

## EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

### PAPER 7B – EXEMPLAR 2

<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)**

Scenario 1

A popular retail shop in Bloemfontein, named "BloemMart," has been facing challenges in managing their stock levels, leading to poor merchandising and increased wastage. Additionally, there have been incidents of theft resulting in shrinkage. To address these challenges, BloemMart is looking to hire four new staff members: a Salesperson/Retail Associate/Merchandiser, a Dispatching Clerk, a Receiving Clerk, and a Shelf Filler.

Salesperson/Retail Associate/Merchandiser Profile: The Salesperson/Retail Associate/Merchandiser will be responsible for assisting customers with their purchases, ensuring that products are well-merchandised and displayed, and maintaining the store's overall appearance. The ideal candidate should have a minimum of two years of retail sales experience, excellent communication skills, and knowledge of merchandising techniques.

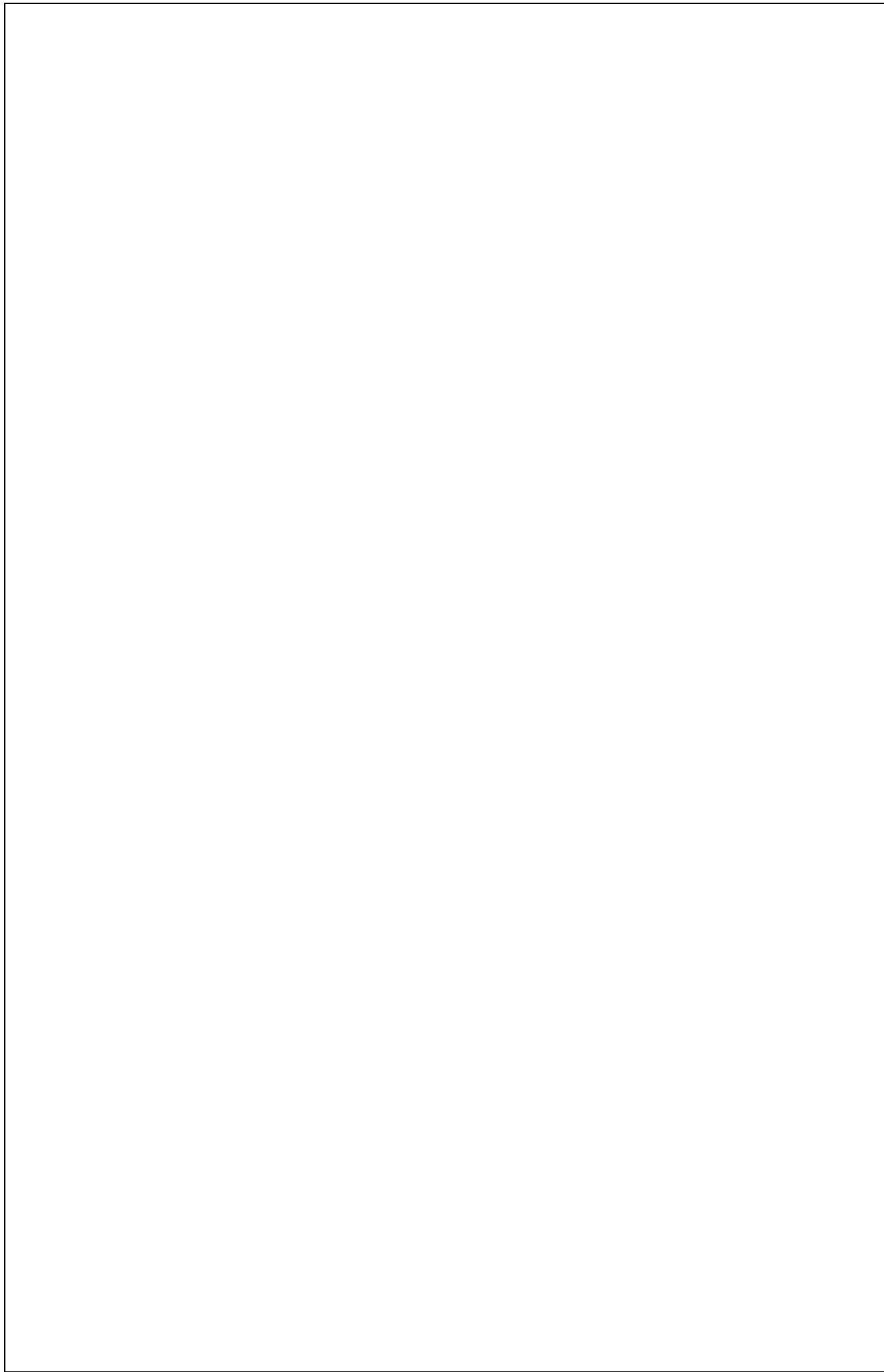
Dispatching Clerk Profile: The Dispatching Clerk will be responsible for coordinating the dispatching of products from the store to customers. The ideal candidate should have a minimum of two years of experience in a dispatching role, excellent organizational skills, and the ability to work well under pressure.

