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| **KNOWLEDGE TEST** | |
| Qualification | 103150 OC: Retail chain store manager |
| Knowledge module | KM01 Concept and principles of retail chain store management |

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| Learner surname |  |
| Learner full names |  |
| Learner ID number |  |
| Date |  |

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| Total possible marks | 176 | Minimum marks required | 140 (80%) |

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| **INTERNAL ASSESSMENT CRITERIA** | **QUESTION** | **GUIDELINES FOR ANSWER** | **MARKS** |
| KM01 IAC0101 | 1. Give a definition of retailing. |  | 6 |
| KM01 IAC0101 | 2. List 5 characteristics of retailing that sets it apart from other businesses. |  | 5 |
| KM01 IAC0101 | 3. Discuss the changing consumer market in terms of trends in:   * Demographic trends * Socio-economic trends * Lifestyle trends |  | 6 |
| KM01 IAC0102 | 4. Give three current examples of shopping patterns |  | 3 |
| KM01 IAC0102 | 5. Describe current staffing issues in the retail environment. |  | 10 |
| KM01 IAC0103 | 6. Describe each of the categories of retailing in South Africa.  Give one example of a shop in each category. |  | 10 |
| KM01 IAC0103 | 7. List 5 sub-sectors of retail shops in South Africa |  | 5 |
| KM01 IAC0104 | 8.1. Explain the relationship and inter-dependence between the retail chain store and store support functions.  8.2. List 4 support functions and explain how each supports the store. |  | 9 |
| KM01 IAC0105 | 9. Explain the relationship and inter-dependence between the various departments in a retail outlet |  | 5 |
| KM01 IAC0201  KM01 IAC0202 | 10.1 Give a definition of stakeholders of a retail chain store.  10.2 Give 5 examples of stakeholders in a retail chain store and explain why each of them are stakeholders. |  | 2 for 10.1  10 for 10.2 |
| KM01 IAC0203 | 11. Explain how the retail chain store manager is responsible for building relationships with stakeholders. |  | 3 |
| KM01 IAC0204 | 12. Explain the purpose of each of the Acts and list at least 1 stakeholder that is affected by each. |  | 20 |
| KM01 IAC0301 | 13. Explain each of the operations management elements for the retail chain store manager. |  | 25 |
| KM01 IAC0302 | 14. Explain what employee capacity planning is |  | 3 |
| KM01 IAC0302 | 15. Explain the principles of employee capacity planning by stating why it is important |  | 5 |
| KM01 IAC0303 | 16. List the methods and tools used in retail chain store operations management |  | 4 |
| KM01 IAC0304 | 17. Explain the key elements of daily, weekly and monthly operational activities |  | 10 |
| KM01 IAC0402 | 18. Explain the three steps in staff scheduling. |  | 20 |
| KM01 IAC0402 | 19. List 5 benefits of effective staff scheduling |  | 5 |
| KM01 IAC0402 | 20. Explain three principles of staff scheduling. |  | 6 |
| KM01 IAC0403 | 21. Explain the concepts:  21.1. Recruitment  21.2. Selection |  | 2 |
| KM01 IAC0404 | 22. Explain the purpose of induction of new staff |  | 2 |