

EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

EXEMPLAR 3B

STUDENT NAME & SURNAME	
ID NUMBER	
EISA REGISTRATION NUMBER	
ASSESSMENT CENTRE	
ASSESSMENT CENTRE ACCREDITATION NUMBER	
QUALIFICATION	OCCUPATIONAL CERTIFICATE: RETAIL MANAGER GENERAL (RETAIL STORE MANAGER)
SAQA ID	91789
CREDITS	507
PAPER	1B (there are 2 papers to be written: 1A and 1B)
DATE OF EISA	DD/MM/YYYY
DURATION	3 HOURS
TOTAL MARKS	80

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

CANDIDATE INSTRUCTIONS

- Candidates must complete all questions in this EISA.
- Candidates must ensure that they use only a black pen when completing this EISA.
- Should you require additional space to complete your answer, please request additional paper from your invigilator. Ensure that you indicate your name, surname and EISA registration number at the top of the additional paper. Also ensure that the question number is clearly marked on your additional paper.

Question 1

Managing the Retail Supply Chain

(44 Marks)

Shirley's Supermarket is a retail business located in Mannenberg and the retailer sells basic households products such as bread, milk, cigarettes, cool drinks etc. in small quantities.

Below is a stock report for the period June – September 2019. When presenting the report, the store manager also noted that:

- There is no frozen ice cream in stock because the supplier is also out of stock.
- Laundry soap is out of stock because the company's buyer placed the order very late and as such no deliveries have been received in the past two weeks.
- The records show that there are 30 packets of coffee in stock but the physical stock count revealed that the item is out of stock. This anomaly is as a result of stock theft.
- The buyer incorrectly ordered 200 bottles of soft drinks instead of 150.
- The toys are imported from an overseas supplier.
- Fresh produce is sourced from a local supplier who has his own delivery vehicles. However, his delivery service has been erratic.
- Frozen products are also sourced from a local supplier who has his own delivery vehicles. However, this supplier is reliable.
- Chicken is ordered from a supplier based in a town that is 2000km away so lead times are high.
- High value items e.g. cell-phones, jewellery and perfumes are sourced from a supplier who does not have delivery vehicles.

Fast selling items such as tissues and soft drinks are big and bulky and they therefore require more storage space. These products are mainly stored at the company's distribution centre.

Shirley's Supermarket: Stock and Sales Report for the period June – September 2019

Name of Item	Beginning Inventory	+ Purchases	- Ending Inventory (actual)	= Total Number of Units Sold	Selling Price/Unit	= Total Sales	Theoretical stock on hand
Ice ream	180	30	0	190	R5	R950	20
Laundry soap	100	50	0	150	R10	R1 500	0
Coffee	60	50	0	80	R10	R800	30
Soft drinks	120	200	20	250	R15	R3 750	70
Boys toys	90	60	15	120	R800	R84 000	30
Fresh beans	300	140	0	420	R15	R6 300	20
Chicken	100	30	0	130	R70	R9 100	0
Jewellery	20	15	32	2	R1 200	R2 400	33
Tissues	800	200	0	1000	R50	R50 000	0
Pasta	120	130	0	250	R50	R12 500	0
Cell-phones	100	50	140	3	R4 000	R12 000	147

- *The mark up on all the products is 50%.*
- *All figures must be rounded off to two decimal numbers where applicable.*

1.3 Identify any four (4) products that have a high shrinkage rate at the store.

(4 marks)

1.4 Evaluate the performance of any three products listed in the report and make appropriate recommendations to relevant stakeholders and external suppliers on how to improve stock performance.

(9 marks)

1.5 According to the case study, the retailer is facing supply chain challenges with products such as toys, frozen ice cream, chicken, tissues and fresh produce. Propose appropriate supply chain options for these products.

(15 marks)

(Total Marks for Question 1 = 44)

Question 2

Retail Operations Management

(36 Marks)

De Vaal Hypermarket is an independent retailer located in Pretoria central. The fully-fledged hypermarket offers a comprehensive portfolio of products and services that include groceries, furniture, hardware and clothing. Besides the shop manager who is in overall charge, the store also has managers responsible for the following key sections:

- Despatch
- Receiving
- Check-out
- Storage
- Cash office
- Butchery
- Bakery
- Fresh foods
- Furniture
- Hardware
- Clothing
- Grocery

A new range of grocery products (never stocked before) is due in the store soon. This will involve product training for the sales team and the merchandisers. Before then, the store must prepare additional storage space and give the new range front of store promotional space. This involves moving other ranges to accommodate the new lines. The new range must only be packed out by 30 October 2019 in time for the festive season. The shop manager also intends to launch an in-store campaign to promote the new range of products.

2.1 Create checklists to evaluate any two specific sections of the store.

(10 marks)

2.4 Analyse the De Vaal Supermarket case study above and establish any two objectives that the store manager can set out to achieve during the forthcoming promotional season.

(4 marks)

2.5 Since De Vaal Hypermarket is launching a new product range this festive season, using at least two marketing mix elements, propose a marketing strategy for the campaign.

(8 marks)

(TOTAL MARKS FOR THE EXAM: 80)

MARK ALLOCATION GRID (For use by the Assessor only)

QUESTION	MARK	MARKS AWARDED
1.1	8	
1.2	8	
1.3	4	
1.4	9	
1.5	15	
TOTAL Q1	44	
2.1	10	
2.2	6	
2.3	8	
2.4	4	
2.5	8	
TOTAL Q2	36	
GRAND TOTAL	80	

ASSESSOR DETAILS

ASSESSOR NAME & SURNAME	
REGISTRATION NUMBER	
SIGNATURE	
DATE	

INTERNAL MODERATOR DETAILS

MODERATOR NAME & SURNAME	
REGISTRATION NUMBER	
SIGNATURE	
DATE	