



BOARD OF STUDIES
NEW SOUTH WALES

2013 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

Question	Answer
1	C
2	B
3	A
4	B
5	C
6	C
7	D
8	B
9	C
10	A
11	D
12	B
13	D
14	A
15	D

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none">• Outlines strategies a store can use to minimise robbery	3
<ul style="list-style-type: none">• Outlines a strategy a store can use to minimise robbery OR <ul style="list-style-type: none">• Identifies some strategies a store can use to minimise robbery	2
<ul style="list-style-type: none">• Identifies a strategy to minimise robbery OR <ul style="list-style-type: none">• Makes a general statement about robbery or theft	1

Sample answer:

To minimise robbery, doors and windows should be secured to deny access that may allow concealment or the opportunity to catch staff unawares. This should happen particularly at closing. Using security signage and cash minimisation procedures can also reduce the opportunity for robbery. The installation of effective alarms, safes, good lighting and cameras can also reduce the risk of robbery.

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none">• Describes how staff should respond when confronted with an armed hold-up	4
<ul style="list-style-type: none">• Outlines how staff should respond when confronted with an armed hold-up	2–3
<ul style="list-style-type: none">• Makes a general statement about armed hold-ups	1

Sample answer:

When confronted with an armed hold-up staff should follow store security procedures. Remaining calm and in control is important. Comply with the offender's instructions and explain what you are doing to try and reduce their nervousness so they do not overreact. Do not make any sudden movements, keep all movements smooth just like in a normal sales transaction. The salesperson should give the robber only what is asked for. Watch what the robber touches as it may assist police in finger printing.

Question 17 (a)

Criteria	Marks
• Correct answer	1

Sample answer:

17

Question 17 (b)

Criteria	Marks
• Correct answer	1

Sample answer:

\$110.50

Question 17 (c)

Criteria	Marks
• Identifies two possible reasons why there could be a difference between the invoice and the original order	2
• Identifies one possible reason why there could be a difference between the invoice and the original order	1

Sample answer:

Different quantities supplied
Goods are on back order

Answers could include:

Transport logistic problems
Subject to quotas
Missing due to vendor theft
Human error
Goods are no longer available
Price variation by supplier

Question 17 (d)

Criteria	Marks
<ul style="list-style-type: none"> Describes how the packaging material from the order can be dealt with in an environmentally responsible way 	2
<ul style="list-style-type: none"> Identifies how the packaging material from the order can be dealt with in an environmentally responsibly way 	1

Sample answer:

A business should be conscious of trying to reuse any packing material if possible. If it is unable to be reused, all plastic and paper products should be recycled. Only materials that cannot be reused or recycled should be disposed of safely.

Question 18

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains how different methods of approaching a customer can be used to achieve effective customer service 	6
<ul style="list-style-type: none"> Limited explanation of different methods of approaching a customer that can be used to achieve effective customer service 	5
<ul style="list-style-type: none"> Describes different methods of approaching a customer that can be used to achieve effective customer service 	4
<ul style="list-style-type: none"> Outlines methods of approaching a customer that can be used to achieve effective customer service 	3
<ul style="list-style-type: none"> Outlines a method of approaching a customer OR	2
<ul style="list-style-type: none"> Identifies different methods of approaching a customer 	
<ul style="list-style-type: none"> Makes a general statement about approaching a customer or effective customer service 	1

Sample answer:

The methods used to approach a customer will be determined by what the customer is doing at the time. The best method for approaching a customer who has just entered your store is the greeting approach. This is effective, as the customer feels welcome. This could reassure them that you are friendly and willing to help. The merchandise approach can be used when a customer is specifically focused on an item. The salesperson would use their product knowledge to assist the customer in choosing the item that best suits their needs. However where customers are not focused on specific merchandise, the service approach can be more effective. This is when the customer is asked if they need any assistance. This can be used effectively when a customer looks as though they are not sure what they are after or what type of service they might need. This can also include when a customer wants to purchase a product and the salesperson offers payment options, home delivery, packaging etc.

