



**BOARD OF STUDIES**  
NEW SOUTH WALES

## **2011 HSC Retail Services Marking Guidelines**

### **Section I**

#### **Multiple-choice Answer Key**

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

## Section II

### Question 16 (a)

Criteria	Marks
• Outlines ONE strategy a retailer can use to respect cultural differences of employees in the workplace	2
• Identifies ONE strategy a retailer can use to respect cultural differences of employees in the workplace	1

### Question 16 (b)

Criteria	Marks
• Provides features and characteristics of techniques that can be used by a sales assistant at the point-of-sale to communicate with customers where language barriers exist	4
• Outlines techniques that can be used by a sales assistant at the point-of-sale to communicate with customers where language barriers exist	2–3
• Provides at least one example of communications barriers • Demonstrates a limited understanding of techniques	1

### Question 17 (a)

Criteria	Marks
• Correctly calculates the total hours worked by Xiang	1

### Question 17 (b)

Criteria	Marks
• Correctly calculates Morgan's overtime payment	1

### Question 17 (c)

Criteria	Marks
• Correctly calculates Rania's weekly wage showing accurate working	2
• Incorrect answer but correct process shown	1

### Question 17 (d)

Criteria	Marks
• Correctly identifies TWO legal entitlements for a full-time employee	2
• Correctly identifies ONE legal entitlement for a full-time employee	1

**Question 18 (a)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Explains how each of the THREE types of equipment are used when processing incoming stock</li></ul>	3
<ul style="list-style-type: none"><li>Explains how TWO types of equipment are used when processing incoming stock</li></ul>	2
<ul style="list-style-type: none"><li>Explains how ONE type of equipment is used when processing incoming stock</li></ul>	1

**Question 18 (b)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Recognises the differences between a manual and electronic stock control system</li></ul>	2
<ul style="list-style-type: none"><li>Defines one stock control system</li></ul>	1

**Question 18 (c)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Outlines at least TWO benefits of using an electronic stock control system</li></ul>	2
<ul style="list-style-type: none"><li>Outlines ONE benefit of using an electronic stock control system</li></ul>	1

**Question 19 (a)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Gives one relevant example of a service complaint</li></ul>	1

**Question 19 (b)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Demonstrates a clear understanding of a range of actions that the sales assistant could take to respond to this customer returning a faulty product</li></ul>	5
<ul style="list-style-type: none"><li>Outlines a range of actions that the sales assistant could take to respond to this customer returning a faulty product</li></ul> <p>OR</p> <ul style="list-style-type: none"><li>Describes in detail an action that the sales assistant could take to respond to this customer returning a faulty product</li></ul>	3–4
<ul style="list-style-type: none"><li>Makes a general statement about returning a faulty product</li></ul>	1–2

**Question 20**

<b>Criteria</b>	<b>Marks</b>
• Provides features and characteristics of a range of measures that can be taken to reduce common workplace injuries at the point-of-sale	5–6
• Outlines measures that can be taken to reduce common workplace injuries at the point-of-sale	3–4
• Makes a general statement about workplace injury	1–2

**Question 21 (a)**

<b>Criteria</b>	<b>Marks</b>
• Explains how one non-cash transaction procedure is used by the sales assistant at the point-of-sale	2
• Identifies one non-cash transaction procedure used by the sales assistant at the point-of-sale	1

**Question 21 (b)**

<b>Criteria</b>	<b>Marks</b>
• Provides how and/or why the use of EFTPOS may lead to delays at the point-of-sale	2
• Outlines how the use of EFTPOS may lead to delays at the point-of-sale	1

