

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, 13 and 15

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–15

35 marks

- Attempt Questions 16–20
- Allow about 50 minutes for this section

Section III Page 17

15 marks

- Attempt Question 21
- Allow about 25 minutes for this section

Section IV Page 18

15 marks

- Attempt ONE question from Questions 22–24
- 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 Which of the following is an external source of workplace health and safety information for a retailer?
 - (A) WorkCover NSW
 - (B) Organisational structure chart
 - (C) Safety data sheet (SDS) register
 - (D) Minutes of WHS committee meetings

- 2 Which of the following is usually included in a *curriculum vitae*?
 - (A) Job specifications
 - (B) Personal attributes
 - (C) Industry standards
 - (D) Interview questions

- 3 In First Aid, what does the ‘S’ represent in DRSABCD?
 - (A) Send for help
 - (B) Secure the area
 - (C) Stop the bleeding
 - (D) Squeeze the shoulders

- 4 Security staff detain an individual who has left a shop with a stolen item.
Which strategy to minimise theft is being used by the shop?
 - (A) Apprehension
 - (B) Detection
 - (C) Deterrence
 - (D) Prevention

- 5 The table shows Kim's rostered hours each week.

<i>Monday</i>	<i>Wednesday</i>	<i>Friday</i>
3 pm – 6 pm	8 am – 12 pm	11 am – 3 pm

If the hourly rate is \$24.12, how much does Kim earn in a week?

- (A) \$265.10
(B) \$265.32
(C) \$337.40
(D) \$337.68
- 6 Which of the following is the best procedure to establish the details of a customer inquiry?
- (A) Reiterating → questioning → summarising
(B) Reiterating → summarising → questioning
(C) Summarising → reiterating → questioning
(D) Questioning → summarising → reiterating
- 7 According to the *Work Health and Safety Act 2011* (NSW), who is responsible for establishing a health and safety committee in a workplace?
- (A) The union
(B) The employees
(C) The health and safety representative
(D) The person conducting a business or undertaking

- 8 A store is having a promotion on shirts.

SALE

All shirts — \$38.80 each

Buy TWO get the second one at 25% off the marked price

How much would a customer pay when buying two shirts?

- (A) \$48.50
 - (B) \$58.20
 - (C) \$67.90
 - (D) \$77.60
- 9 A salesperson asks a customer, 'Are you ready to buy the television?'
- Which of the following techniques is being used to close the sale?
- (A) Steps
 - (B) Active
 - (C) Assumptive
 - (D) Direct order
- 10 Which of the following best defines chain stores?
- (A) Stores selling a range of general products online
 - (B) Stores with multiple locations and common products
 - (C) Stores divided into many departments selling leading products
 - (D) Stores that sell a particular range of goods and related products
- 11 Which of the following retail documents is used to record the type of stock, the price and the way the payment has been made?
- (A) An invoice
 - (B) An order form
 - (C) An inventory list
 - (D) A transaction docket

- 12** A customer picks up a pre-ordered cake and finds that it is smaller than they had expected. The customer is dissatisfied.

Which of the following responses from the sales assistant is the best initial step in an effective problem-solving strategy?

- (A) I will give you a discount.
- (B) I will supply an additional cake.
- (C) I will check the original order form.
- (D) I will ring my manager who is at lunch.

- 13** A woman informs a sales assistant that her friend wants to buy a pair of shoes. She explains to the sales assistant that her friend does not speak English very well and she has come to help him.

Which of the following would be the best way for the sales assistant to establish a relationship with the customer buying the shoes?

- (A) Speak loudly and clearly so as to be heard
- (B) Direct questions to the friend who understands English
- (C) Use non-verbal communication such as smiling and eye contact
- (D) Apologise for not being able to help them and direct them to another sales assistant

- 14** A sales assistant advises the manager that a co-worker has complained about the lack of hygiene in the store.

Which of the following best describes the action of the sales assistant?

- (A) Acting within the line of authority
- (B) Promoting collegial working relationships
- (C) Reinforcing the concept of customer focus
- (D) Operating outside their scope of responsibility

- 15** Which of the following is the main limitation of using social media to provide recall information on a faulty product?

- (A) It sends recall information through multiple devices.
- (B) It relies on the customer accessing recall information.
- (C) It may be seen as anti-social to provide recall information.
- (D) It provides minimal space for recall information to be presented.

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Retail Services

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–20

Allow about 50 minutes for this section

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

Question 16 (6 marks)

- (a) (i) Identify ONE characteristic of a salesperson delivering quality customer service. 1

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- (ii) How could quality customer service benefit a retailer? 2

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- (b) Describe how teamwork can help deliver quality customer service. 3

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 17 (10 marks)

This picture shows a customer shopping in a supermarket.



- (a) Identify a hazard and a risk from the picture. 2

Hazard:

Risk:

- (b) What procedures should be followed by supermarket staff when responding to the situation shown? Give reasons. 3

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Question 17 continues on page 12

Question 17 (continued)

(c) How could this situation affect the supermarket in terms of organisational costs?

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End of Question 17



Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 18 (6 marks)

- (a) Explain how the counting of merchandise can be used to minimise the loss of stock. 2

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- (b) Using examples, explain why both overt and covert security measures are needed in the retail services industry. 4

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Question 19 (7 marks)

- (a) Describe how working under an award could benefit employees in the retail services industry. **3**

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- (b) How does Australian consumer law affect the selling of products and services in the retail services industry? **4**

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 20 (6 marks)

Discuss how e-retailing affects the delivery of service.

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Retail Services

Section III

15 marks

Attempt Question 21

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
-

Question 21 (15 marks)

Discuss strategies that can be used to deal with harassment in the retail services workplace.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 22–24

Allow about 25 minutes for this section

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

Question 22 — Retail general selling (15 marks)

- (a) Outline strategies that an employee could use to source information to advise on products in a retail environment. **3**
- (b) Recommend product, service and workplace knowledge that would help an employee to advise customers in a retail environment. **12**

Justify your answer with relevant retail general selling examples.

OR

Question 23 — Food selling (15 marks)

- (a) Outline strategies that an employee could use to develop food product knowledge in a food retail environment. **3**
- (b) Recommend product, service and workplace knowledge that would help an employee to advise customers in a food retail environment. **12**

Justify your answer with relevant food selling examples.

OR

Question 24 — Community pharmacy (15 marks)

- (a) Outline strategies that an employee could use to match knowledge of non-scheduled pharmacy products to customers' symptom-based requests. **3**
- (b) Explain how legal and ethical issues affect the advice that a community pharmacy worker can give to customers. **12**

Support your answer with relevant pharmacy examples.

End of paper