

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

2005

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Retail Operations

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 11 and 15

Total marks – 80

Section I Pages 2–7

15 marks

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

Section II Pages 9–16

35 marks

- Attempt Questions 16–21
- Allow about 45 minutes for this section

Section III Page 17

30 marks

- Attempt TWO questions from Questions 22–24
- Allow about 1 hour for this section

Section I

15 marks

Attempt Questions 1–15

Allow about 15 minutes for this section

Use the multiple-choice answer sheet.

Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

Sample: $2 + 4 =$ (A) 2 (B) 6 (C) 8 (D) 9
A B C D

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A B C D

If you change your mind and have crossed out what you consider to be the correct answer, then indicate the correct answer by writing the word **correct** and drawing an arrow as follows.

A B C D
correct ↙

3 What does a manual imprint machine do?



- (A) Scans barcodes
- (B) Creates product labels
- (C) Attaches security tags
- (D) Processes credit card sales

4 Which of the following best describes a discount store?

- (A) A large store that obtains a variety of merchandise from manufacturers and also sells direct to the public
- (B) A store that carries a wide variety of merchandise with a medium to high pricing structure
- (C) A store that keeps a variety of merchandise and works on low-margin, high-volume turnover
- (D) A small owner-operator store that stocks a small variety of grocery and household merchandise with a high price structure

5 According to federal and state legislation there are several types of discrimination against employees.

Which of the following is an illegal type of discrimination?

- (A) Skill level
- (B) Marital status
- (C) Geographical location
- (D) Educational qualifications

- 6 While Keith is unpacking new stock on the retail floor, he observes a customer who has tripped over some of the empty boxes that are blocking the aisle.

Which housekeeping procedures should Keith have taken to avoid this accident?

- (A) Alert customers to the empty boxes
 - (B) Unpack the stock and leave it stacked on the floor
 - (C) Flatten the boxes as he unpacked, and stack them in the aisle
 - (D) Flatten the boxes as he unpacked, and place them in the stock trolley
- 7 The following information is taken from a reconciliation slip for Cameron's Surfwear shop on a particular day.

Cash sales	\$623.00
Credit cards	\$550.00
EFTPOS	\$600.00
Cheques	\$300.00
Cash refunds	\$150.00
Float	\$300.00

What was the total sales for the day?

- (A) \$1623
 - (B) \$1773
 - (C) \$1923
 - (D) \$2073
- 8 Kim has been advised that an order for more towels should be placed with the supplier when the stock level of towels falls to 20 items.

What term is used to describe this method of stock control?

- (A) Lead time
- (B) Maximum stock level
- (C) Minimum stock level
- (D) Requisition

- 9 What is the purpose of reconciling the register/terminal at the completion of the day's trading?
- (A) To maintain the cash float
 - (B) To clear the register/terminal and transfer the tender
 - (C) To record takings and secure cash and non-cash transactions
 - (D) To balance cash and non-cash transactions with sale records
- 10 Jess has been asked to clean up a hazardous spill in the supermarket aisle. Jess identifies the HAZCHEM symbol shown below on the spilt container.



- Which of the following procedures would be the most appropriate for Jess to carry out?
- (A) Interpret the HAZCHEM symbol, isolate the spill, report to supervisor, clean the spill.
 - (B) Isolate the area, report to supervisor, clean the spill, interpret the HAZCHEM symbol.
 - (C) Report to supervisor, clean the spill, interpret the HAZCHEM symbol, isolate the area.
 - (D) Clean the spill, interpret the HAZCHEM symbol, isolate the area, report to supervisor.
- 11 What is the purpose of using a reflective question when dealing with a client?
- (A) To gather a limited amount of information
 - (B) To see whether the client has been listening to you
 - (C) To demonstrate to the client that you have been listening
 - (D) To gather as much information as possible from the client

- 12** Chris is the owner of a small gift shop. The shop's records for the month of August are as follows:

Cost price of goods	\$2300
Total sales	\$5500
Shop expenses (wages, rent, power)	\$700
Average stock mark-up	60%

What is the net profit for the month of August?