Receiving Clerk Profile: The Receiving Clerk will be responsible for receiving and processing incoming stock, ensuring that all products are accurately logged and stored. The ideal candidate should have a minimum of two years of experience in a similar role, excellent attention to detail, and the ability to work well in a team.

Shelf Filler Profile: The Shelf Filler will be responsible for ensuring that shelves are adequately stocked and replenished throughout the day. The ideal candidate should have a minimum of one year of experience in a retail environment, excellent organizational skills, and the ability to work well under pressure.


Retail Processes: Stock control, Merchandising, and Shrinkage control.

- 1.1.1. Based on the given scenario, compile a list of 12 tasks in order of priority (12 tasks amongst 3 team members). **(12 Marks)**



1.1.2. Based on the profile provided, delegate the tasks listed in the previous question to the team members based on their experience. Justify your delegation decisions. **(6 Marks)**

1.1.3. Bloem Mart is a retail shop facing stock control, merchandising, and shrinkage challenges. To address these issues, they are looking to hire four new staff members with specific job profiles. Describe the job profile of the Salesperson/Retail Associate/Merchandiser, Dispatching Clerk, Receiving Clerk, and Shelf Filler. Additionally, briefly explain the retail processes that BloemMart aims to improve through these new hires. Provide a timeline for each job profile to complete their tasks effectively. **(6 Marks)**



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

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**Question 2.**

Section B

**(Total # 51 Marks)**

**Scenario 2.**

John works at a popular hardware store in Gauteng. He is responsible for maintaining service standards relating to stock, merchandising, and health and safety. One day, John notices that the store has been experiencing a lot of shrinkage and wastage. He also notices that the store's exit and entrance area is not being properly monitored, which could pose a potential safety hazard. John decides to take action to improve the service standards in these areas.

Service Standards:

Stock: Orders must be placed on time and in the correct quantities. Stock must be handled properly and stored securely.

Merchandising: Products must be arranged in a visually appealing and logical manner to aid customer navigation and to maximize sales.