Question 19

Criteria	Marks
<ul style="list-style-type: none">Clearly explains how an emerging technology is affecting current retail work practices	4
<ul style="list-style-type: none">Describes an emerging technology with some links to current retail work practices	3
<ul style="list-style-type: none">Outlines an emerging technology with limited links to current retail work practices <p>OR</p> <ul style="list-style-type: none">Outlines changes to current retail work practices	2
<ul style="list-style-type: none">Makes a general statement about emerging technology or retail work practices	1

Sample answer:

An emerging technology includes the development of EDI. With the implementation of EDI, retailers can reorder stock without having to manually count stock. When goods are scanned through the checkout the stock numbers are automatically adjusted. Once the stock reaches a minimum level, items are automatically re-ordered with suppliers. Having this system reduces the staff levels on shop floors counting goods, which then frees those staff to potentially deliver better service to customers. Electronic processes also reduce human error in counting, creating greater efficiency.

Answers could include:

Self serve checkout

Trolleys with scanners

Electronic ordering board (through mobile phones) eg Woolworths

Question 20 (a)

Criteria	Marks
• Correctly identifies actions a salesperson should take when a queue develops at the point-of-sale area	2
• Identifies an action a salesperson should take when a queue develops at the point-of-sale area	1

Sample answer:

When a queue develops at the POS a salesperson can inform the customers of the reason for the delay, call for assistance to open up another checkout, process the current sales as quickly and efficiently as possible.

Question 20 (b)

Criteria	Marks
• Correctly identifies the actions that a salesperson needs to take when a customer wants to return a product	4
• Shows some understanding of the actions that a salesperson needs to take when a customer wants to return a product	3
• Shows a basic understanding of the actions that a salesperson needs to take when a customer wants to return a product	2
• Makes a general statement about the return of products	1

Sample answer:

When a customer wants to return a product a salesperson needs to gather information about why the product is being returned and if the customer has proof of purchase. If the product being returned is faulty the salesperson is obliged to replace, repair or offer a refund. If the salesperson determines that the customer has simply changed their mind then they should follow store policy, which may include offering an exchange, a refund or a credit note. If there is no proof of purchase, the salesperson should contact the supervisor prior to making a decision.

Question 20 (c)

Criteria	Marks
• Correctly identifies the benefits of following up a customer after a product return problem has been resolved	2
• Identifies a benefit of following up a customer after a product return problem has been resolved	1

Sample answer:

By following up the customer after a product return problem has been resolved, a business is able to demonstrate that it cares about its customers. Care of customers builds loyalty which in turn builds sales through return custom resulting in increased store profits. This builds the reputation of the business as being customer focused which should lead to increased sales.

Question 21

Criteria	Marks
<ul style="list-style-type: none">Clearly shows how an awareness of access and equity principles assists a retailer when communicating with customers and staff from diverse backgrounds	4
<ul style="list-style-type: none">Shows some understanding of access and equity principles and communicating with customers and staff from diverse backgrounds	3
<ul style="list-style-type: none">Shows a basic understanding of access and equity principles and/or communicating with customers/staff from diverse backgrounds	2
<ul style="list-style-type: none">Makes a general statement about communicating with customers/staff or about access/equity	1

Sample answer:

Access and equity principles can assist when dealing with customers and staff of diverse backgrounds. Access means that retail services should be available to all while equity means that the retailer should respond to and cater for a diversity of staff and customers to ensure that all have equitable outcomes. When retailers understand these principles they can recruit and train staff with different language and cultural skills. Staff are then able to communicate more easily with a diverse customer base or can use interpretive services. An understanding of these principles will also encourage the retailer to provide signage to assist the hearing and visually impaired so they can easily purchase products and use services.

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> Analyses strategies used by retailers to process and store stock, with clear and explicit links to safety and efficiency Demonstrates a thorough understanding of strategies used by retailers to process and store stock safely and efficiently Communicates ideas and information effectively in a logical and cohesive manner Uses appropriate retail examples and integrates correct retail terminology 	13–15
<ul style="list-style-type: none"> Attempts to analyse strategies used by retailers to process and store stock with some links to safety and efficiency Demonstrates a good understanding of strategies used by retailers to process and store stock safely and efficiently Communicates ideas and information in a cohesive manner Uses appropriate retail examples and integrates retail terminology 	10–12
<ul style="list-style-type: none"> Describes strategies used by retailers to process and store stock safely and efficiently Communicates ideas and information using retail examples 	7–9
<ul style="list-style-type: none"> Outlines strategies used by a retailer to process and store stock Communicates ideas and information with limited use of retail examples 	4–6
<ul style="list-style-type: none"> Shows a basic understanding of stock control and/or processing stock and/or storing stock 	1–3

Answers could include:

Appropriate strategies assist in maintaining effective stock control, a safe work environment and efficiency leading to increased profit.

