



2011 Retail Services HSC Examination 'Sample Answers'

When examination committees develop questions for the examination, they may write 'sample answers' or, in the case of some questions, 'answers could include'. The committees do this to ensure that the questions will effectively assess students' knowledge and skills.

This material is also provided to the Supervisor of Marking, to give some guidance about the nature and scope of the responses the committee expected students would produce. How sample answers are used at marking centres varies. Sample answers may be used extensively and even modified at the marking centre OR they may be considered only briefly at the beginning of marking. In a few cases, the sample answers may not be used at all at marking.

The Board publishes this information to assist in understanding how the marking guidelines were implemented.

The 'sample answers' or similar advice contained in this document 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:

The retailer could organise the roster around religious occasions such as Ramadan and the Sabbath. The retailer could also allow employees to wear specific clothing related to their culture.

Question 16 (b)

Sample answer:

When communicating with customers where language barriers exist, the sales assistant needs to speak clearly and concisely to ensure that the person is not confused. Hand gestures may also assist in determining the needs of the customer. The sales assistant can point to products or use his or her hands to ascertain the size of the product required. Sales assistants need to be courteous and culturally sensitive to ensure that they do not offend the customer. Active listening is essential.

Question 17 (a)

Sample answer:

35 hours

Question 17 (b)

Sample answer:

Total hours worked = 44 hours

Overtime hours = $44 - 38 = 6$ hours

$6 \text{ hours} \times \$3 = \18

Question 17 (c)

Sample answer:

$17 \times 8 = \$136$ (Monday–Saturday rate)

$4 \times 12 = \$48$ (Sunday rate)

\$8 penalty rate

Total wage = \$192

Question 17 (d)

Answers could include:

- Sick pay
- Holiday pay
- Long-service leave
- Superannuation
- Meal break

Question 18 (a)

Sample answer:

<i>Equipment</i>	<i>Use when processing incoming stock</i>
Cutting equipment	A box cutter can be used to open cartons when unpacking stock.
Weighing machine	Scales can be used to weigh goods to ensure that correct unit weights have been delivered.
Personal protective equipment (PPE)	Gloves can be used to protect employees when unpacking stock and stocking freezers.

Question 18 (b)

Sample answer:

A manual stock control system involves an employee using tally sheets to physically count and record numbers of stock. An electronic system of stock control involves the use of scanners and EDI technology to electronically record data on a central computer.

Question 18 (c)

Sample answer:

The benefits of using an electronic stock control system include accuracy, as stock numbers are recorded automatically and there is less chance of human error. This process is also faster, as there is no need to physically count and record stock. EDI also allows for the automatic re-ordering of stock.

Question 19 (a)

Sample answer:

A customer complains about waiting for a long time in the queue at the register.

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

The sales assistant could offer a range of alternatives. This could include an offer to replace, refund or repair the product. A credit note could also be given to the customer. The product could be exchanged in accordance with legislation, store policy and conditions of warranty.

Question 20***Sample answer:***

Workplace injuries at the point-of-sale can result from a range of causes, such as poor lighting, poor ergonomic design, and fatigue.

Poor lighting can be improved by fitting higher voltage light bulbs and directing light to the point-of-sale. Flickering fluorescent tubes should be replaced to ensure they do not cause eye strain at the point-of-sale.

Re-designing the point-of-sale to reduce twisting, bending and stretching can reduce workplace injuries. This could include having adjustable heights for stools and chairs and fitting ergonomic keyboards. Providing rubber mats can reduce strain in the legs and back from standing for long periods of time.

Rosters can be designed to reduce fatigue and give staff regular breaks during the day to reduce stress – for example, rostering a point-of-sale replacement staff member who gives breaks to staff in the register area.

Answers could also include:

- Stress
- Bullying
- Fear of robbery
- Lack of protection
- Slips, trips and falls
- Poor maintenance
- Poor housekeeping
- Spills

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

The point-of-sale operator can check the customer signature to ensure that it matches the one on the card, which reduces the opportunity for fraud.

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

EFTPOS can lead to delays at the point-of-sale because the terminal may be offline and, as a result, the transaction will need to be processed manually. Also, a customer may forget their PIN, or there may be insufficient funds in their account, and people may be forced to wait while this is resolved.

Section III

Question 22

Answers could include:

- Handle cash according to store security procedures in relation to accuracy
- Cash clearances
- Bag checks
- Attend active point-of-sale terminals according to store policy
- Housekeeping at point-of-sale
- Monitoring stock
- Customer service
- Surveillance techniques (visible and covert)
- EAS (tags, pedestals and labels)
- Camera domes and mirrors
- Maintenance of back docks and storerooms

Section IV

Question 23 (a)

Sample answer:

In a clothing retail store, mannequins can be dressed in the latest fashion clothing and accessories to display new seasonal trends. The display can also be enhanced through the use of lighting and props, such as tennis racquets if promoting sporting wear.

Risers can be used to provide a focal point for the product by elevating the items to eye level. Props can be used to create a theme, such as a love heart display on Valentine's Day.

Question 23 (b)

Answers could include:

- Permanent promotion areas maximise sales of basic line products
- Temporary promotion areas feature weekly specials or special promotion events/lines, which encourage impulse buying
- Windows can display the latest stock release and encourage customers to enter the store to purchase products
- Shelves can display general stock items to maximise sales
- Wall fixtures can create displays at eye level and draw people to different areas of the store to encourage purchases
- On-floor displays include racks that can display discounted items to increase sales

Question 24 (a)***Sample answer:***

A shelf ticket provides customers with information about the correct name and pricing details of a product.

Fresh food products such as fish use written labels that provide details of price, country of origin, the correct name of the fish, and possible cooking methods to assist customers in making buying decisions.

McDonald's, for example, does not use tickets or labels but is able to convey information in clear visual form through the use of a headerboard. This allows customers to be aware of the price and other specific details.

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

- Window displays
- Heaters/Ovens
- Bain-maries
- Rotisseries
- Freezers
- Refrigerated units
- Display fixtures
- Bins and cabinets
- Meat displays
- Live fish tanks
- Store layouts
- Presentations

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

The supply chain is the movement of goods from producer to consumer. As the goods move through the chain, value is added through increasing prices to gain profits. A business involved in wholesaling is Campbells Cash & Carry. This business buys in bulk from a range of suppliers and will in turn sell goods at a profit to smaller retailers. Its focus is on these smaller retailers, as large retailers such as Woolworths have greater control over their own supply chain.

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

- Organising tasks such as prioritising, time management to meet deadlines, and negotiation
- Clarifying personal responsibilities
- Work ethics
- Seeking assistance when necessary
- Planning and organising work routines on a daily, weekly or monthly basis
- Setting goals and objectives for the business
- Specifying targets or results
- Coordinating with others