

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

2009

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Retail Services

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 13

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–14

35 marks

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

Section III Pages 15–16

30 marks

- Attempt Question 22
- Attempt ONE other question from Questions 23–25
- 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 for Questions 1–15.

- 1 What type of sales technique is being used when a salesperson suggests a customer purchase a more expensive item than originally selected?
 - (A) Selling up
 - (B) Add-on sales
 - (C) Follow-up sale
 - (D) Consultative selling

- 2 Jesse responded to a customer by saying, “So you are after a gift for your grandmother’s birthday?”

What type of question is Jesse using?

 - (A) Active
 - (B) Open
 - (C) Reflective
 - (D) Rhetorical

- 3 Which of the following describes sales that occur face to face in a place other than a fixed retail location?
 - (A) E-commerce
 - (B) Hypermarket
 - (C) Direct selling
 - (D) Telemarketing

4 A customer wants to purchase a sale item that is currently out of stock.

Which of the following should the salesperson offer?

- (A) Lay-by
- (B) Raincheck
- (C) Store card
- (D) Gift voucher

5

Under supervision you will be required to:

- Order stock and input information into the store computer system
- Organise and maintain back dock area

What is this an example of?

- (A) A work plan
- (B) A work schedule
- (C) A job description
- (D) A duty statement

6 Which organisation administers and enforces the Occupational Health and Safety Act within NSW?

- (A) Australian Retailers Association of NSW
- (B) NSW Department of Fair Trading
- (C) Small Business Council of NSW
- (D) WorkCover NSW

7 What is the main reason for having regular cash clearances from the register?

- (A) To minimise security risks
- (B) To undertake daily banking
- (C) To provide cash for EFTPOS withdrawals
- (D) To conduct spot checks of the register balance

- 8** How much change will a customer receive from a \$50 note, for a purchase of \$28.11?
- (A) \$21.85
 - (B) \$21.89
 - (C) \$21.90
 - (D) \$22.89
- 9** A store conducts random locker checks with the relevant employees present.
- What is the main aim of this policy?
- (A) To minimise internal theft
 - (B) To meet OHS requirements
 - (C) To maintain a secure worksite
 - (D) To uphold employees' rights to privacy
- 10** What is the main purpose of a plan-o-gram?
- (A) To inform retailers of slow selling lines
 - (B) To determine the location of products in the store
 - (C) To organise and schedule deliveries of incoming stock
 - (D) To show how products should be displayed on a shelf
- 11** Which of the following is the correct sequence for lifting stock?
- (A) Grip the load, bend your knees, hold the load close to your body, lift steadily
 - (B) Size up the load, move close to the load, bend your knees, raise the load
 - (C) Move close to the load, bend your knees, size up the load, keep your head up, lift the load
 - (D) Move close to the load, bend your knees, size up the load, lift and twist your body to move

- 12** What is the main benefit of the FIFO principle?
- (A) It minimises loss through shrinkage
 - (B) It ensures shelves are always fully stocked
 - (C) It allows for the monitoring of slow moving lines
 - (D) It enables perishable items to be stored immediately
- 13** The meat slicer in the delicatessen department of a store has a faulty blade. What is the response to this problem at Level 1 in the hierarchy of risk control?
- (A) Remove the equipment
 - (B) Replace the blade on the slicer
 - (C) Introduce safe working procedures
 - (D) Notify the delicatessen manager that the slicer is faulty
- 14** While stocking shelves, a retail employee notices a customer concealing chocolate bars in their clothing.
- What immediate action should the employee take?
- (A) Inform the supervisor
 - (B) Offer the customer service
 - (C) Lead the customer from the store
 - (D) Ask the customer to return the goods
- 15** What is the main advantage of using electronic article surveillance (EAS)?
- (A) It allows electronic tracking of items.
 - (B) It provides security footage from hidden cameras.
 - (C) It minimises theft of items that are easy to conceal.
 - (D) It completes automatic reordering when stock levels are low.

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Retail Services

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (4 marks)

- (a) Recommend a suitable greeting a retail assistant could use that includes both verbal and non-verbal communication. **2**

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- (b) Provide an example of how stereotyping can be a barrier to effective communication with customers. **2**

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Question 17 (6 marks)

Recommend **THREE** strategies retailers can use to be environmentally responsible.

