

FINAL EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT (EISA)

EXEMPLAR PAPER

Date:

QUALIFICATION	Occupational Certificate: Visual Merchandiser												
SAQA ID	99688												
NQF LEVEL	3												
CREDITS	30												
TOTAL MARKS	70 Marks												
PASS MARK	42 Marks												
TIME	09h00-11h00 Duration: 2 hours												
	LEARNER DETAILS												
NAME AND SURNAME													
ID NUMBER													
EISA REGISTRATION NO.													
NAME OF PROVIDER													
ASSESSMENT CENTRE													
ASSESSMENT CENTRE ACCREDITATION NO.													

GENERAL EISA RULES

This External Integrated Summative Assessment (EISA) Question Paper consists of THREE (3) QUESTIONS AND SEVENTEEN (17) pages.

INSTRUCTIONS

NB! THE QUESTION PAPER IS USED AS THE ANSWER SHEET

1. Please read the questions carefully;
2. This is a Closed Book assessment;
3. Read the instructions for each question before answering;
4. Use the mark allocation for each written question to guide the length of your answer;
5. Candidates are not allowed any form of assistance and must always adhere to the invigilator's instructions;
6. All cell phones are to be switched off for the duration of the EISA and **MAY NOT** be used for calculations;
7. Candidates may only use their calculators:
8. Candidates may not leave the Assessment Centre within the ONE (1) of the start of the EISA; and during the last 10 minutes of the allotted EISA period;
9. Candidates are prohibited from conversing during the duration of the EISA;
10. Candidates who are found to be disruptive in the Assessment Centre will be requested to leave the Assessment Centre by the invigilator;
11. Candidates are only allowed to use a black pens; and
12. The candidate is required to **ANSWER ALL QUESTIONS.**

Mark allocation (70)

Each tick (✓) constitutes one (1) mark.

- **Question 1 (21 Marks)**
- **Question 2 (28 Marks)**
- **Question 3 (21 Marks)**

Question 1: Develop visual merchandising plan/action plan

Promotional visual merchandising scenario

Makro, a leading retail warehouse chain, is gearing up for its biggest shopping event of the year: **Black Friday**.

Products Featured

- Electronics: Discounts on TVs, laptops, tablets, smartphones, and gaming consoles
- Home Appliances: Sale on refrigerators, washing machines, air conditioners, and kitchen appliances
- Furniture: Discounts on sofas, beds, dining sets, and office furniture
- Groceries: Special deals on bulk purchases of food, beverages, and household essentials

Promotion Details

- Up to 50% off on selected electronics and home appliances
- Buy one, get one free on furniture and groceries
- Exclusive discounts for Makro loyalty program members
- Free delivery on online orders over R500
- Extended shopping hours: 6am - 10pm on Black Friday

Visual Merchandising

- Eye-catching signage highlighting promotions and discounts
- Themed decorations and balloons in Makro's brand colours
- In-store displays featuring sale products
- Social media campaign encouraging customers to share their Black Friday shopping experiences using a branded hashtag
- Online advertising and email marketing campaigns to promote the sale

Additional Offers

- Early bird special: First 100 customers in line receive a R100 voucher
- Social media contest: Customers who share a photo of their Black Friday haul on social media using a branded hashtag can win a R1,000 gift card

This Black Friday sale aims to attract customers looking for deep discounts on a wide range of products. By offering exclusive deals, extended shopping hours, and additional offers, Makro aims to drive sales, increase customer loyalty, and make this Black Friday one to remember.

Question 1

Total Marks (21 Marks)

1.1.1 Read the scenario of Black Friday and decide on five (5) principles of Visual Merchandising that can be followed to do this promotion. **(5 marks)**

1.1.2 Visual Merchandising has its terminology, define the three (3) terms used in Visual Merchandising **(3 marks)**

Merchandising
Fixtures
Themes

1.1.3 Read the scenario of Black Friday and decide where the visual merchandising display of promotions should be located and give a reason. **(2 Marks).**

1.1.4 Identify the merchandise items in the list that relate to the scenario of Black Friday and give reasons for your answer. **(5 marks)**

1.1.5 Identify and name any three fixtures and display carriers that can be used to display the merchandise give a reason for using each one of them **(3 marks).**

