

2015 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II**Question 16 (a)**

Criteria	Marks
• Correctly identifies reasons for maintaining an accurate roster in a retail environment	2
• Makes a general statement about rosters	1

Sample answer:

It is important for employees to know when they are required for work. Supervisors need to devise work routines and vacant shifts need to be filled.

Question 16 (b)

Criteria	Marks
• Correctly identifies how casual employment is different from part-time employment in retail services industries	3
• Shows some understanding of casual employment and/or part-time employment	2
• Makes a general statement about casual or part-time employment	1

Sample answer:

Casual employees have no guaranteed hours of work. They are not entitled to any paid leave but they receive a higher hourly rate of pay.

Question 16 (c)

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains the potential consequences for a retailer if it does not provide adequate staffing during busy trading hours 	5
<ul style="list-style-type: none"> Outlines potential consequences for a retailer if it does not provide adequate staffing during busy trading hours 	4
<ul style="list-style-type: none"> Identifies potential consequences if a retailer does not provide adequate staffing Outlines at least one of the potential consequences 	3
<ul style="list-style-type: none"> Identifies potential consequences if a retailer does not provide adequate staffing <p>OR</p> <ul style="list-style-type: none"> Outlines a potential consequence if a retailer does not provide adequate staffing 	2
<ul style="list-style-type: none"> Makes a general statement about staffing or busy trading hours 	1

Sample answer:

Customers will be unhappy if they have to wait for a long time to be served. Employees may be pressured to serve customers quickly and make errors at the POS. This may lead to financial loss to the retailer or more customer dissatisfaction. With the extra workload, employees may suffer from fatigue and also become more prone to injury. This may lead to low morale and sick leave, which will affect customer service and the retailer's operations.

Question 17 (a)

Criteria	Marks
• Correctly outlines a suitable procedure to prevent this type of mistake	2
• Correctly identifies a solution to prevent this type of mistake	1

Sample answer:

Use a form to record the request and make sure that all details are completed before the request is submitted.

Question 17 (b)

Criteria	Marks
• Explains features of good telephone etiquette	3
• Outlines features of good telephone etiquette	2
• Identifies a feature of good telephone etiquette	1

Sample answer:

A sales assistant should answer the telephone promptly to show interest in customers and use a suitable greeting to make customers feel welcome. Sales assistants should also speak in a clear voice to make sure the customer can understand what is being said.

Question 18 (a)

Criteria	Marks
• Correctly identifies the aspects that should be checked when stock is received	2
• Identifies an aspect that should be checked	1

Sample answer:

The goods should be checked for damage. The number of boxes should be counted against the invoice.

Question 18 (b)

Criteria	Marks
• Explains how the stock received should be handled and stored to minimise loss	4
• Outlines how the stock received should be handled and stored	3
• Identifies ways to handle and/or store the stock received	2
OR • Outlines how the stock received should be handled OR stored	
• Makes a general statement about receiving stock	1

Sample answer:

The pallet of boxes should be handled using equipment such as trolleys, forklifts and pallet jacks. These may be used to avoid breakages and loss of stock. The pallet could be placed in secured areas such as a cage to reduce theft, or stored in a refrigerator to avoid spoilage.

Question 19 (a)

Criteria	Marks
• Identifies reasons for employees to understand their store's evacuation procedure	2
• Identifies a reason for employees to understand their store's evacuation procedure	1

Sample answer:

Employees will know what their role is during an evacuation and can direct customers to safety.

Question 19 (b)

Criteria	Marks
• Outlines the uses of TWO types of PPE in a retail environment	3
• Outlines the use of a type of PPE OR	2
• Identifies TWO different types of PPE	
• Makes a general statement about PPE	1

Sample answer:

Reflective vests are used in the receiving bay so that employees can be clearly visible.
Hairnets are used to avoid hair being caught in equipment and causing injury.

Question 19 (c)

Criteria	Marks
• Clearly describes the purpose of a SDS	3
• Shows some understanding of the purpose of a SDS	2
• Makes a general statement about safety	1

Sample answer:

The purpose of a safety data sheet (SDS) is to provide information on the properties of hazardous chemicals and how they can affect health and safety in the workplace.

For example, SDS includes information on:

- identity of the chemical
- disposal considerations
- health and physiochemical hazards
- safe handling and storage procedures
- emergency procedures.

Question 20

Criteria	Marks
<ul style="list-style-type: none">• Outlines the key features of up-selling and top down selling techniques• Provides at least one relevant example of each technique	6
<ul style="list-style-type: none">• Outlines features of up-selling and top down selling techniques• Provides at least one relevant example	5
<ul style="list-style-type: none">• Outlines features of up-selling and top down selling techniques	4
<ul style="list-style-type: none">• Identifies features of up-selling and/or top down selling techniques	2–3
<ul style="list-style-type: none">• Makes a general statement about selling	1

Sample answer:

Up-selling is a sales technique whereby a seller induces customers to purchase more expensive items, upgrades, or other add-ons in an attempt to make more profitable sales. For example, the opportunity to up-size may be offered to a customer purchasing a set meal.