- (A) \$1380
(B) \$2500
(C) \$3200
(D) \$4800
- 13** In addition to risk assessment and risk control, which of the following supports a systematic approach to reducing accidents in the workplace?
- (A) Hazard identification
(B) Injury statistics
(C) Manual handling
(D) Protective clothing
- 14** A new range of clothing and accessories has just arrived at Krystal's Fashions.
- Which of the following would be the most appropriate strategy to increase sales, while minimising theft?
- (A) Reduce the number of change rooms
(B) Use more staff to provide better customer service
(C) Limit the size and range of stock on the shop floor
(D) Increase the number of lockable cabinets and security chains on fixtures
- 15** A customer contacts a store about the delay in the delivery of a gift which is required urgently for her son's 18th birthday.
- Which of the following responses best illustrates empathy by the salesperson?
- (A) 'I am unfamiliar with the order and I will get my supervisor to contact you.'
(B) 'Unfortunately there has been a delay in the order and we are happy to provide a refund.'
(C) 'I appreciate the urgency of the situation and I will follow up your order this morning.'
(D) 'The store manager has miscalculated the lead time of this product and we can arrange a substitute gift.'

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Retail Operations

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Marks

Question 16 (6 marks)

Safety, performance, appearance, comfort, economy and durability have been identified as the six common needs that customers may require to be satisfied before they will purchase.

6

Read the following scenario and use the table to answer the question that follows.

A customer visits ‘Phones on the Go’ to purchase a new mobile phone for her teenage son. After questioning the customer to ascertain her son’s needs, the salesperson identifies that he prefers a built-in camera, low-cost call plan and an illuminated screen.

Complete the table by identifying TWO specific needs relevant to this customer, and stating the corresponding feature and benefit to meet each need.

<i>Need</i>	<i>Feature</i>	<i>Benefit</i>
1.		
2.		

Question 17 (5 marks)

Read the job advertisement below and answer the question that follows.

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Spendditt's Discount Store
Positions Vacant

Spendditts is a well-established national store that sells a variety of high quality, low-priced goods.

It prides itself on providing a high level of customer service, supported by excellent team-work.

Spendditts requires motivated, energetic staff to work weekends and late night trading in our busy store.

The applicant should possess the following:

Essential criteria

- ♦ outstanding communication skills
- ♦ a high standard of personal presentation
- ♦ willingness to work in a team

Desirable criteria

- ♦ previous experience in the retail industry
- ♦ formal qualifications in retailing.

Apply to the Manager in writing by sending an application to Spendditt's Discount Store, PO Box 1000, Mytown 2999, or via email to Spendditt's@bigdollars.com.au by 31/11/05.

For more information, contact the Manager on ph. 56781234

Outline the essential steps that should be taken to apply for this job and prepare for the job interview at Spendditt's Discount Store.

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 18 (4 marks)

Compare and contrast the suitability of TWO types of security technology for a small retail outlet.

