



B O A R D O F S T U D I E S
NEW SOUTH WALES

2013

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Retail Services

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
Black pen is preferred
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 11 and 13

Total marks – 80

Section I Pages 2–5

15 marks

- Attempt Questions 1–15
- Allow about 20 minutes for this section

Section II Pages 9–14

35 marks

- Attempt Questions 16–21
- Allow about 50 minutes for this section

Section III Page 15

15 marks

- Attempt Question 22
- Allow about 25 minutes for this section

Section IV Page 16

15 marks

- Attempt ONE question from Questions 23–25
- Allow about 25 minutes for this section

Section I

15 marks

Attempt Questions 1–15

Allow about 20 minutes for this section

Use the multiple-choice answer sheet for Questions 1–15.

- 1** A retailer reduces all stock by 35%.
- What is the sale price of an item originally marked at \$80?
- (A) \$28
 - (B) \$45
 - (C) \$52
 - (D) \$62
- 2** To whom should a salesperson first report a minor accident in a department store?
- (A) Union
 - (B) Supervisor
 - (C) Store owner
 - (D) Safety officer
- 3** What has been the main trend in employment patterns over recent years in the retail industry?
- (A) Increase in the proportion of casual employees
 - (B) Increase in the proportion of permanent employees
 - (C) Decrease in the percentage of female employees
 - (D) Decrease in the percentage of younger employees
- 4** What is the main role of the Shop, Distributive and Allied Employees Association (SDA)?
- (A) To provide training
 - (B) To support retail staff
 - (C) To deliver products to outlets
 - (D) To supply information to store owners

- 5** A customer purchases a toaster for \$25.95 and a kettle for \$55.99. The customer uses a \$50 gift card and pays the balance with a \$100 note.

How much change should the salesperson give the customer?

- (A) \$18.05
 - (B) \$31.95
 - (C) \$68.05
 - (D) \$81.95
- 6** Which of the following characteristics of a lay-by makes it different from a raincheck?
- (A) Products are purchased at the advertised price.
 - (B) Multiple items can be purchased in one transaction.
 - (C) A financial penalty may be applied for non-payment.
 - (D) Goods are not received until full payment has been made.
- 7** What is the most effective method of minimising vendor theft?
- (A) Restricting public access to the dock area
 - (B) Ensuring all employees sign in and sign out
 - (C) Installing security cameras at the point-of-sale
 - (D) Checking all incoming goods against the order
- 8** What would reduce a salesperson's opportunity to establish customer preferences?
- (A) Showing empathy
 - (B) Applying stereotyping
 - (C) Using active listening skills
 - (D) Demonstrating cultural sensitivity
- 9** Shrinkage in the retail environment can be caused by error, theft or waste.
- Which of the following would lead to shrinkage due to error?
- (A) Stock is not regularly rotated.
 - (B) Stock is mishandled by customers.
 - (C) Stock is not marked at the correct price.
 - (D) Stock is improperly stored on the shelves.

- 10** Which of the following could be part of hazard identification in the workplace?
- (A) Conducting safety audits
 - (B) Redesigning workstations
 - (C) Introducing engineering controls
 - (D) Providing safety training at induction
- 11** Which of the following is guided by an industry code of practice?
- (A) Establishing anti-discrimination policies in the workplace
 - (B) Applying specific load limits to the manual handling of heavy items
 - (C) Using personal protective equipment (PPE) to clean up chemical spills
 - (D) Giving the customer a product free of charge when the price is incorrectly scanned
- 12** Which of the following would be the initial step in a quality assurance program for the provision of goods by a retail store?
- (A) Notifying manufacturer of defective products
 - (B) Inspecting items received into the store for damage
 - (C) Recording stock discrepancies according to store policies
 - (D) Noting variations on the delivery docket from the supplier
- 13** How can retail employees participate in the formulation of work health and safety policies?
- (A) Conduct training courses
 - (B) Use ergonomic point-of-sale equipment
 - (C) Distribute emergency procedures to staff
 - (D) Attend formal and informal workplace meetings
- 14** Which of the following lists the correct order of steps in a team problem-solving process?
- (A) Identify issue, consider solutions, take action
 - (B) Report action, respond collectively, follow up
 - (C) Find solution, seek options, acknowledge response
 - (D) Listen effectively, acknowledge situation, prepare report

15 A retailer has purchased and paid for a consignment of goods but some items have arrived damaged.

Which stock control document should the retailer complete and send to the supplier?

- (A) Requisition slip
- (B) Dispatch docket
- (C) Delivery invoice
- (D) Credit claim form

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Retail Services

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Centre Number

Section II

35 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

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Student Number

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 16 (7 marks)

- (a) Outline strategies that a store can use to minimise robbery. 3

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- (b) How should staff respond when confronted with an armed hold-up? 4

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Question 17 (6 marks)

An extract from an invoice is shown.

<i>Quantity supplied</i>	<i>Description of goods</i>	<i>Unit price (\$)</i>	<i>Total price (\$)</i>
	Cross trainers	93.00	1581.00
10	Football boots	65.00	

- (a) How many cross trainers were supplied? **1**

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- (b) The football boots are to be marked up by 70%. **1**

What is the selling price per unit?

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- (c) Identify TWO possible reasons why the invoice could be different from the original order. **2**

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- (d) Describe how the packaging material from this order can be dealt with in an environmentally responsible way. **2**

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Centre Number

Section II (continued)

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Student Number

Question 18 (6 marks)

How can different methods of approaching a customer be used to achieve effective customer service?

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Question 19 (4 marks)

Explain how an emerging technology is affecting current retail work practices.

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 20 (8 marks)

- (a) What actions should a salesperson take when a queue develops at the point-of-sale area? **2**

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- (b) What actions does a salesperson need to take when a customer wants to return a product? **4**

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- (c) What are the benefits of following up with a customer after a product return problem has been resolved? **2**

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Question 21 (4 marks)

How does an awareness of access and equity principles assist a retailer when communicating with customers and staff from diverse backgrounds?

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Retail Services

Section III

15 marks

Attempt Question 22

Allow about 25 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
 - communicate ideas and information using relevant workplace examples and industry terminology
 - present a logical and cohesive response
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Question 22 (15 marks)

Analyse the strategies for processing and storing stock to ensure safety and efficiency.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 23–25

Allow about 25 minutes for this section

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available.

Question 23 — General Selling (15 marks)

- (a) Describe legislative requirements that need to be considered when displaying merchandise. **5**
- (b) Explain how the placement and arrangement of merchandise can be used to promote sales. **10**

OR

Question 24 — General Food Selling (15 marks)

- (a) Describe legislative requirements that need to be considered when handling food. **5**
- (b) Explain why it is important to correctly set up and maintain food displays that are used to promote sales. **10**

OR

Question 25 — Wholesale (15 marks)

- (a) Describe how a wholesale business operation can maintain effective relationships with its customers in the supply chain. **5**
- (b) Explain how the recognition of cultural diversity can present wholesalers with increased business opportunities. **10**

End of paper