



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

**2011**

**HIGHER SCHOOL CERTIFICATE  
EXAMINATION**

# Retail Services

## General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen  
Black pen is preferred
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 13 and 15

**Total marks – 80**

**Section I** Pages 2–5

**15 marks**

- Attempt Questions 1–15
- Allow about 20 minutes for this section

**Section II** Pages 9–16

**35 marks**

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

**Section III** Page 17

**15 marks**

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

**Section IV** Page 18

**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.

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- 1** What is the term for a single retail outlet that sells a specific range of merchandise such as shoes or jewellery?
- (A) Chain store
  - (B) Hypermarket
  - (C) Specialty store
  - (D) Department store
- 2** A sales assistant needs ten DVD players to be delivered to a store from the warehouse.
- Which of the following documents should be completed by the sales assistant to carry out this task?
- (A) Order form
  - (B) Packing slip
  - (C) Dispatch document
  - (D) Requisitioning form
- 3** Which of the following is an example of a Level 2 measure in the hierarchy of risk control?
- (A) Taking damaged equipment to the storeroom
  - (B) Putting a safety gate around faulty machinery
  - (C) Wearing protective gloves when handling chemicals
  - (D) Writing a store occupational health and safety (OHS) policy

4 Riley is a dedicated employee who is always punctual and who performs tasks to a high standard.

Which attribute does Riley demonstrate?

- (A) Positive work ethic
- (B) Strong social values
- (C) Good interpersonal skills
- (D) Excellent communication skills

5 What is the most secure way to remove excess cash from the point-of-sale terminal in a busy supermarket?

- (A) Order change
- (B) Balance the register
- (C) Conduct a cash drop
- (D) Use a clearance chute

6 In the workplace, to what does the term *chain of command* refer?

- (A) Lines of reporting
- (B) Mission statements
- (C) Goals and objectives
- (D) Organisational values

7 Which list shows three features an employee should check when receiving incoming stock?

- (A) Use-by dates, product quality, order details
- (B) Packing slip, damage to stock, selling price
- (C) Product weight, quantity of product, warranty
- (D) Dispatch code, perishability, storage conditions

**8** Under the *Occupational Health and Safety Act (2000)* NSW, which of the following is an employee's responsibility in the workplace?

- (A) To develop a health and safety reporting system
- (B) To organise a health and safety consultation process
- (C) To use items provided for health and safety correctly
- (D) To provide health and safety instruction and training

**9** Cans of drink have fallen from an incorrectly stacked display, resulting in damaged stock. The store reduces the selling price on this stock.

What is this reduction in profit known as?

- (A) Waste
- (B) Shrinkage
- (C) Markdown
- (D) Depreciation

**10** What is the main function of a scanner at the point-of-sale?

- (A) To record the quantity of items sold
- (B) To show data on the visual display unit
- (C) To electronically link retailers with their suppliers
- (D) To identify a stock item and price by reading a bar code

**11** A customer purchases three CDs selling for \$25.00 each. A 5% discount is given to the customer for paying in cash.

What is the total for this sale?

- (A) \$70.00
- (B) \$71.25
- (C) \$75.00
- (D) \$78.75

**12** Which of the following signs can be legally displayed in a retail store?

- (A) No refund after 7 days
- (B) No refund on clearance items
- (C) No refund on change-of-mind purchases
- (D) No refund, only exchanges or credit notes allowed

**13** A customer makes a complaint about a faulty toaster which has caused a severe skin burn.

In which of the following statements is the sales assistant showing empathy to the customer?

- (A) 'I need to see your receipt before I can refund or exchange the toaster.'
- (B) 'I imagine that was painful and I will speak to my manager about a refund.'
- (C) 'I can offer you a refund but are you sure that you used the toaster correctly?'
- (D) 'I would offer you an exchange but we do not have any in stock at the moment.'

**14** A customer purchases the following items and pays with a \$20 note.

<i>Item</i>	<i>Number/Quantity</i>	<i>Price</i>
Oranges	3 kg	\$2.25 per kilo
Jam	2	\$3.51 each

How much change should the customer receive?

