



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

2010

**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 20 minutes for this section

Section II Pages 9–14

35 marks

- Attempt Questions 16–21
- Allow about 50 minutes for this section

Section III Page 15

15 marks

- Attempt Question 22
- Allow about 25 minutes for this section

Section IV Page 16

15 marks

- Attempt ONE question from Questions 23–25
- 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 Sascha works 25 hours a week for a large supermarket and is entitled to sick leave.

How is Sascha's employment best described?

- (A) Casual
- (B) Full-time
- (C) Part-time
- (D) Temporary

2 What is the first step in managing risk in the workplace?

- (A) Isolate the area
- (B) Identify the hazard
- (C) Notify the supervisor
- (D) Monitor control measures

3 Which of the following is an example of dispatching goods?

- (A) Pricing new product arrivals
- (B) Sending an order to the warehouse
- (C) Returning faulty products to a supplier
- (D) Re-ordering stock when minimum stock levels are reached

4 Which of the following is true under the Bag Check Code of Practice?

- (A) Only managers are allowed to check bags.
- (B) All bags can be checked regardless of size.
- (C) Signs must be displayed to indicate that bags may be searched.
- (D) Service assistants are allowed to open bags and search for concealed items.

- 5** What type of customers are other departments and colleagues?
- (A) Internal
 - (B) External
 - (C) Needs-based
 - (D) Organisational
- 6** The merchandise approach is best used when a customer is
- (A) leaving the store.
 - (B) entering the store.
 - (C) looking at a particular product.
 - (D) moving between displays and unable to decide.
- 7** An existing business sells the legal right to use its well-known product, trade name and method of operation.
- What type of retail structure does this represent?
- (A) Franchise
 - (B) Chain store
 - (C) Telemarketing
 - (D) Department store
- 8** A retailer encourages staff to offer service that satisfies needs and wants while providing value.
- What does this statement best describe?
- (A) Service approach
 - (B) After-sales service
 - (C) Service maximisation
 - (D) Customer-focused service

- 9** Stock shrinkage is best defined as the difference between
- (A) stolen stock and damaged stock.
 - (B) ordered stock and received stock.
 - (C) stock on the shelves and in the warehouse.
 - (D) expected stock levels and actual stock levels.
- 10** What is the main aim of the Shop Distributive and Allied Employees Association?
- (A) To support members in industrial disputes
 - (B) To represent all employees through Fair Work Australia
 - (C) To encourage safe working practices in the retail industry
 - (D) To provide information and promote the interests of its members
- 11** What is the main benefit of a retailer using electronic data interchange (EDI)?
- (A) It allows automatic reordering of stock when levels are low.
 - (B) It provides additional security for small, easy to conceal items.
 - (C) It provides customers with a greater range of payment options.
 - (D) It allows customers to scan their own purchases at the checkout.
- 12** A customer sees an unattended register and decides to leave the store without paying for goods.
- What category of theft does this best describe?
- (A) Amateur
 - (B) Medical
 - (C) Opportunist
 - (D) Professional
- 13** What is the purpose of a performance appraisal?
- (A) To recruit the best employee for the job
 - (B) To prepare a team leader report for management
 - (C) To complete surveys and establish customer needs
 - (D) To give employees feedback and improve work practices

14 Which of the following lists three details that are required on an invoice?

- (A) Mark up, order number, unit price of goods
- (B) GST payable, order number, unit price of goods
- (C) GST payable, interest charges, quantity of goods
- (D) Cancellation fee, quantity of goods, total invoice amount

15 A retail outlet marks up goods by 60%.

What is the cost price of a product that sells for \$320?

- (A) \$192
- (B) \$200
- (C) \$260
- (D) \$512

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Retail Services

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Centre Number

Section II

35 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

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Student Number

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

Question 16 (5 marks)

On 12 February, Alex purchased a mountain bike which cost \$550.00. He paid the minimum deposit and then made further payments on the following days in accordance with the store’s lay-by conditions:

- 26 Feb: \$200.00 Cash
- 12 April: Final Payment Cash

<i>Lay-by Conditions</i>	
<i>Deposit</i>	25% of total value of purchase
<i>Final Payment</i>	2 months from date of purchase
<i>Cancellation Fee</i>	20%
Payment may be by cash or credit card	

- (a) Complete the lay-by docket indicating payments made and balance owing. 3

<i>Date</i>	<i>Payment</i>	<i>Balance Owing</i>
12 Feb		
26 Feb	\$200.00	
12 April		\$0.00

- (b) Alex took the bike home and found that the brakes were faulty. He was unhappy with the product. 2

Outline Alex’s rights under the *Fair Trading Act 1987* (NSW).

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Question 17 (6 marks)

- (a) Outline the relationship between customer service and business success. Include an example in your answer. **2**

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- (b) Why is attention to detail an important personal attribute of retail services employees? **4**

Support your answer with examples.

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Question 18 (6 marks)

- (a) Outline ONE benefit and ONE limitation of using camera domes to minimise theft in retail stores. **2**

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- (b) What is the difference between theft prevention and theft detection? **4**

Support your answer with examples.

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Question 19 (6 marks)

- (a) Identify TWO reasons for stock being returned to a supplier. **2**

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- (b) The following memo has been circulated by the manager. **4**

MEMO: To all Staff
FROM: Manager
DATE: 2 November 2010
RE: Stock Storage

There has been an unacceptable level of damage to stock in storage. All staff need to follow appropriate strategies when storing goods.

Explain a range of strategies you would use to do what the manager has requested.

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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)

- (a) You are a sales assistant working in a large department store. A customer has complained to you about the rudeness of another sales assistant. **2**

What immediate actions should you take in this situation?

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- (b) Describe TWO conflict resolution techniques that could be used if the customer continued to complain. **4**

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Question 21 (6 marks)

- (a) A customer is overcharged in a supermarket which uses a computerised checkout system. **2**

What procedure does the Industry Code of Practice recommend that stores should follow to address this type of situation?

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- (b) Explain one cash-handling procedure at the point of sale that ensures each of the following:

- (i) Accuracy **2**

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- (ii) Security **2**

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Retail Services

Section III

15 marks

Attempt Question 22

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
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Question 22 (15 marks)

Explain strategies that a retailer could use to maintain a safe work environment for staff, customers and others.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 23–25

Allow about 25 minutes for this section

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

Question 23 — General Selling (15 marks)

- (a) Describe how a salesperson can use a range of effective questioning and communication techniques to gather information from a customer. Support your answer with specific examples. **5**
- (b) Explain how a range of selling techniques could be used to assist a customer's buying decision. **10**

OR

Question 24 — General Food Selling (15 marks)

- (a) Describe how the consultative selling process can be used in General Food Selling. Support your answer with specific examples. **5**
- (b) Explain how a salesperson could use a range of closing techniques in selling fresh food and food products. **10**

OR

Question 25 — Wholesale (15 marks)

- (a) Describe how the consultative selling process can be used in the wholesale industry. Support your answer with specific examples. **5**
- (b) Explain how a range of closing techniques could be used to maximise sales in the wholesale industry. **10**

End of paper