

2010 HSC Retail Services Marking Guidelines

Section I

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

Section II

Question 16 (a)

Criteria	Marks
• Correctly completes table	3
• Correctly completes 2 or 3 cells	2
• Correctly completes 1 cell	1

Question 16 (b)

Criteria	Marks
• Outlines both refund and exchange as solutions under the Fair Trading Act	2
• Outlines one solution under the Fair Trading Act	1

Question 17 (a)

Criteria	Marks
• Using an example, outlines how customer service contributes to business success	2
• Outlines how customer service contributes to business success	1

Question 17 (b)

Criteria	Marks
• Explains using a range of examples, why attention to detail is an important personal attribute for retail services employees	4
• Explains using limited examples, why attention to detail is an important personal attribute for retail services employees	2–3
• Makes a general statement about attention to detail	1

Question 18 (a)

Criteria	Marks
• Outlines one benefit and one limitation of using a camera dome	2
• Outlines EITHER one benefit OR one limitation of using a camera dome	1

Question 18 (b)

Criteria	Marks
• Demonstrates a thorough understanding of the difference between theft prevention and theft detection using a range of examples	4
• Demonstrates a sound understanding of the difference between theft prevention and theft detection using examples	2–3
• Gives at least one example of theft prevention or detection OR • Demonstrates a limited understanding of either prevention or detection	1

Question 19 (a)

Criteria	Marks
• Identifies TWO reasons why stock may be returned to a supplier	2
• Identifies ONE reason why stock may be returned to a supplier	1

Question 19 (b)

Criteria	Marks
• Explains a comprehensive range of strategies in relation to the storage of goods to reduce damage	4
• Explains some strategies in relation to the storage of goods to reduce damage	2–3
• Makes a general statement about storage of goods or damage to stock	1

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides appropriate immediate actions the sales assistant could take to deal with the situation 	2
<ul style="list-style-type: none"> Provides at least ONE appropriate action 	1

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a description of TWO conflict resolution techniques that could be used if the customer continued to complain 	4
<ul style="list-style-type: none"> Outlines TWO conflict resolution techniques OR <ul style="list-style-type: none"> Describes in detail ONE technique that could be used if the customer continued to complain 	2–3
<ul style="list-style-type: none"> Identifies ONE conflict resolution technique OR <ul style="list-style-type: none"> Makes a general statement about conflict resolution 	1

Question 21 (a)

Criteria	Marks
<ul style="list-style-type: none"> Identifies the full procedure under the Industry Code of Practice 	2
<ul style="list-style-type: none"> Identifies part of the procedure under the Industry Code of Practice 	1

Question 21 (b) (i)

Criteria	Marks
<ul style="list-style-type: none"> Gives one appropriate procedure and shows how or why it leads to accuracy at the point of sale 	2
<ul style="list-style-type: none"> Gives one appropriate procedure 	1

Question 21 (b) (ii)

Criteria	Marks
<ul style="list-style-type: none"> Gives one appropriate procedure and shows how or why it leads to security at the point of sale 	2
<ul style="list-style-type: none"> Gives one appropriate procedure 	1

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> Identifies a range of strategies a retailer could use to maintain a safe work environment for staff, customers and others Explains why and/or how the strategies could be used Communicates ideas and information effectively in a logical and cohesive response Uses appropriate retail examples and integrates correct retail terminology 	13–15
<ul style="list-style-type: none"> Identifies a range of strategies a retailer could use to maintain a safe work environment for TWO of the following (staff, customers, others) Explains why and/or how the strategies could be used Communicates ideas and information in a cohesive response Uses appropriate retail examples and integrates correct retail terminology 	10–12
<ul style="list-style-type: none"> Identifies strategies a retailer could use to maintain a safe work environment for ONE of the following (staff, customers, others) Explains why and/or how the strategy could be used <p>OR</p> <ul style="list-style-type: none"> Identifies a range of strategies a retailer could use to maintain a safe work environment for TWO of the following (staff, customers, others) Provides a limited explanation of why and/or how the strategies could be used <p>AND</p> <ul style="list-style-type: none"> Communicates ideas and information using appropriate retail examples 	7–9
<ul style="list-style-type: none"> Outlines strategies a retailer could use to maintain a safe work environment Communicates ideas and information with limited use of retail examples 	4–6
<ul style="list-style-type: none"> Outlines a strategy a retailer could use to maintain a safe work environment <p>OR</p> <ul style="list-style-type: none"> Makes a general statement about safe working environments <p>AND</p> <ul style="list-style-type: none"> Demonstrates limited communication skills and uses non-industry specific terminology 	1–3

Section IV

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and features of a range of questioning and communication techniques and shows how they can be used to gather information from a customer Uses appropriate examples 	5
<ul style="list-style-type: none"> Sketches in general terms a range of questioning and communication techniques and shows how they can be used to gather information from a customer Uses at least one appropriate example 	3–4
<ul style="list-style-type: none"> Lists some points relevant to either communication or questioning techniques <p>OR</p> <ul style="list-style-type: none"> Provides a general statement relating to gathering information from a customer 	1–2