- (A) \$6.20
- (B) \$6.23
- (C) \$6.25
- (D) \$6.75

**15** To make sure they understand a customer's needs, a sales assistant asks, 'So you wanted the black shirt in size 12?'

What type of question is being asked by the sales assistant?

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

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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 (6 marks)

- (a) Outline ONE strategy a retailer can use to show respect for the cultural differences of employees in the workplace. 2

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- (b) Describe techniques that can be used by a sales assistant at the point-of-sale to communicate with customers when language barriers exist. 4

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**Question 17** (6 marks)

**Roster:**

Rania

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
<i>Start</i>	9:00 am	1:00 pm		11:00 am			1:00 pm
<i>Finish</i>	5:00 pm	5:00 pm		6:00 pm			5:00 pm

Xiang

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
<i>Start</i>	9:00 am	9:00 am	9:00 am	9:00 am	9:00 am		
<i>Finish</i>	5:00 pm	5:00 pm	5:00 pm	5:00 pm	5:00 pm		

Morgan

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>
<i>Start</i>	9:00 am	10:00 am	10:00 am	10:00 am		9:00 am	8:00 am
<i>Finish</i>	5:00 pm	3:00 pm	5:00 pm	9:00 pm		5:00 pm	6:00 pm

**Hourly pay rate**     \$8 per hour Monday – Saturday  
                                 \$12 per hour Sunday

**Penalty Rates**       \$5 per shift on Saturday  
                                 \$8 per shift on Sunday

**Overtime**             \$3 extra per additional hour for working over 38 hours in a week

**Mealbreak**            Unpaid, one hour for more than 5 hours work

**Question 17 continues on page 11**

Question 17 (continued)

(a) What are the total hours worked by Xiang for the week? 1

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(b) Morgan has worked 44 hours in the week. 1

What is Morgan’s overtime payment?

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(c) What is Rania’s weekly wage? Show all working. 2

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(d) Xiang works full-time in this retail organisation. 2

Identify TWO of Xiang’s legal entitlements as a full-time employee.

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**End of Question 17**

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# Retail Services

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Centre Number

## Section II (continued)

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Student Number

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### Question 18 (7 marks)

**Please turn over**

**Question 18** (7 marks)

(a) How is the listed equipment used when processing incoming stock?

**3**

<i>Equipment</i>	<i>Use when processing incoming stock</i>
Cutting equipment	
Weighing machine	
Personal protective equipment (PPE)	

(b) Distinguish between a *manual* and an *electronic stock control system*.

**2**

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(c) Outline the benefits of using an electronic stock control system.

**2**

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# Retail Services

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Centre Number

## Section II (continued)

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Student Number

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### Question 19 (6 marks)

- (a) Give ONE example of a service complaint. **1**

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- (b) Discuss actions that a sales assistant could take in response to a customer returning a faulty product. **5**

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**Question 20** (6 marks)

Describe a range of measures that can be taken to reduce workplace injuries at the point-of-sale.

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**Question 21** (4 marks)

(a) Explain ONE non-cash transaction procedure a sales assistant may use at the point-of-sale.

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(b) Explain how the use of EFTPOS may lead to delays at the point-of-sale.

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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.

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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
- 

#### **Question 22** (15 marks)

Assess a range of security procedures that can be used to minimise theft in the retail environment.

**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.

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### **Question 23 — General Selling (15 marks)**

- (a) Describe the types of materials and props that can be used to create a display to promote a product. **5**
- (b) Explain how a merchandiser could use special promotion areas to maximise sales in the retail environment. **10**

**OR**

### **Question 24 — General Food Selling (15 marks)**

- (a) Describe the types of labels and tickets that can be used in food selling. **5**
- (b) Explain how a range of display techniques can be used to maximise sales in the retail food industry. **10**

**OR**

### **Question 25 — Wholesale (15 marks)**

- (a) Describe the role of the supply chain for a wholesale business. **5**
- (b) Explain a range of tasks and routines that can assist in the successful planning of a wholesale business. **10**

**End of paper**