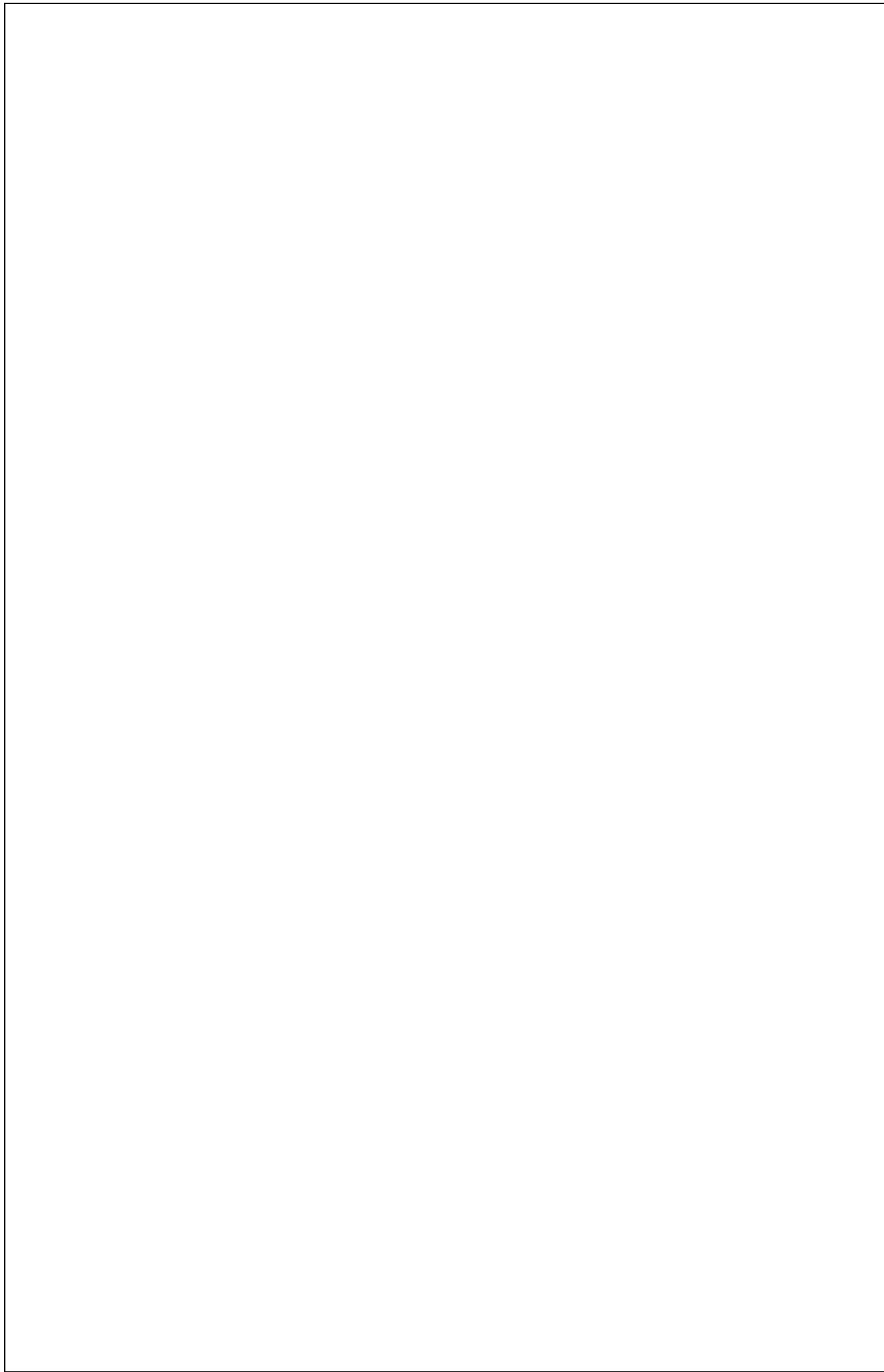
Health and Safety: The store must adhere to all health and safety regulations. Staff members must be trained in emergency procedures.

Shrinkage: Efforts must be made to reduce shrinkage, including implementing proper security measures and staff training.

Wastage: Procedures must be in place to minimize wastage, including tracking expiry dates and properly disposing of damaged goods.

Exit and Entrances: The store's exit and entrance areas must be properly monitored to ensure the safety of customers and staff.

2.1.1. In the context of the hardware store scenario provided, differentiate between service provided and required service standards in order to improve work performance. Provide a minimum of 5 examples. **(10 Marks)**



Read the following scenario and answer the questions that follow

**Scenario: 3**

The IT department of a medium-sized company has identified several areas of improvement to enhance their cybersecurity protocols. The following is an action plan to implement the improvements:

**Deliverables:**

1. Conduct a full security audit to identify vulnerabilities and risks.
2. Upgrade current security software to the latest version and implement additional measures such as firewalls and intrusion detection systems.
3. Develop a cybersecurity policy and procedures document.
4. Train all employees on cybersecurity best practices and the new policies and procedures.

**Timelines:**

1. Security audit to be conducted within the next 4 weeks.
2. Security software upgrade and additional measures to be implemented within the next 6 weeks.
3. Cybersecurity policy and procedures document to be developed within the next 8 weeks.
4. Employee training to be conducted within the next 12 weeks.