## Section III

### Question 22

Criteria	Marks
<ul style="list-style-type: none"> <li>Makes a judgement on how a wide range of security procedures can be used to minimise theft in the retail environment</li> <li>Communicates ideas and information effectively in a logical and cohesive response</li> <li>Uses appropriate retail examples and integrates correct retail terminology</li> </ul>	13–15
<ul style="list-style-type: none"> <li>Makes a judgement on how a range of security procedures can be used to minimise theft in the retail environment</li> <li>Communicates ideas and information in a cohesive response</li> <li>Uses appropriate retail examples and integrates retail terminology</li> </ul>	10–12
<ul style="list-style-type: none"> <li>Provides characteristics and features of a range of security procedures that can be used to minimise theft in the retail environment</li> <li>Communicates ideas and information using appropriate retail examples</li> </ul>	7–9
<ul style="list-style-type: none"> <li>Outlines security procedures that can be used to minimise theft in the retail environment</li> <li>Communicates ideas and information with limited use of retail examples</li> </ul>	4–6
<ul style="list-style-type: none"> <li>Makes a general statement in relation to either security procedures or minimising theft</li> <li>Demonstrates limited communication skills and uses non-industry specific terminology</li> </ul>	1–3

## Section IV

### Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>Provides characteristics and features of materials and props that can be used to create a display to promote a product</li> <li>Uses appropriate retail examples</li> </ul>	5
<ul style="list-style-type: none"> <li>Outlines the materials and props that can be used to create a display to promote a product</li> <li>Uses at least one appropriate retail example</li> </ul>	3–4
<ul style="list-style-type: none"> <li>Makes a general statement relating to materials and/or props</li> </ul>	1–2

**Question 23 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains in detail how a merchandiser can use special promotion areas to maximise sales in the retail environment</li> <li>Communicates information effectively using appropriate retail examples</li> </ul>	9–10
<ul style="list-style-type: none"> <li>Explains how a merchandiser can use special promotion areas to maximise sales in the retail environment</li> <li>Communicates information using appropriate retail examples</li> </ul>	7–8
<ul style="list-style-type: none"> <li>Provides characteristics and features of the use of special promotion areas to maximise sales</li> <li>Communicates information using retail examples</li> </ul>	5–6
<ul style="list-style-type: none"> <li>Outlines the use of special promotion areas</li> </ul> OR <ul style="list-style-type: none"> <li>Outlines how special promotion areas maximise sales</li> <li>Communicates information and/or provides retail examples</li> </ul>	3–4
<ul style="list-style-type: none"> <li>Makes a general statement about merchandising or promotion</li> <li>Demonstrates limited communication skills and/or provides a retail example</li> </ul>	1–2

**Question 24 (a)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Provides characteristics and features of types of labels and tickets that can be used in food selling</li> <li>Uses appropriate retail examples</li> </ul>	5
<ul style="list-style-type: none"> <li>Outlines the types of labels and tickets that can be used in food selling</li> <li>Uses at least one appropriate retail example</li> </ul>	3–4
<ul style="list-style-type: none"> <li>Makes a general statement relating to labels and/or tickets</li> </ul>	1–2

**Question 24 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Provides how and/or why a wide range of display techniques can be used to maximise sales in the retail food industry</li> <li>Communicates information effectively using appropriate retail examples</li> </ul>	9–10
<ul style="list-style-type: none"> <li>Provides how and/or why a range of display techniques can be used to maximise sales in the retail food industry</li> <li>Communicates information using appropriate retail examples</li> </ul>	7–8
<ul style="list-style-type: none"> <li>Provides characteristics and features of a range of display techniques used to maximise sales in the retail food industry</li> <li>Communicates information using retail examples</li> </ul>	5–6

<ul style="list-style-type: none"> <li>• Outlines display techniques used in the retail food industry</li> <li>• Communicates information and/or provides retail examples</li> </ul>	3–4
<ul style="list-style-type: none"> <li>• Makes a general statement about display techniques</li> <li>• Demonstrates limited communication skills and/or provides a retail example</li> </ul>	1–2

**Question 25 (a)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Provides characteristics and features of the role of the supply chain for a wholesale business</li> <li>• Uses appropriate retail examples</li> </ul>	5
<ul style="list-style-type: none"> <li>• Outlines the role of the supply chain for a wholesale business</li> <li>• Uses at least one appropriate retail example</li> </ul>	3–4
<ul style="list-style-type: none"> <li>• Makes a general statement about the supply chain</li> </ul>	1–2