Strategy needs to clearly link to either safety and/or efficiency.

Safety issues

- Manual Handling (correct lifting/moving techniques)
- Storage of bulky/dangerous goods on lower levels
- Cost efficiency
- Cleanliness of storage areas
- Follow legislation and store policy

Efficiency issues

- Counting stock to minimise internal/external theft
- Checking stock and validating against purchase orders
- Inspect items for damage
- Stock rotation – FIFO
- Lead times – ensure there is sufficient stock
- Record stock numbers on store stock systems
- Not over ordering
- Correct labelling of price and code labels

Section IV

Question 23 (a)

Criteria	Marks
• Provides a detailed description of legislative requirements that need to be considered when displaying merchandise	5
• Shows a good understanding of legislative requirements that need to be considered when displaying merchandise	3–4
• Shows some understanding of a legislative requirement that needs to be considered when displaying merchandise	2
• Makes a general statement relating to legislation or displaying merchandise	1

Sample answer:

There is a range of legislative requirements that need to be considered when displaying merchandise.

- i) Pricing requirements – retailers need to apply GST pricing to goods as per Federal Government laws
- ii) Australian Consumer Act – goods on display must be labelled in such a way as to not deceive or mislead customers. Only genuinely discounted items can be advertised as such.
- iii) WHS – all goods on display must take into consideration safety elements so that no worker or customer is harmed by careless practices

Question 23 (b)

Criteria	Marks
• Explains in detail how the placement and arrangement of merchandise can be used to promote sales	9–10
• Shows a good understanding of how the placement and arrangement of merchandise can be used to promote sales	7–8
• Shows some understanding of how the placement and arrangement of merchandise can be used to promote sales	5–6
• Outlines display techniques with little reference to the promotion of sales	3–4
• Shows an understanding of display techniques or promotion of sales	1–2

Answers could include:**PLACEMENT**

- Capturing the attention of customers through window displays/front end displays which encourage entry into store
- Taking into consideration special promotions (eg Valentine's Day)
- Related goods together – therefore promoting add on sales/complementary goods

ARRANGEMENT

- Fully stocked displays encourage customers to stay and return
- Display principles – symmetric, asymmetric, combination – capture attention leading to sales
- Displays tell a story – eg David Jones window displays
- Plan-o-grams (volumes and locations highlighted)
- Maintaining displays
- Details in display can help answer customer questions

Question 24 (a)

Criteria	Marks
• Provides a detailed description of legislative requirements that need to be considered when handling food	5
• Shows a good understanding of legislative requirements that need to be considered when handling food	3–4
• Shows some understanding of a legislative requirement that needs to be considered when handling food	2
• Makes a general statement relating to legislation or handling food	1

Sample answer:

There is a range of legislative requirements that need to be considered when handling food. These legislative requirements particularly relate to hygiene and food safety. The Food Act 2003 (NSW) and Food Legislation 2004 (NSW) provide guidelines which must be followed for the sale of food. When transporting fresh food it must be refrigerated and stored correctly to reduce incidences of harm to consumers. When handling food, cross contamination must be avoided. Food Standards Australia/New Zealand and the HACCP must also be followed to ensure food is kept at the correct temperature.

Question 24 (b)

Criteria	Marks
• Explains in detail why it is important to correctly set up and maintain food displays that are used to promote sales	9–10
• Shows a good understanding of why it is important to correctly set up and maintain food displays that are used to promote sales	7–8
• Shows some understanding of why it is important to correctly set up and maintain food displays that are used to promote sales	5–6
• Shows basic understanding of why it is important to correctly set up and maintain food displays	3–4
• Shows an understanding of display techniques and/or promotion of sales	1–2

Answers could include:

- An awareness of housekeeping to keep areas clean and tidy such as removing excess packaging making the display more attractive to encourage sales.
- Regular inspection of products to ensure currency of stock by using stock rotation/replacement.
- Authenticity of the product so that the product matches the description on the ticket, and gives the customer clear information to assist purchasing.
- Correctly setting up a display according to WHS considerations so that customers can access stock safely.
- Regularly restock and maintain the display to create an appealing display, which encourages sales.
- Poorly maintained displays discourage purchases across the store as customers cannot see the items or find them unattractive.