When using the top down selling technique, salespeople would offer their best product first. This is usually the most expensive with the greatest number of features. For a mobile phone, they would offer the top model. If the customer objects, they would continue to offer the mobile phones of lesser value/features until the customer buys.

Section III

Question 21

Criteria	Marks
<ul style="list-style-type: none"> • Shows a comprehensive understanding of positive and negative effects of emerging technologies on work practices and service delivery in retail services industries • Supports response with relevant industry examples • Communicates ideas and information using industry terminology • Presents a logical and cohesive response 	13–15
<ul style="list-style-type: none"> • Provides a thorough description of the effects of emerging technologies on work practices and service delivery in retail services industries • Uses industry examples in the response • Communicates using industry terminology • Presents a logical response 	10–12
<ul style="list-style-type: none"> • Describes some effects of emerging technologies on work practices and/or service delivery in retail services industries • Includes industry example(s) • Uses some industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines some effects of technologies on work practices and/or service delivery in retail services industries 	4–6
<ul style="list-style-type: none"> • Makes general statement(s) about technologies 	1–3

Answers could include:

1. Methods of payment – eg Tap and Go

Issues – efficiency, security, training

Points for and against: New methods of payment have made paying for products much faster and easier. Customers do not have to sign when using a credit card. They simply tap and go at the register. There is no need to enter a PIN for purchases less than \$100. However it also reduces security: if a credit card is stolen, it can be used by anyone to purchase items because the customer's signature is not needed and a PIN is not entered.

2. Electronic Signage

Issues – cost, space, flexibility

Points for and against: New electronic signage can be costly to implement by retailers, as it requires LCD screens, continuous power and constant maintenance. They also need to have the space to mount the signage in the store or pay for additional space. However, it allows the retailer to continually update advertising information to customers and market specific products.

3. Computers and robotics in warehousing

Issues – cost, employment, accuracy, flexibility

Points for and against: In warehouses and distribution centres computers and robotics are being used to pick and pack items to be sent to retailers. Items are ordered in real time and packed accurately by robots rather than humans. This reduces errors and cost of paying employees. Work can continue at any time of the day or night. However it requires a large financial outlay from the business.

Answers could also include:

EAS, tablets, self-serve checkouts, internet shopping

Section IV

Question 22 (a)

Criteria	Marks
• Provides a description of the principles of display in a retail environment	5
• Outlines some principles of display in a retail environment	4
• Identifies some principles of display in a retail environment • Outlines one of these principles	3
• Identifies some principles of display in a retail environment OR • Outlines a principle of display in a retail environment	2
• Makes a general statement about the principles of display	1

Sample answer:

Principles of display:

A display layout plays a pivotal role in the overall appearance of merchandise display. Key factors that need to be considered include: balance, focus and lighting.

Balance is about making a display look pleasing to the eye. Items placed symmetrically look neat and orderly. Stores may choose to place items asymmetrically (out of balance) for a special effect. Using both symmetrical and asymmetrical displays at the same time is referred to as combination.

The focus of the display is where you want the eyes of the customer to concentrate. In deciding where to place items in the display, think about where you want the focus of the display to be and where you want the customers to focus on first.

Lighting could be used to bring focus to the merchandise and ensure customers are attracted to it.

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains strategies on how a retail employee should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Supports answer with relevant workplace examples 	9–10
<ul style="list-style-type: none"> Describes strategies in at least two of these areas on how a retail employee should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Uses workplace examples in the answer 	7–8
<ul style="list-style-type: none"> Outlines in at least two of these areas on how a retail employee should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Includes workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines how a retail employee should select stock and/or monitor stock and/or perform housekeeping to maintain merchandise displays May include a workplace example 	3–4
<ul style="list-style-type: none"> Makes general statement(s) about merchandise displays 	1–2

Sample answer:*Selection of stock:*

Stock that is selected should be done to ensure promotion of new merchandise and products. This stock should be clearly labelled as it arrives at the store 'for promotion'. Various promotional events could include Christmas, Mothers Day and Easter. Effective selection of stock will encourage the sale of slow moving merchandise and also define the image of the store. It also supports advertising and marketing. In the process of selecting stock for display, quantities, colours, sizes and styles need to be decided upon.

Monitoring and performing housekeeping:

All fixtures should be refilled within the store before opening and all out of date or damaged stock should be removed from displays eg FIFO, LIFO. Display areas and fixtures such as shelves, glass counters, baskets and containers, should be cleaned using correct equipment. Merchandise should be brought forward to the front of the shelf. This ensures the customers can see all the items that are in stock and makes the display neater and more attractive.

