

2009 HSC Retail Services

Sample Answers

This document contains 'sample answers', or, in the case of some questions, 'answer may include'. These are developed by the examination committee for two purposes. The committee does this:

- (a) as part of the development of the examination paper to ensure the questions will effectively assess students' knowledge and skills, and
- (b) in order to provide some advice to the Supervisor of Marking about the nature and scope of the responses expected of students.

The 'sample answers' or similar advice, are not intended to be exemplary or even complete responses. They have been reproduced in their original form as part of the examination committee's 'working document'. While the handwritten notes have been typed for legibility, no further editorial change or addition has occurred.

Section II

Question 16 (a)

Sample answer/Answers could include:

Smile and say hello to make the customer feel welcome.

Question 16 (b)

Sample answer/Answers could include:

If sales assistants make judgements or assumptions about customers, then their individual needs may not be met, e.g. dressed casually so could not afford expensive jewellery.

Question 17***Sample answer/Answers could include:***

- They reduce the number of bags being given to customers so that this reduces the amount of non-biodegradable rubbish
- Dispose of waste thoughtfully through correct channels so as to not pollute waterways
- Recycle, Reuse, Reduce. This will reduce the amount of packaging that ends up in landfill and reduces the amount of trees needed for paper and cardboard production

Question 18***Sample answer/Answers could include:***

Self-serve checkouts will mean more customers can be served and waiting times can be reduced. Costs will fall, as less staff are required on checkouts. However, the store will have to spend money to purchase the equipment and train staff. They could also increase the opportunity for theft.

Question 19 (a)***Sample answer/Answers could include:***

- To warn customers and staff that the floor is slippery
- To warn staff not to lift items above their head
- To warn customers and staff that they are being filmed

Other examples could include:

- Prevent people from tripping/ slipping over
- Prevent injuries from lifting
- Reduce theft

Question 19 (b)***Sample answer/Answers could include:***

Signs and symbols help prevent injuries to customers and staff because they are made aware of potential hazards and can avoid injury, e.g. slippery when wet sign, danger– hot surface sign.

This will reduce costs to a retailer through insurance and workers compensation claims.

Question 20 (a)

Sample answer/Answers could include:

Sub-total \$1377.75 - 5% = \$1308.86

Question 20 (b)

Sample answer/Answers could include:

- Out of stock – supplier to deliver at later date
- Could be undeliverable due to transport problems/ logistics – will be delivered at later date

Question 20 (c)

Sample answer/Answers could include:

- If goods are broken, a report is given to the supervisor and items are returned to the supplier.
- Do not accept a delivery if there are discrepancies. Notify required person in line with store procedures.

Question 21 (a)

Sample answer:

- Not everyone has access to email
- Not everyone checks their email regularly

Answers could include:

- Equipment failure
- Limited skills

Question 21 (b)

Sample answer:

The sales assistant could observe the customer and make it obvious in order to deter potential theft. Staff could ask students to leave school bags outside. This decreases the opportunity to conceal goods.

Answers could include:

- Increase inspection of bags
- Be aware of customers acting suspiciously
- Increase customer service

Section III

Question 22

Sample answer/Answers could include:

Types of complaints:

- PRICE – overcharging, value for money, incorrect
- PRODUCT – damaged, faulty, does not match description
- SERVICE – poor and inconsistent service (slow, pushy, abrupt, disinterested, lack of product knowledge)

Handling complaints effectively:

- Convey positive, helpful attitude in line with store policy
- Use sensitivity, courteousness, discretion, active listening, effective questioning
- Refer to supervisor when required
- Complete relevant documentation
- Follow-up action as required

Customer satisfaction:

- Improved relationships - customer loyalty, good reputation, repeat business, maximise future sales
- Identifying and overcoming existing problems – improving product/service quality
- Eliminating entrenched work practices
- Improving productivity
- Enhancing output quality
- Future development of the store/employees

Question 23***Sample answer/Answers could include:***

Display techniques:

- Products – choice and placement/layout
- Balance – symmetric/asymmetric/combination
- Placement – Interior/Exterior
- Types of fixtures – freestanding/wall display/table display/racks/showcase/gondolas etc
- Props
- Height
- Focus
- Colour
- Lighting
- Ticketing & Signage
- Facings
- Repetition
- Packaging
- Creative, trendy, timely
- Temporary/permanent
- Promotional theme e.g. end of season sale, Mother's Day etc
- Specials e.g. discounts, limited offers, BOGOF etc

Use of displays to maximise sales:

- Encourage impulse purchases
- Competitive advantage – different from or better than competitors
- Create sense of urgency
- Attract new customers
- Brand/ product awareness and loyalty
- Build demand (pull strategy)
- Increase traffic flow

Question 24***Sample answer/Answers could include:***

- Food types may include dry goods, hazardous food, dairy goods, meat and seafood, poultry, fruit and vegetables, frozen goods.
- Storage may include: transportation of food items to appropriate storage area; refrigeration, freezers, cool rooms, dry stores, refrigerated display cabinets
- Storage principles may include: food segregation, packaging, labelling, stock rotation, maintenance of storage areas (cleanliness, temperature etc), ventilation, sanitation, disposal of damaged/spoiled food items
- Handling procedures may include; compliance with food safety standards, hygiene (clothing, hair, nails, jewellery, bandages), cleaning timetables, hand washing, personal protective equipment, food handling equipment e.g. tongs, gloves etc
- Reference: to industry codes of practice and/or legislation including The Food Standards Code, Food Safety Plan, HACCP – Health Analysis and Critical Control Points, Food Act NSW 2003 (NSW), Food Regulation 2004 (NSW), Food Standards Australia New Zealand (FSANZ)

Question 25***Sample answer/Answers could include:***

- Customers may include: individual or business, new or repeat, external and internal, customers with routine or special needs/requests, people from a range of social, cultural and ethnic backgrounds, people with disabilities
- Sales approaches include: greeting, merchandise, service approaches - face to face (personal selling, trade/industry fairs, showroom), over the phone, online (website, email), regular mail, promotion, etc
- Sales techniques include: up-selling, top down, offering alternatives, suggestive selling, selling benefits to customer, trade-up, trade-in, tie-in, cut-in, range-in