**Responsibilities:**

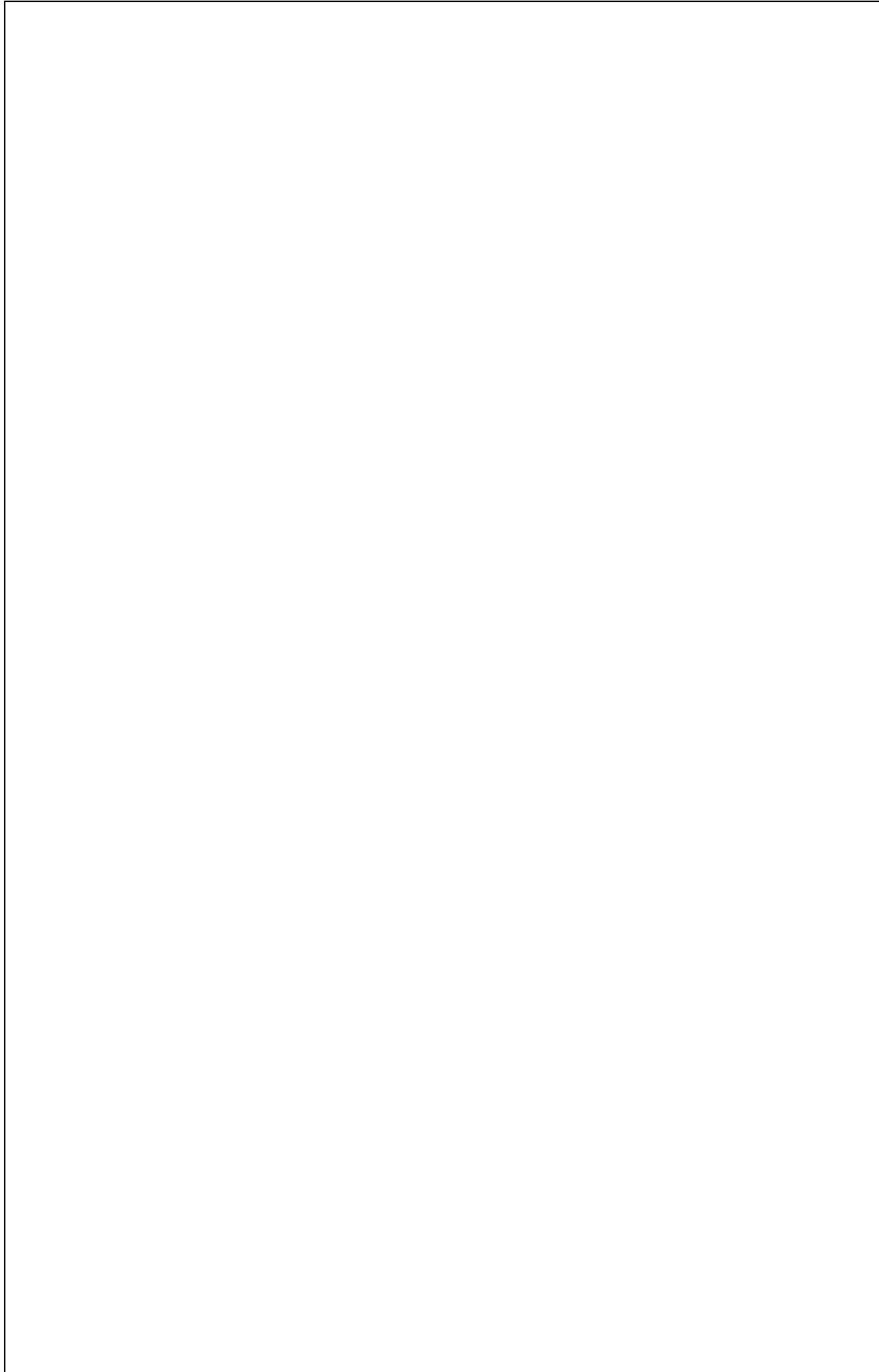
1. Security audit to be conducted by the IT department with the support of an external security consultant.
2. Security software upgrade and additional measures to be implemented by the IT department with the support of external IT services providers.
3. Cybersecurity policy and procedures document to be developed by the IT department in consultation with the company's management team and legal counsel.
4. Employee training to be conducted by the IT department with the support of external cybersecurity training providers.