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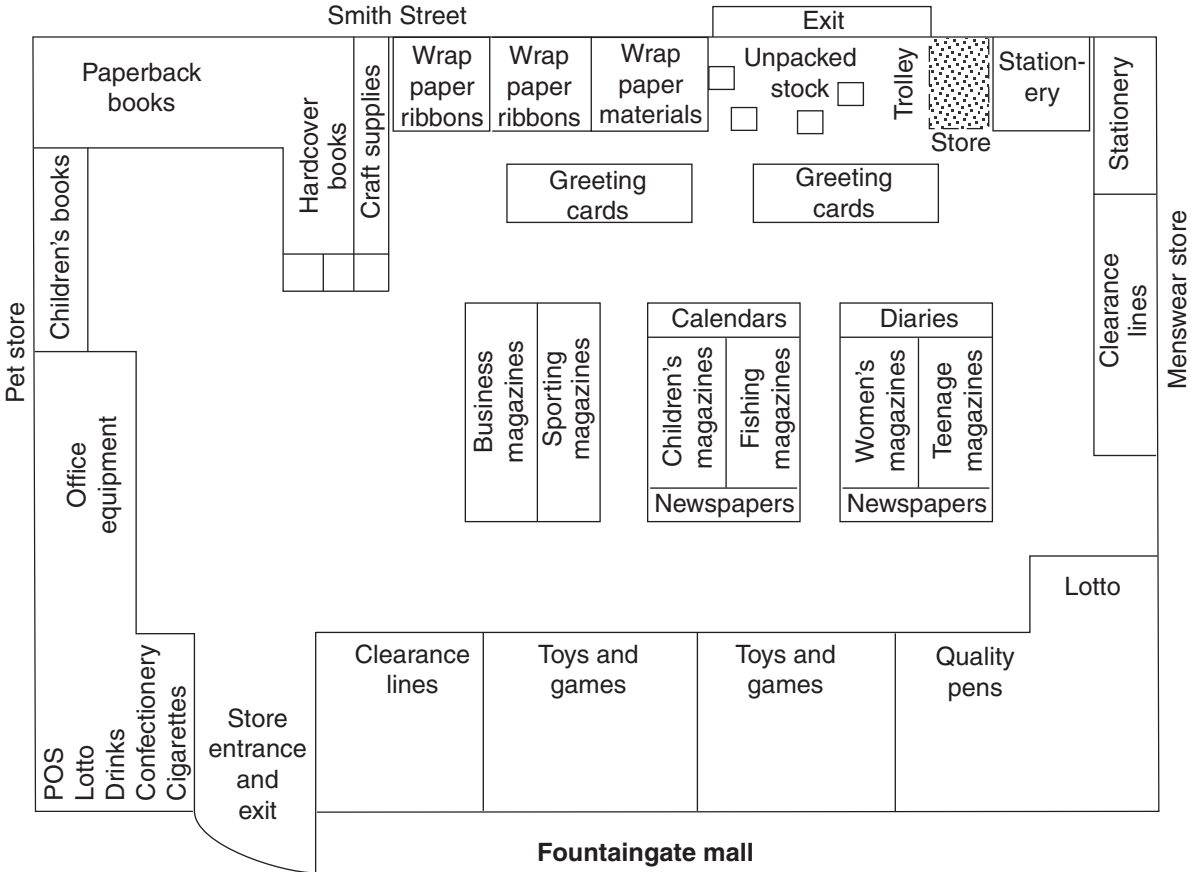
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Please turn over

Question 19 (6 marks)

The store manager is re-stocking calendars in the newsagency. The emergency alert signal has sounded, to indicate a fire within the Fountaingate complex.

Use the diagram below to answer parts (a) and (b).



Question 19 continues on page 13

Question 19 (continued)

- (a) Explain which is the most appropriate exit point in the store that the manager should direct the customers to use. **2**

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- (b) Discuss what factors need to be considered when developing an emergency evacuation plan for this store. **4**

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End of Question 19

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 20 (6 marks)

A warehouse manager for a large toy retailer has received an unfavourable report in relation to a recent audit of security procedures in the receiving bay.

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Analyse TWO reasons for conducting a risk minimisation assessment in the receiving bay of the store.

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Question 21 (8 marks)

A sales assistant is showing a customer a two-person tent suitable for camping.

- (a) The customer appears interested in purchasing the tent. Identify different buying signals that the customer could demonstrate. **2**

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- (b) The customer is concerned about the quality and durability of the material used in the tent. **2**

Identify the type of objection that the customer is using, and suggest a strategy to overcome this objection.

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- (c) The sales assistant informs the customer that this particular tent is an obsolete line. **4**

Discuss TWO problems an obsolete line might cause for a customer.

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Retail Operations

Section III

30 marks

Attempt TWO questions from Questions 22–24

Allow about 1 hour for this section

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

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

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
-

Question 22 (15 marks)

Assess each of the following legislative requirements in relation to employees' rights and responsibilities.

- Anti-Discrimination
- Equal Employment Opportunity
- Awards or Enterprise Agreements

Question 23 (15 marks)

Analyse the purpose and impact of using electronic technologies in the retail industry in relation to the following:

- point of sale
- pricing
- stock control.

Question 24 (15 marks)

Justify why a professional salesperson would use specific communication techniques to establish contact with customers, and to work effectively as part of a team.

End of paper

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