Question 25 (a)

Criteria	Marks
• Provides a detailed description of how a wholesale business operation can maintain effective relationships with the customers in the supply chain	5
• Shows a good understanding of how a wholesale business operation can maintain effective relationships with its customers in the supply chain	3–4
• Shows some understanding of how a wholesale business operation can maintain effective relationships with its customers	2
• Makes a general statement about customer relationships or the supply chain	1

Sample answer:

To effectively maintain relationships with its customers, a wholesale business operation must clearly identify their needs. When selling goods they need to act on reasonable requests, deliver the correct goods on time and goods need to be made to the customer's specifications. Wholesalers can build the relationship further by advising customers of new products to suit their specific needs, special offers, sending catalogues and maintaining personal contact. When purchasing goods from manufacturers or other wholesalers in the supply chain, the wholesaler must maintain open lines of communication, place accurate orders and make payments on time.

Question 25 (b)

Criteria	Marks
• Explains in detail how the recognition of cultural diversity can present wholesalers with increased business opportunities	9–10
• Shows a good understanding of how the recognition of cultural diversity can present wholesalers with increased business opportunities	7–8
• Describes cultural diversity with links to increased business opportunity for wholesalers	5–6
• Shows a basic understanding of cultural diversity and/or increased business opportunity in relation to wholesalers	3–4
• Makes a general statement relating to cultural diversity or increased business opportunity	1–2

Answers could include:

A recognition of cultural diversity can enhance business opportunities by:

- expanding markets both nationally and internationally
- export opportunities
- alternative marketing channels
- relocation
- staff with a variety of language skills to improve customer service and assist when dealing with suppliers
- greater range of products to cater for cultural differences.

Retail Services

2013 HSC Examination Mapping Grid

Section I

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
1	1	SIRXCCS001A Apply Point of Sale Handling Procedures 2.1 (p16)	X		X				X	
2	1	SIRXOHS001A Apply Safe Work Practices 1.2 (p90-91)	X			X			X	
3	1	SIRXIND 001A Work Effectively in a Retail Environment 3.2 (p65)					X		X	
4	1	SIRXIND 001A Work Effectively in a Retail Environment 3.4 (p 67)					X			
5	1	SIRXCCS001A Apply Point of Sale Handling Procedures 1.4, 2.1, 2.2, 3.1, 3.7, 3.2 (p15-17)	X		X		X		X	
6	1	SIRXCCS002A Interact with Customers 3.4 (p31)	X						X	
7	1	SIRXRSK001A Minimise Theft 1.1 (p 101)			X				X	
8	1	SIRXCCS002A Interact with Customers 1.2 (p25) SIRXCOM001A Communicate in the Workplace 1.3, 1.4 (p44-45)	X		X					
9	1	SIRXRSK001A Minimise Theft 1.1 (p101), SIRXINV001A Perform stock control 1.7, 2.1 (pp 80 and 82)			X					
10	1	SIRXOHS001A Apply Safe Work Practices 1.1 (p86-88)				X	X			
11	1	SIRXCCS001A Apply Point of Sale Handling Procedures 3.3 (p17)					X		X	
12	1	SIRXINV001A Perform Stock Control Procedures 1.5 (p79)				X				
13	1	SIRXOHS001A Apply Safe Work Practices 1.1 (p87)		X		X	X			
14	1	SIRXCOM001A Communicate in the Workplace 4.8 (p51)	X	X		X				

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
15	1	SIRXINV001A Perform Stock Control Procedures 1.4 (p78)	X				X		X	