**Question 25 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Provides how and/or why a wide range of tasks and routines can assist in the successful organisational planning of a wholesale business</li> <li>• Communicates information effectively using appropriate retail examples</li> </ul>	9–10
<ul style="list-style-type: none"> <li>• Provides how and/or why a range of tasks and routines can assist in the successful organisational planning of a wholesale business</li> <li>• Communicates information using appropriate retail examples</li> </ul>	7–8
<ul style="list-style-type: none"> <li>• Provides characteristics and features of tasks and routines that can assist in the successful organisational planning of a wholesale business</li> <li>• Communicates information using retail examples</li> </ul>	5–6
<ul style="list-style-type: none"> <li>• Outlines actions that lead to success in a wholesale business</li> <li>• Communicates information and/or provides retail examples</li> </ul>	3–4
<ul style="list-style-type: none"> <li>• Makes a general statement about successful wholesaling</li> <li>• Demonstrates limited communication skills and/or provides a retail example</li> </ul>	1–2

# Retail Services

## 2011 HSC Examination Mapping Grid

### Section I

Question	Marks	Unit of competency/Element of competency
1	1	3.2 SIRXIND001A Work effectively in a retail environment
2	1	1.4 SIRXINV001A Perform stock control procedures
3	1	1.1 SIRXOHS001A Apply safe work practices
4	1	4.1 SIRXIND001A Work effectively in a retail environment
5	1	1.5 SIRXRSK001A Minimise theft
6	1	1.3 SIRXIND001A Work effectively in a retail environment
7	1	1.4 SIRXINV001A Perform stock control procedures
8	1	1.1 SIRXOHS001A Apply safe work practices
9	1	1.1 SIRXRSK001A Minimise theft
10	1	1.1 SIRXCCS001A Apply point-of-sale
11	1	2.2 SIRXCCS001A Apply point-of-sale
12	1	3.3 SIRXCCS001A Apply point-of-sale
13	1	1.2 SIRXCCS002A Interact with customers
14	1	2.2 SIRXCCS001A Apply point-of-sale
15	1	1.4 SIRXCOM001A Communicate in the workplace

### Section II

Question	Marks	Unit of competency/Element of competency
16 (a)	2	3.1 SIRXCOM001A Communicate in the workplace
16 (b)	4	3.2 SIRXCOM001A Communicate in the workplace
17 (a)	1	SIRXIND001A Work effectively in a retail environment
17 (b)	1	SIRXIND001A Work effectively in a retail environment
17 (c)	2	SIRXIND001A Work effectively in a retail environment
17 (d)	2	SIRXIND001A Work effectively in a retail environment
18 (a)	3	1.2 SIRXINV001A Perform stock control procedures
18 (b)	2	1.6 SIRXINV001A Perform stock control procedures
18 (c)	2	1.6 SIRXINV001A Perform stock control procedures
19 (a)	1	2.1 SIRXCCS002A Interact with customers
19 (b)	5	SIRXCCS002A Interact with customers
20	6	1.1 and 1.5 SIRXOHS001A and 1.4 SIRXCCS001A Apply safe work practices and apply point-of-sale
21 (a)	2	3.1 SIRXCCS001A Apply point-of-sale
21 (b)	2	3.1 SIRXCCS001A and 1.9 SIRXCCS001A Apply point-of-sale



**Section III**

Question	Marks	Unit of competency/Element of competency
22	15	SIRXRSK001A 2.1–2.7 SIRXCCS001A 1.4, 1.6 Minimise theft and apply point-of-sale

**Section IV**

Question	Marks	Unit of competency/Element of competency
23	15	SIRXMER001A 1.2, 1.3, 4.1, 1.5, 1.7 Merchandise food products
24	15	SIRXMER001A 3.1 Merchandise food products SIRRMER002A 3.3, 4.1 Pack and display meat products SIRRMER003A 2.3, 3.1 Prepare and display meat products SIRRMER004A 3.1, 2.5 Prepare and display bakery products SFIDIST202B 1.2, 1.6, 2.6 Retail fresh, frozen and live seafood
25	15	SIRWIND001A Confirm wholesale business practices