



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

2010 HSC Retail Services Sample Answers

This document contains ‘sample answers’, or, in the case of some questions, ‘answers could 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 answers or responses. As they are part of the examination committee’s ‘working document’, they may contain typographical errors, omissions, or only some of the possible correct answers.

Section II

Question 16 (a)

Sample answer:

<i>Date</i>	<i>Payment</i>	<i>Balance Owing</i>
12 th Feb	\$137.50	\$412.50
26 th Feb	\$200.00	\$212.50
12 th April	\$212.50	\$0

Question 16 (b)

Sample answer:

The customer is entitled to a refund or exchange if the goods are faulty.

Question 17 (a)

Sample answer:

Good customer service will result in repeat business that will maximise sales. Acknowledging customers by their first name builds a rapport and therefore customers return.

Question 17 (b)

Sample answer:

Attention to detail reduces error that minimises loss. Carefully checking delivery dockets and pricing of products means goods are received in correct amounts and priced correctly. Maintaining clean work areas also ensures goods don't get lost or damaged. Making sure goods are also stored and replaced in correct areas helps reduce losses for the retailer.

Question 18 (a)

Sample answer:

One benefit of using a camera dome is that it is inexpensive compared to other methods. One limitation would be that it could be faulty.

Question 18 (b)

Sample answer:

Theft prevention involves strategies to limit the level of theft within the store. These would include bag checks, use of security equipment, monitoring areas, eg storerooms, monitoring staff and customers. Theft detection, however, involves identifying when theft has occurred. This could include the discovery of empty packaging in store-rooms, discrepancies in stock-take, and goods missing from shelves.

Question 19 (a)***Answers could include:***

- damaged stock
- faulty stock
- over-supply of stock
- incorrect stock
- out-of-date stock

Question 19 (b)***Sample answer:***

Climatic effects – goods need to be stored in an environment with the correct temperature so that they are not spoilt or damaged.

OHS considerations – heavy cartons should not be stored in high areas or on top of fragile items as goods can be damaged.

Stability – appropriate stacking so that goods do not tumble or fall.

Security – ensure valuable goods are appropriately locked in storage facilities or cages.

Ease of access – store goods so that there is easy access without damaging other goods.

Question 20 (a)***Sample answer:***

The sales assistant would need to remain calm and talk to the customer in a professional and friendly manner, acknowledging their issue and apologising for their distress.

Question 20 (b)***Sample answer:***

- Win Win Technique – promotes the concept that both parties can come to a mutual agreeable solution ie customer may be given a gift voucher that encourages them to return to the store.
- Follow Due Process Technique – listen, acknowledge, respond, report and follow up. If the store follows due process a solution to the problem should be achievable.

Question 21 (a)***Sample answer:***

Under the Industry Code of Practice, the first item is given to the customer for free and any other items are charged at the correct price.

Question 21 (b)(i)***Sample answer:***

Counting back change to ensure the correct amount is given to the customer.

Question 21 (b)(ii)***Sample answer:***

Clearing the register at regular intervals to minimise theft.

Section III**Question 22*****Answers could include:***

- legislation (acts, regulations, codes of practice)
- manual handling
- handling of dangerous goods
- hazards (slips, trips and falls)
- correct use of lifting equipment
- Emergency and Evacuation Procedures
- hierarchy of risk control
- PPE use
- risk management
- weight limits
- can also refer to safety and robberies

Section IV

Question 23 (a)

Sample answer:

Questioning techniques that could be used include open, closed and reflective questions. Open questions allow the salesperson to gather details about the customer's needs while closed questions give single word or definite responses to clarify or confirm requirements. The salesperson can also use a reflective question to confirm their understanding of the customer's needs. Effective communication involves active listening where the salesperson acknowledges that they are understanding the customer. To further ensure effective communication it is important to recognise and, if possible, remove barriers to communication such as noise.

Question 23 (b)

Answers could include:

Selling Techniques

- upselling
- top down
- offering alternatives
- suggestive selling
- selling benefits

Customers' buying decisions

- emotional
- rational

Question 24 (a)

Sample answer:

The consultative selling process involves matching customer's needs and wants to appropriate products or services. The salesperson uses their product knowledge and a range of questioning techniques to determine needs and match those to products. For example, if a customer is buying a cake, the salesperson would need to establish the type of cake required, the number of people it is for and when it is needed.

It is important to build rapport and establish a buying relationship. To establish customer needs a salesperson can use open questions to obtain a better understanding of needs, and confirm details through closed and reflective questions.

Question 24 (b)***Answers could include:***

Closing techniques

- direct order – using a closed question
- active – helping the customer to decide
- steps – allowing the customer to decide one step at a time
- alternative – offer a choice
- difficulty – apply deadlines
- assumptive – assume the customer is making the purchase

Question 25 (a)***Sample answer:***

Consultative selling involves matching customer needs and wants to appropriate products. The wholesaler will determine the needs of the retail customer by asking a range of questions. The questions for example could be open to gather customer needs and closed to confirm sale details. The wholesaler will use their product knowledge and understanding of the competitive advantage of the supply chain to assist the buyer. The process will build rapport and meet the customer's needs. The pharmacy wholesaler for example may discuss the needs of an individual chemist and advise on a product.

Question 25 (b)***Answers could include:***

- closing techniques
- direct order – using a closed question
- active – helping the customer to decide
- steps – allowing the customer to decide one step at a time
- alternative – offer a choice
- difficulty – apply deadlines
- assumptive – assume the customer is making the purchase

Awareness of a range of financial transactions available in closing the sale

Specific issues for wholesaling could include

- discounts for bulk buying
- exclusivity of products
- consignment selling
- free samples of new products
- workplace visits