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Shows how a wide range of selling techniques can be used to assist customers and takes into account customer buying decisions Communicates ideas and information effectively in a logical and cohesive response Uses appropriate retail examples and integrates correct retail terminology 	9–10
<ul style="list-style-type: none"> Shows how a range of selling techniques can be used to assist customers and takes into account customer buying decisions Communicates ideas and information in a cohesive response Uses appropriate retail examples and integrates correct retail terminology 	7–8
<ul style="list-style-type: none"> Provides characteristics and features of some selling techniques with some reference to customer buying decisions OR <ul style="list-style-type: none"> Provides characteristics and features of customer buying decisions with limited reference to selling techniques Communicates ideas and information using appropriate retail examples 	5–6
<ul style="list-style-type: none"> Outlines one selling technique and makes some reference to customer buying decisions OR <ul style="list-style-type: none"> Outlines customer buying decisions with some reference to selling techniques Communicates ideas and information with limited use of retail examples 	3–4
<ul style="list-style-type: none"> Makes a general statement in relation to either selling techniques or buying decisions Demonstrates limited communication skills and uses non-industry specific terminology 	1–2

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and features of consultative selling and shows how these can be used Uses appropriate examples of general food selling 	5
<ul style="list-style-type: none"> Sketches in general terms consultative selling and shows how it can be used Uses at least ONE appropriate example of general food selling 	3–4
<ul style="list-style-type: none"> Provides some relevant information about consultative selling 	1–2

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Shows how a wide range of closing techniques can be used in the selling of fresh food and food products Communicates ideas and information effectively in a logical and cohesive response Uses appropriate retail examples and integrates correct retail terminology 	9–10
<ul style="list-style-type: none"> Shows how a range of closing techniques can be used in the selling of fresh food and food products Communicates ideas and information in a cohesive response Uses appropriate retail examples and integrates correct retail terminology 	7–8
<ul style="list-style-type: none"> Provides characteristics and features of closing techniques that can be used in the selling of fresh food and food products Communicates ideas and information using appropriate retail examples 	5–6
<ul style="list-style-type: none"> Outlines ONE closing technique with some reference to fresh food and food products Communicates ideas and information with limited use of retail examples 	3–4
<ul style="list-style-type: none"> Makes a general statement about selling fresh food and food products or closing techniques Demonstrates limited communication skills and uses non-industry specific terminology 	1–2

Question 25 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and features of consultative selling and shows how these can be used Uses appropriate examples of the wholesale industry 	5
<ul style="list-style-type: none"> Sketches in general terms consultative selling and shows how it can be used in the wholesale industry Uses at least ONE appropriate example of the wholesale industry 	3–4
<ul style="list-style-type: none"> Provides some relevant information about consultative selling or the wholesale industry 	1–2

Question 25 (b)

Criteria	Marks
<ul style="list-style-type: none"> Shows how a wide range of closing techniques can be used to maximise sales in the wholesale industry Communicates ideas and information effectively in a logical and cohesive response Uses appropriate retail examples and integrates correct retail terminology 	9–10
<ul style="list-style-type: none"> Shows how a range of closing techniques can be used to maximise sales in the wholesale industry Communicates ideas and information in a cohesive response Uses appropriate retail examples and integrates correct retail terminology 	7–8
<ul style="list-style-type: none"> Provides characteristics and features of closing techniques that can be used to maximise sales in the wholesale industry Communicates ideas and information using appropriate retail examples 	5–6
<ul style="list-style-type: none"> Outlines ONE closing technique with some reference to maximising sales in the wholesale industry Communicates ideas and information with limited use of retail examples 	3–4
<ul style="list-style-type: none"> Makes a general statement about the wholesale industry or closing techniques Demonstrates limited communication skills and uses non-industry specific terminology 	1–2

Retail Services

2010 HSC Examination Mapping Grid

Question	Marks	Unit of competency / Element of competency
Section I		
1	1	SIRXIN001A Work effectively in a Retail Environment
2	1	SIRXOHS001A Apply safe work practices
3	1	SIRXNV001A Perform stock control procedures
4	1	SIRXRSK001A Minimise theft
5	1	SIRXCCS002A Interact with customers
6	1	SIRXCCS002A Interact with customers
7	1	SIRXIND001A Work effectively in a Retail Environment
8	1	SIRXCOM001A Communicate in the workplace
9	1	SIRXIND001A Minimise theft
10	1	SIRXINV001A Work effectively in a Retail Environment
11	1	SIRXINV001A Perform stock control procedures
12	1	SIRXRSK001A Minimise theft
13	1	SIRXCOM001A Communicate in the workplace
14	1	SIRXCCS001A Apply point of sale handling procedures
15	1	SIRXRSK001A Apply point of sale handling procedures
Section II		
16 (a)	3	SIRXRSK001A Apply point of sale handling procedures
16 (b)	2	SIRXCOM001A Communicate in the workplace
17 (a)	2	SIRXIND001A Work effectively in a Retail Environment
17 (b)	4	SIRXCCS002A Interact with customers
18 (a)	2	SIRXIND001A Minimise theft
18 (b)	4	SIRXIND001A Minimise theft
19 (a)	2	SIRXINV001A Perform stock control procedures
19 (b)	4	SIRXINV001A Perform stock control procedures, SIRXCOM001A Communicate in the workplace
20 (a)	2	SIRXCCS002A Interact with customers
20 (b)	4	SIRXCCS002A Interact with customers
21 (a)	2	SIRXRSK001A Apply point of sale handling procedures
21 (b) (i)	2	SIRXRSK001A Apply point of sale handling procedures
21 (b) (ii)	2	SIRXRSK001A Apply point of sale handling procedures
Section III		
22	15	SIRXINV001A Perform stock control procedures, SIRXRSK001A Apply point of sale handling procedures
Section IV		
23	15	SIRXSLS002A Advise on products and services, SIRXSLS001A Sell products and services
24	15	SIRXSLS001A Sell products and services
25	15	SIREIND001A Confirm wholesale business practice, SIRWSLS Sell products and services to business customers