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| **KNOWLEDGE TEST** | |
| Qualification | 103150 OC: Retail chain store manager |
| Knowledge module | KM04 Concepts and principles of managing service standards  NQF5 2 credits |

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

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| Total possible marks | 94 | Minimum marks required (80%) | 75 |

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| **INTERNAL ASSESSMENT CRITERIA** | **QUESTION** | **GUIDELINES FOR ANSWER** | **MARKS** |
| KM04-IAC0101 | 1. What is the function and purpose of customer service? Explain the function then list 4 items relating to the purpose |  | 5 |
| KM04 IAC0102 | 1. Describe the relationship between customer satisfaction and competitiveness in the retail sector |  | 2 |
| KM04 IAC0103 | 1. Explain customer service principles by giving 3 examples of customer service principles |  | 3 |
| KM04 IAC0104 | 1. Describe the areas of customer service in a retail chain store: merchandising; sales; checkout; packing  |  |  | | --- | --- | | **Area (function)** | **Interaction with or the task that can impact on customer service** | | Merchandising |  | | Sales |  | | Checkout |  | | Packing |  | |  | 10 |
| KM04 IAC0105 | 1. Explain what a moment of truth is |  | 3 |
| KM04 IAC0105 | 1. List and explain the three types of moment of truth |  | 6 |
| KM04 IAC0106 | 1. Discuss how quality impacts on the customer’s perception of service |  | 2 |
| KM04 IAC0107 | 1. List 3 laws (Acts) that impact on customer service and describe the purpose of each. |  | 8 |
| KM04 IAC0107 | 1. List 5 rights of consumers as set in the Consumer protection Act |  | 5 |
| KM04 IAC0108 | 1. Describe the principles of dealing with dissatisfied customers |  | 14 |
| KM04 IAC0108 | 1. Describe the impact of the store does not deal effectively with dissatisfied customers |  | 6 |
| KM04 IAC0201 | 1. Explain health and safety in retail |  | 3 |
| KM04 IAC0202 | 1. Explain the consequences of not adhering to the Occupational Health and Safety Act |  | 2 |
| KM04 IAC0202 | 1. Explain the objective of the Occupational Health and Safety Act |  | 2 |
| KM04 IAC0202 | 1. List 5 duties of employers in terms of the Occupational Health and Safety Act |  | 5 |
| KM04 IAC0203 | 1. List and explain 5 standards of cleanliness for retail stores |  | 10 |
| KM04 IAC0204 | 1. Explain 4 principles of cleanliness |  | 8 |