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 18 (4 marks)

Australian supermarket shoppers are now able to scan, bag and pay for grocery items themselves using a self-serve checkout. **4**

Explain the impact that the introduction of self-serve checkouts can have on retailers.

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Question 19 (7 marks)

(a) What is the purpose of each of the following signs?

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Sign	Purpose
<p>Awaiting Copyright</p>	
 <p>Reproduced with the kind permission of Adept Safety Online</p>	
 <p>Reproduced with the kind permission of Adept Safety Online</p>	

(b) Explain the importance of signs and symbols when managing OHS in the workplace.

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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)

Invoice						
Invoice Number: 281107				Invoice Date: 29.06.09		
Quantity Ordered	Description	Code	Unit Price	Quantity Delivered	Back-order	Total (GST inclusive)
50	Alex Action Doll	239	\$23.00	45	5	\$1035.00
30	Jimbo Clown Mask	271	\$1.50	30	0	\$45.00
25	Speedy Red Car	810	\$9.00	25	0	\$225.00
15	Face Paint Set	902	\$4.85	15	0	\$72.75

Terms of Payment: A discount of 5% applies for all orders paid within 21 days of invoice date.

- (a) The invoice is paid on 17.07.09. Calculate the total amount to be paid. **2**

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- (b) Suggest reasons why five Alex Action Dolls could be on back-order. **2**

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- (c) Identify procedures that should be followed when there are problems with incoming stock. **4**

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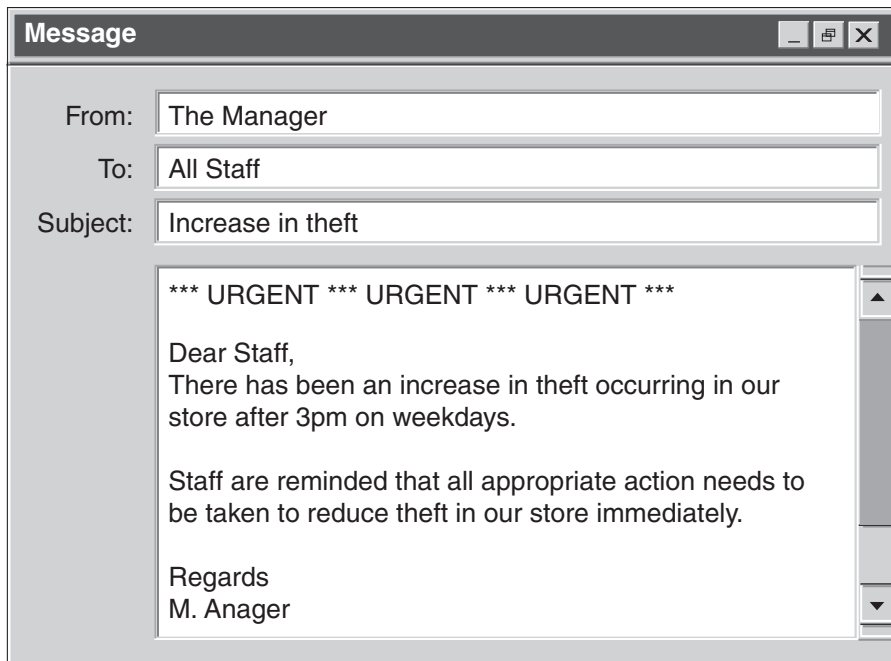
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Question 21 (6 marks)



- (a) What are TWO limitations of using email as a form of communication in this situation? 2

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- (b) Identify TWO strategies that could be adopted by staff to reduce the incidence of theft in this store. Give reasons for each strategy. 4

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Retail Services

Section III

30 marks

Attempt Question 22

Attempt ONE other question from Questions 23–25

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
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Question 22 (15 marks)

Analyse the THREE different types of complaints and how they can be effectively handled to ensure customer satisfaction.

Please turn over

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
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Question 23 — General Selling (15 marks)

Explain merchandising display techniques that a retailer could use to maximise sales during a special promotion.

OR

Question 24 — General Food Selling (15 marks)

Explain the procedures that should be used to store and handle food products hygienically.

OR

Question 25 — Wholesale (15 marks)

Explain the sales approaches and techniques used for different customer types in the wholesale industry.

End of paper