

## EXTERNAL INTEGRATED SUMMATIVE ASSESSMENT

### EXEMPLAR 4B

<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 MANAGER GENERAL (RETAIL STORE MANAGER)</b>
<b>SAQA ID</b>	<b>91789</b>
<b>CREDITS</b>	<b>507</b>
<b>PAPER</b>	<b>1B (there are 2 papers to be written: 1A and 1B)</b>
<b>DATE OF EISA</b>	DD/MM/YYYY
<b>DURATION</b>	<b>3 HOURS</b>
<b>TOTAL MARKS</b>	<b>80</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**

## **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)**

T Squared is an upmarket store that sells groceries, cosmetics and clothing accessories targeted at fashion and health conscious consumers. The store has been struggling with stock losses at their store that is located in Umhlanga Rocks.

High losses were recorded during their recent scheduled stock takes. The business has installed a modern security system and cannot understand the high stock losses without any criminal (robberies or break in) activities being recorded. The stock losses are mostly found in the jewellery section on items such as earrings, bracelets and necklaces.

Below is a stock report for T Squared for the period September – December 2018. When presenting the report, the store manager also noted that:

- There is are no frozen prawns in stock because the supplier is also out of stock.
- Coconut oil 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 50 earrings 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 bracelets instead of 150.
- The necklaces are imported from an overseas supplier.
- Fresh fruits are 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.
- Organic juice is ordered from a supplier based in a town that is 2000km away so lead times are high.
- High value items e.g. earrings, bracelets and necklaces are sourced from a supplier who does not have delivery vehicles.

Fast selling items such as fresh produce 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

**T Squared Store: Stock and Sales Report for the period September – December 2018**

<b>Name of Item</b>	<b>Beginning Inventory</b>	<b>+ Purchases</b>	<b>- Ending Inventory (actual)</b>	<b>= Total Number of Units Sold</b>	<b>Selling Price/Unit</b>	<b>= Total Sales</b>	<b>Theoretical stock on hand</b>
Frozen prawns	300	200	0	500	R10	R5 000	0
Coconut oil	150	150	0	250	R10	R2 500	50
Earrings	400	300	0	650	R100	R65 000	50
Fresh fruits	3000	4000	100	6900	R5	R34 500	100
Organic juice	350	250	0	600	R20	R12 000	0
Soft drinks	2000	3000	0	4700	R10	R47 000	300
Necklaces	350	150	0	420	R200	R84 000	80
Shoes	200	50	40	210	R200	R42 000	40
Bath soap	420	480	100	800	R15	R12 000	100
Bracelets	100	200	0	250	R150	R37 500	50

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







1.5 According to the case study, the retailer is facing supply chain challenges with products such as coconut oil, organic juice, frozen prawns, and soft drinks. Propose appropriate supply chain options for these products.

**(15 marks)**


**(Total Marks for Question 1 = 44)**

## Question 2

### Retail Operations Management

**(36 Marks)**

Mackay's is a supermarket based in Polokwane. The store employs about 50 employees and Peter Vundla is the Store Manager. For ease of management, the store is divided into five sections which are the shop floor, check-out, receiving, dispatch, and the admin area which also houses the cash office. Sipho is the Manager responsible for the receiving section. According to the company's policies, all goods received must be recorded in the goods received register. However, a recent audit report highlighted a number of missing records of the goods received. Sipho acknowledged this problem but he blamed it on the understaffing in his section. The whole section only has three employees and on many occasions there are more trucks delivering merchandise than there is staff to receive the goods. Peter has also confirmed receiving requests for the employment of additional staff in the receiving section but has steadfastly refused to do so arguing that the staff in that section needs to work over-time.

Kayla is the manager responsible for the check-out area where there are seven till points. Last year there were numerous complaints from customers as a result of the long queue at the till points. Company policy dictates that a customer must not spend more than 10 minutes in a queue. Kayla has managed to send her section staff for customer service training and reorganized the roaster system and the queues have now disappeared. On busy days, she also supports her staff by helping with packing and organising change. She is also available all the time to deal with any requests from the cashiers.

The butchery service falls under the management of Killian who is also the manager for the shop floor section. Recently, the store received a notice from the municipality informing them that the store will have to be shut down if the management does not attend to the leaking waste pipes from the butchery within the next seven days. The municipality argued that the store was contravening municipal by-laws pertaining to waste disposal, public health and occupational health and safety. When asked about this problem, Killian pointed out that the municipal officials were just over estimating the problem because the waste water from the butchery is not hazardous. Peter is aware of this problem which has been there for the past eight months but he believes Killian's viewpoint and blames the municipality of having a vendetta against the store.

Mackay's Supermarket is about to launch a back to school campaign and Peter is worried that with all the challenges he is facing at the store, the effectiveness of the campaign may be compromised.









2.4 Analyse the Mackay's Supermarket case study above and establish any two objectives that the store manager can set out to achieve during the forthcoming back-to-school campaign.

**(4 marks)**


2.5 Using at least two marketing mix elements, develop and recommend two appropriate marketing strategies that the store can implement in order to achieve the two objectives that you established in question 2.4 above.

**(8 marks)**



**(Total Marks for Question 2 = 36)**

(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	
<b>TOTAL Q1</b>	<b>44</b>	
2.1	10	
2.2	6	
2.3	8	
2.4	4	
2.5	8	
<b>TOTAL Q2</b>	<b>36</b>	
<b>GRAND TOTAL</b>	<b>80</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>	