1.6 The date for the Black Friday is predicted to occur on a very cold day with rain. How would you adapt you merchandising plan to address this variable? **(3 marks)**

[TOTAL :21 MARKS]

Question 2: Set up and dismantle visual merchandising displays

2.1 A simulated retail environment



2.1.1 Retail graphics can play a huge role in communicating to your customers. Name five (5) ways graphics can be used in retail. **(5 marks)**

2.1.2 Name two (2) techniques that can be used to create a high converting display, just like the image above. **(2 marks)**

2.1.3 You are required to dismantle a display fixture in a busy retail environment. Outline **three (3)** key procedures you would follow to ensure the task is carried out safely and securely, while minimising risk of injury and loss of materials. **(3 marks)**

2.1.4 Which of the following **three (3)** actions best demonstrate adherence to housekeeping standards when preparing a retail display?

(Select three correct answers)

- A. Leaving packaging materials on the shop floor for quicker access later
- B. Cleaning the display area before and after setup
- C. Ensuring tools and equipment are stored safely after use
- D. Blocking emergency exits temporarily while working
- E. Disposing of waste materials promptly and appropriately
- F. Placing merchandise randomly to save

(3 marks)

2.2 A set of information with details of the theme, product and visual merchandising equipment

Theme Name: Enchanted Forest

- ***Description:*** A whimsical and mystical theme that transports customers to an enchanted forest

- ***Target Audience:*** Children and families who love fantasy and adventure

Product

- ***Product Category:*** Toys and games

- ***Product Range:*** Plush toys, puzzles, board games, outdoor toys, and fantasy-themed books

- ***Key Products:***

- Plush toys shaped like mythical creatures
- Interactive puzzles and games with a fantasy theme
- Outdoor toys such as fairy wings and wizard hats

Visual Merchandising Equipment

- ***Display Tables:*** Wooden tables with moss and greenery to resemble tree stumps

- ***Shelving Units:*** Twisted wooden shelving units with lanterns and fairy lights

- ***Racks and Stands:*** Tree-shaped racks and stands with hooks and clips

- ***Lighting:*** String lights, lanterns, and LED lights to create a magical ambiance

- ***Decorations:*** Fantasy-themed decorations such as stuffed animals, flowers, and greenery to create an immersive experience

- ***Signage:*** Whimsical signage with fantasy-themed graphics and fonts to highlight promotions, prices, and product information

(5 marks)

[illegible]

(5 marks)

[illegible]

2.2.3 Name five (5) types promotional activities

(5 marks)

[Total = 28 marks]

Question 3: Maintain and Evaluate Visual Merchandising displays

3.1 Maintain Visual Merchandising displays

3.1.1 Explain the importance of maintaining a Visual display.

(2 marks).

[illegible]

3.1.2. Name and briefly describe any four (4) visual merchandising techniques to increase sales.

(8 marks)

[illegible]

3.2 Evaluate Visual Merchandising displays .

TWO IMAGES OF VISUAL MERCHANDISING DISPLAYS

IMAGE 01



IMAGE 02



Meta AI

3.2.1 Name any five (5) ways to evaluate the quality of your new merchandise. (5 marks)

[illegible]

3.2.2. Name any six (6) areas your representatives should focus on, in order to maximize sales and avoid poorly maintained displays in the pictures above. **(6 marks)**

[illegible]

[Total = 21 marks]

[Grand Total = 70 marks]

MARK ALLOCATION GRID (FOR USE BY ASSESSOR AND MODERATOR ONLY)

QUESTIONS ANSWERED	SUBTOTAL MARKS		
	MARKS	MARKS AWARDED	MARKS: POST MODERATION
1.1.1	5		
1.1.2	3		
1.1.3	2		
1.1.4	5		
1.1.5	3		
1.1.6	3		
Total Question 1	21		
2.1.1	5		
2.1.2	2		
2.1.3	3		
2.1.4	3		
2.2.1	5		
2.2.2	5		
2.2.3	5		
Total Question 2	28		
3.1.1	2		
3.1.2	8		
3.2.1	5		
3.2.2	6		
Total Question 3	21		
GRAND TOTAL	70		