Maintaining merchandise displays:

Design/layout may be a feature of the display eg planogram. Stock should look attractive to customers as this communicates with customers and informs them about the product range. It could also create a desire to purchase products. Pricing information on tickets and labels must be clear and unambiguous. Stock levels are observed and replenished throughout the day to ensure display looks full and adequate stock is available.

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Describes ways that display areas can be used to present merchandise in a food retail environment 	5
<ul style="list-style-type: none"> Outlines ways that display areas can be used to present merchandise in a food retail environment 	4
<ul style="list-style-type: none"> Identifies ways that display areas can be used to present merchandise in a food retail environment OR <ul style="list-style-type: none"> Outlines a way that display areas can be used to present merchandise in a food retail environment 	3
<ul style="list-style-type: none"> Identifies ways that display areas can be used to present merchandise OR <ul style="list-style-type: none"> Outlines a way that display areas can be used to present merchandise 	2
<ul style="list-style-type: none"> Makes a general statement about displaying merchandise 	1

Sample answer:

Arrangement of merchandise focuses on the way in which the stock is placed on the shelf, counter or rack. An example of fresh fruit is generally displayed in single rows so they will not bruise and will continue to look attractive.

Floor plans highlight the location of all fixtures within the store and describe in broad terms the products located on each fixture.

Different fixtures are used within a store such as free standing shelving units, shelves and display boards.

Shelves must be designed in a way that holds a certain amount of merchandise in terms of weight. Weight needs to be considered, as a collapsing unit could cause serious injury.

Display areas need to be highly structured and well thought out. Fixtures should be arranged so as to ensure effective presentation of merchandise.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains strategies on how a retail employee in a food retail environment should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Supports answer with workplace examples 	9–10
<ul style="list-style-type: none"> Describes strategies in at least two of these areas in a food retail environment on how a retail employee should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Uses workplace examples in the answer 	7–8
<ul style="list-style-type: none"> Outlines in at least two of these areas in a food retail environment on how a retail employee should select stock, monitor stock, and perform housekeeping to maintain merchandise displays Includes workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines how a retail employee should select stock and/or monitor stock and/or perform housekeeping to maintain merchandise displays May include a workplace example 	3–4
<ul style="list-style-type: none"> Makes general statement(s) about merchandise displays 	1–2

Answers could include:*Selection of stock:*

- Promotes new merchandise and products
- Caters for special events such as Christmas, Mothers Day and Easter
- Encourages the sale of slow moving merchandise.
- Defines the image of the store
- Supports advertising and marketing
- Considers display quantities, colours, size and styles.

Monitoring and performing housekeeping:

- Refills fixtures within the store before opening
- Removes out of date or damaged stock from displays eg FIFO, LIFO
- Cleans display areas and fixtures such as shelves, glass counters
- Brings merchandise forward to the front of the shelf facing up
- Ensures customers can see all the items that are in stock and makes the display neater and more attractive.

Maintaining merchandise displays:

- Presents stock to attract customers
- Ensures accuracy of pricing information on tickets and labels
- Checks levels and replenishes throughout the day
- Considers the environment and complies with WHS regulations.

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides a description of how a range of non-scheduled products are typically grouped in a community pharmacy 	5
<ul style="list-style-type: none"> Outlines how a range of non-scheduled products are typically grouped in a community pharmacy 	4
<ul style="list-style-type: none"> Identifies some groupings of non-scheduled products Provides an outline of a grouping of non-scheduled products 	3
<ul style="list-style-type: none"> Identifies some groupings of non-scheduled products <p>OR</p> <ul style="list-style-type: none"> Provides an outline of a grouping of non-scheduled products 	2
<ul style="list-style-type: none"> Makes a general statement about non-scheduled products 	1

Sample answer:

Baby and infant care is one area where you would find nappies, formula, and pacifiers. These products complement one another and could be purchased by the parent/carer at the same location. These are grouped together in a community pharmacy at the back of the store in case a parent/carer needs advice from the pharmacist.

Products such as cough and cold medicine may also be found close by, as infants are prone to these ailments.

Vitamins, minerals and other supplements have a large range and use a large amount of floor space. These include vitamin D tablets and protein powder. They are grouped together as they are related to keeping the body healthy and strong.

Answers could include:

Typical groupings of non-scheduled products in a community pharmacy:

- analgesics and anti-inflammatories
- baby and infant care
- coughs and colds
- continence management
- eye and ear
- first aid and wound care
- oral care
- sexual health
- skin and fungal
- vitamins, minerals and other supplements
- complementary medicines and natural therapies.