Section II

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
16 (a)	3	SIRXRSK001A Minimise Theft (1.1) p102	X	X			X			
16 (b)	4	SIRXRSK001A Minimise Theft (1.1) p102 SIRXOHS001A Apply Safe Work Practices (2.1) p95			X			X		
17 (a)	1	SIRXCCS002A Interact with Customers (3.4) p31 SIRXCCS001A Apply Point of Sale Handling Procedures (2.1, 2.2) p16	X		X					
17 (b)	1	SIRXCCS002A Interact with Customers (3.4) p31 SIRXCCS001A Apply Point of Sale Handling Procedures (2.1, 2.2) p16	X		X					
17 (c)	2	SIRXINV001A Perform Stock Control Procedures (1.4) p78–79	X							
17 (d)	2	SIRXINV001A Perform Stock Control Procedures (1.3) p78			X	X	X			X
18	6	SIRXCCS002A Interact with Customers (1.1) p24	X	X	X					
19	4	SIRXIND001A Work Effectively in a Retail Environment (3.2) p65		X				X	X	X
20 (a)	2	SIRXCCS001A Apply Point of Sale Handling Procedures (1.9) p15–16 (4.3) p18	X		X	X	X			
20 (b)	4	SIRXCCS001A Apply Point of Sale Handling Procedures (3.3) p17 SIRXCCS002A Interact with Customers (1.1) p24–25	X		X	X	X			

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
20 (c)	2	SIRXCCS002A Interact with Customers (2.8) p30 SIRXCOM001A Communicate in the Workplace (2.5) p47	X		X	X				
21	4	SIRXCOM001A Communicate in the Workplace (3.1) p48	X		X				X	

Section III

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
22	15	SIRXINV001A Perform Stock Control Procedures (1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 2.1, 2.2, 2.4, 2.5) p78–82 SIRXOHS001A Apply Safe Working Practices (1.1, 1.4) p86–90 and p92–93 SIRXRSK001A Minimise Theft (1.1, 1.5, 2.3, 2.6) p101, p104 and p105	X		X	X	X		X	

Section IV

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							Targeted performance bands	
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning		Technology
23(a)	5	SIRXMER001A Merchandise Products 1.1 (p109) 1.2 (p109) 4.6 (p114) 5.1 (p115) SIRXSLS001A Sell Products and Services 1.1 (p119)	X	X	X	X	X		X		2–6
23(b)	10	SIRXMER001A Merchandise Products 1.3 (p109) 1.4 (p110) 1.5 (p110) 1.6 (p110) 3.1 (p113) 3.2 (p113) 3.3 (p113) 4.1 (p113) SIRXSLS001A Sell Products and Services 1.1 (p119)	X	X	X	X	X		X		2–6
24(a)	5	SIRRMER001A Merchandise food products 1.1 (p153) SIRRFSA001A Apply Retail Food Safety Practices 1.1 (p139) SIRXSLS001A Sell Products and Services 1.1 (p119) SIRRMER002A Pack and display meat products 1.1 (p174) SIRRMER003A Prepare and display fast food items 1.1 (p198) SIRRMER004A Prepare and display bakery products 1.1 (p221) SFIDIST202B Retail fresh, frozen, live seafood 1.1 (p243)	X	X	X	X	X		X		2–6
24(b)	10	SIRRMER001A Merchandise food products 4.1 4.2 4.3 4.4 4.5 (p160) SIRRMER002A Pack and display meat products 6.1 6.2 6.3 6.4 6.5 6.6 6.7 (p182–183) SIRRMER003A Prepare and display fast food items 5.1 5.2 5.3 5.4 5.5 5.6 5.7 (p206–207) SIRRMER004A Prepare and display bakery products 5.1 5.2 5.3 5.4 5.5 5.6 5.7 (p228–229) SFIDIST202B Retail fresh, frozen and live seafood 2.1 2.2 2.3 2.4 2.5 2.6 2.7 (p248–249)	X	X	X	X	X		X		2–6

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)						Targeted performance bands		
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management		Learning	Technology
25(a)	5	SIRWIND001A Confirm Wholesale Business Practices 3.2 3.3 3.4 (p270–271)	X		X	X	X		X		2–6
25(b)	10	SIRXCCS002A Interact with Customers 1.1 (p24) 1.5 (p27) SIRXGLC003A Comply with Legislative Requirements affecting Business Activities 2.2 (p293)	X		X	X	X		X		2–6