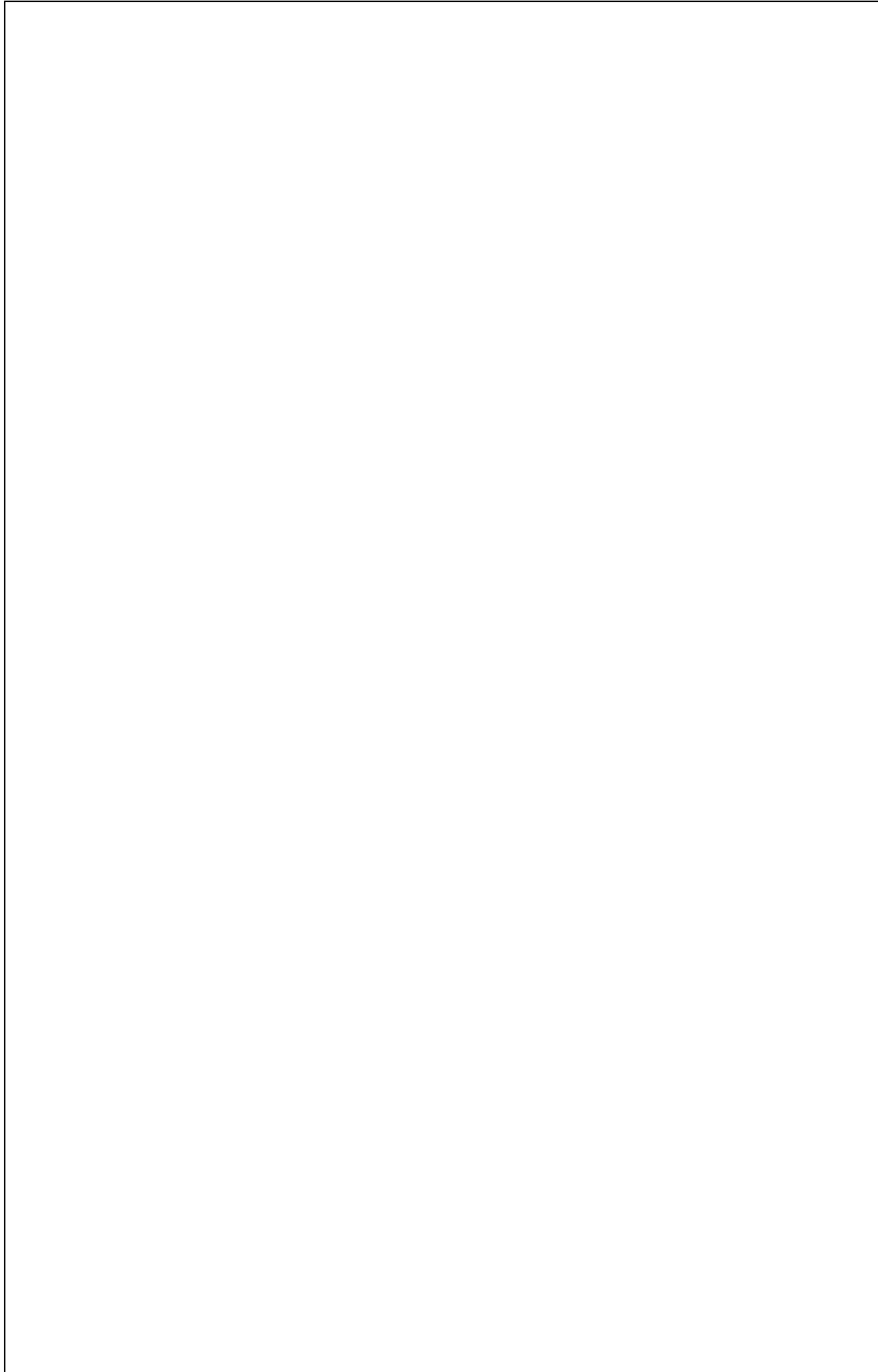
**Resources:**

1. External security consultant to be hired to support the security audit.
2. External IT services providers to be hired to support the security software upgrade and additional measures.
3. Legal counsel to be consulted for the development of the cybersecurity policy and procedures document.
4. External cybersecurity training providers to be hired to conduct the employee training.

