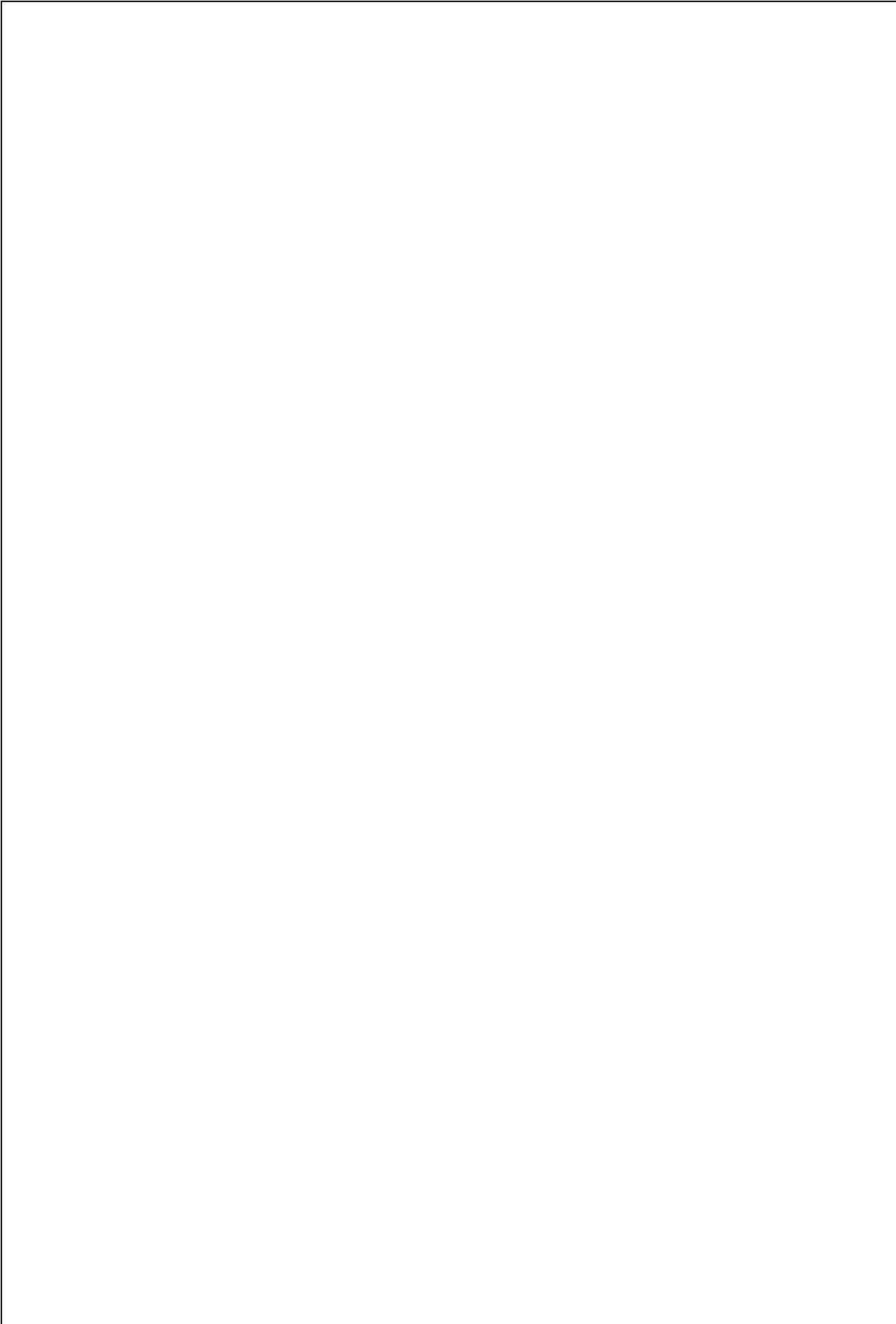


3.1. 2. A customer has lodged a complaint about the quality of a product they purchased from a store. The complaint has been received by the store manager. Using the policy and procedures relating to customer complaints, propose a solution to address the customer's concern. **(8 Marks)**.

3.1.3. Describe how the proposed solution will promote customer loyalty in the given scenario.

**(12 Marks).**





**(Total Marks for Question 3 = 25)**

**(TOTAL MARKS FOR THE EXAM: 100)**

**MARK ALLOCATION GRID** (For use by the Assessor only)

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

**ASSESSOR DETAILS**

<b>ASSESSOR NAME &amp; SURNAME</b>	
<b>REGISTRATION NUMBER</b>	
<b>SIGNATURE</b>	
<b>DATE</b>	

**INTERNAL MODERATOR DETAILS**

<b>MODERATOR NAME &amp; SURNAME</b>	
<b>REGISTRATION NUMBER</b>	
<b>SIGNATURE</b>	
<b>DATE</b>	