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains a range of workplace procedures that a community pharmacy worker can use to ensure accuracy and confidentiality and to maintain quality system protocols and procedures in the delivery of customer service Supports answer with relevant workplace examples 	9–10
<ul style="list-style-type: none"> Describes workplace procedures that a community pharmacy worker can use to ensure the delivery of customer service to at least two of these areas: accuracy, confidentiality and quality system protocols and procedures Uses workplace examples in the answer 	7–8
<ul style="list-style-type: none"> Outlines workplace procedures that a community pharmacy worker can use to ensure the delivery of customer service to at least two of these areas: accuracy, confidentiality and quality system protocols and procedures Includes workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines workplace procedures that a community pharmacy worker can use to ensure accuracy and/or confidentiality and/or quality system protocols and procedures, in the delivery of customer service May include a workplace example 	3–4
<ul style="list-style-type: none"> Makes general statement(s) about accuracy and/or confidentiality and/or quality systems 	1–2

Sample answer:

The pharmacy worker needs to deliver customer service which is accurate, maintains confidentiality with the customer and follows quality system protocols and procedures.

Accuracy in a community pharmacy is important as it deals with the customer's health, medical conditions and medicines. They will offer advice regarding illnesses or conditions. A community pharmacy worker could ensure accuracy especially with scripts by checking the identity of the customer using a driver's licence so that the correct customer receives the script. The pharmacy worker also needs to check the label on the medicines etc so that the dosage and information matches the written instructions that have been issued by the doctor.

Good customer service will include being aware that at times they may receive sensitive information about customers and ensure it remains confidential. This may be kept electronically and accessed by select personnel to ensure that this information is kept confidential.

Quality system protocols and procedures that could be implemented by the pharmacy worker include using a numbering system rather than calling out the customer name, and then discussing any matters with the customer in person.

The receiving and storing of a large range of health-related products needs to be monitored frequently. This is done to ensure that customers are receiving goods that have been rotated and are within their use by date.

The pharmacy worker needs to be aware of the possible impact of giving advice to customers about health issues and medicines.

2015 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
1	1	Customer service — customer dissatisfaction — cause of customer dissatisfaction and complaints – page 28	X		X					
2	1	Working in industry — nature of industry — sectors and/or departments within a retail services industry – page 45								X
3	1	Sales and security — products and services — product, services and workplace knowledge – page 37								X
4	1	Sales and security — point of sale — point of sale documentation – page 41			X					
5	1	Customer service — customers — types of customers – page 27								X
6	1	Safety — safe work practices — Safe work practices – page 32			X		X			
7	1	Customer service — customers — establish customer needs – page 27	X							
8	1	Safety — WHS compliance — requirements of a health and safety committee – page 32								X
9	1	Sales and security — point of sale — numerical calculation – page 41			X					
10	1	Sales and security — products and services — product, service and workplace knowledge – page 37								X
11	1	Working in industry — misunderstanding and conflict— conflict management – page 49	X		X				X	
12	1	Safety — WHS compliance — safety signs – page 32								X
13	1	Sales and security — sell products and services — selling products and services – page 38			X					
14	1	Working in industry — employment — the differences between an award, agreement and contract – page 46								X
15	1	Working in industry — retail services worker — recording and reporting – page 47								X

Section II

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)						
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning
16 (a)	2	Working in the industry — retail services worker — tasks typical to retail – page 47					X		
16 (b)	3	Working in the industry — employment — types of employment – page 46							X
16 (c)	5	Safety — WHS — implications of cost – page 31		X			X		
17 (a)	2	Sales and security — sell products and services — strategies to improve – page 39			X	X			
17 (b)	3	Customer Service — communication technology — ‘good’ telephone etiquette – page 28	X						
18 (a)	2	Sales and security — minimise loss — workplace policy – page 40			X				
18 (b)	4	Sales and security — minimise loss — workplace policy – page 40			X				
19 (a)	2	Safety — incidents — accidents emerge — procedures for response – page 34							X
19 (b)	3	Safety — risk management — other controls – page 33							X
19 (c)	3	Safety — safe work practices — safe work practices – page 32							X
20	6	Sales and security — sell products and services — selling technique – page 38				X			X

Section III

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
21	15	Working in the industry — retail services worker — awareness of emerging technologies – page 47 Sales and security — communication technology — features, purpose and limitation – page 28 Working in the industry — nature of industry — current issues – page 45	X			X			X	X

Section IV

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
22 (a)	5	Retail general selling — display merchandise — principles of display – page 52					X		X	
22 (b)	10	Retail general selling — display merchandise — maintenance of merchandise displays – page 53		X	X	X	X			
23 (a)	5	Food selling — merchandise — placement, arrangement and presentation – page 59			X	X	X			
23 (b)	10	Food selling — display food — maintenance of food merchandise displays – page 62		X	X	X	X			
24 (a)	5	Community Pharmacy — key products and services — typical groupings – page 68							X	
24 (b)	10	Community Pharmacy — customer services — accuracy and confidentiality – page 68	X		X			X		