2.1.2. Based on the scenario provided, propose an action plan to improve service standards that will meet required standards. Your action plan should include a clear explanation of the following elements:

1. Why the action plan is needed
2. Who will be involved in the action plan
3. What specific deliverables will be achieved
4. When each deliverable will be completed
5. Where the action plan will take place
6. How the action plan will be implemented, including necessary resources **(25 Marks)**





Read the following scenario and answer the questions that follow

**Scenario 4: Baby Store**

A baby store sells various items for babies such as diapers, baby clothes, toys, and baby food. The store has noticed an increase in loss due to theft, wastage, and mishandling of stock. The store has also received customer complaints regarding the condition of some of the products sold. Upon investigation, it was found that some staff members were engaging in behaviours that led to the loss, such as mishandling of stock, not following proper storage procedures, and not adhering to security protocols.

Examples of behaviours that led to loss:

Mishandling of stock: A staff member was seen carrying a box of glass baby bottles without proper support, resulting in the bottles falling and breaking. This led to the loss of stock and potential harm to customers.

Theft: A staff member was caught stealing baby food and diapers from the store. This led to a loss of stock and revenue for the store.

Examples of retail situations requiring corrective or disciplinary actions or on-the-job training/coaching:

- Mishandling of stock: The store manager will provide on-the-job training/coaching to staff members on proper handling and storage procedures for fragile items such as glass baby bottles. Staff members who continue to mishandle stock will face disciplinary action, such as a verbal warning or written warning.
- Theft: The store has a zero-tolerance policy for theft, and any staff member caught stealing will face immediate disciplinary action, such as termination of employment. The store will also increase security measures, such as installing cameras and hiring security personnel.
- Where: The training program will take place in the store, and security measures will be implemented throughout the store. The stock control system will be implemented in the store's backroom, and store audits will take place throughout the store.
- How: The store manager will be responsible for overseeing the action plan's implementation and ensuring that all staff members are aware of the new procedures and protocols. Sales associates, receiving clerks, and merchandisers will be responsible for following the new procedures and protocols and reporting any issues or concerns to the store manager. The store manager will allocate resources such as time, staff, and funds to implement the action plan effectively.

2.2.1. What are two examples of behaviours that can lead to loss in the baby store scenario provided? **(2 Marks)**

2.2.2. Based on the scenario above, what corrective or disciplinary actions can the baby store take to improve loss control behaviour? Provide at least 3 actions. **(6 Marks)**

2.2.3. Identify two areas where lack of knowledge/skill caused poor performance in the baby store scenario. **(2 Marks)**

2.2.4. Based on the scenario of the baby store provided, identify two areas where lack of knowledge/skill caused poor performance. Recommend and motivate on-the-job training/coaching to address the identified gaps. **(6 Marks)**

**(Total Marks for Question 2 = 51)**

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**Question 3.**

Section C

**(Total # 25 Marks)**

Read the following scenario and answer the questions that follow

**Scenario 5**

Emma visited a gift shop to purchase a birthday present for her friend. She was pleased with the range of products on display and selected a beautiful necklace. However, upon returning home, Emma discovered that the necklace was damaged. She immediately contacted the gift shop and expressed her disappointment. The sales associate apologized and explained the process for handling customer complaints. Emma was asked to return the damaged necklace to the store for a replacement. The sales associate offered to reserve the replacement necklace and expedite the process to ensure Emma had the gift in time for her friend's birthday. Emma was pleased with the prompt response and agreed to return the damaged necklace the following day.

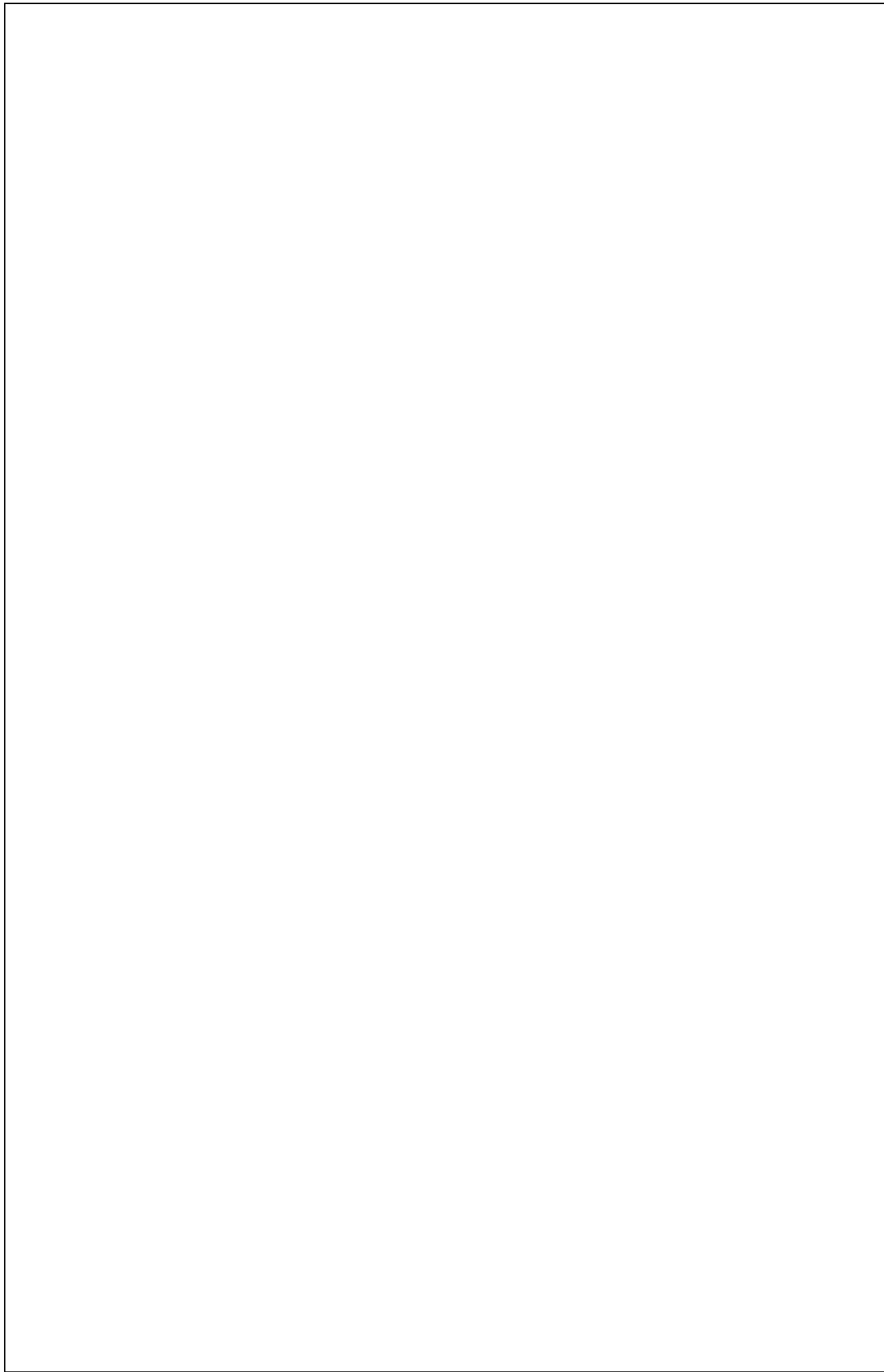
**Policy and Process:**

At the gift shop, we take pride in providing high-quality products to our customers. However, we recognize that sometimes mistakes can occur, and customers may have a complaint. We encourage customers to raise any concerns with us as soon as possible, and we will do our best to resolve the issue promptly. Our process for handling customer complaints includes listening carefully to the customer's concern, apologizing for any inconvenience caused, and offering a solution that meets the customer's needs. In cases where a product is damaged or faulty, we offer a replacement or a refund. We prioritize customer satisfaction and strive to provide exceptional service to each customer.

3.1.1. In the scenario provided, what were the possible causes of the customer's complaint in the gift shop? **(5 Marks)**.

3.1.2. A customer has recently lodged a complaint at a gift shop regarding a faulty product. Propose a solution within the given policy and procedures to address the issue and satisfy the customer. **(8 Marks)**.

3.1.3. You are a customer service representative at a gift shop, and a customer has complained about a damaged item they received. Using the scenario provided, identify a solution within the store's policy and procedures to address the complaint, and describe how this solution will promote customer loyalty. **(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>	