



2012
**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, 11 and 13

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 16–22
- Allow about 50 minutes for this section

Section III Page 17

15 marks

- Attempt Question 23
- Allow about 25 minutes for this section

Section IV Page 18

15 marks

- Attempt ONE question from Questions 24–26
- 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.

- 1** Chris answers the phone and realises that the enquiry will need to be handled by a person in another department.

Which of the following telephone functions should Chris then use?

- (A) Recall
 - (B) Transfer
 - (C) On-hold
 - (D) Call waiting
- 2** Which of the following is covered by the *Australian Consumer Law Act 2010*, formerly the *Trade Practices Act 1974*?
- (A) Return of faulty goods
 - (B) Conditions of retail employees
 - (C) Scanning policy at the point of sale
 - (D) Protection of staff against unfair dismissal
- 3** The merchandise approach is best used by retail staff when a customer is
- (A) requesting a longer term repayment.
 - (B) trying on a specific item of clothing.
 - (C) browsing across a range of products.
 - (D) asking the location of the change rooms.

- 4 Which of the following situations best fits the description of internal theft?
- (A) A vendor delivers only half of the stock and keeps the rest.
 - (B) A store manager selects a chocolate bar from the shelf and eats it.
 - (C) A retail assistant takes a pen from the display to use at a checkout.
 - (D) A sales representative removes out-of-date stock without recording it.
- 5 The register total at the end of the day's trading is \$960. The sales for the day were made up of \$520 cash and \$322 non-cash transactions.
- What was the float for the day?
- (A) \$118
 - (B) \$198
 - (C) \$440
 - (D) \$638
- 6 Why is feedback an essential element of the communication process?
- (A) It focuses on the role of the sender.
 - (B) It ensures correct channels are followed.
 - (C) It enables the message received to be clarified.
 - (D) It allows information to be presented in logical order.
- 7 Which retail document includes the terms of payment for the retailer?
- (A) An invoice
 - (B) A credit note
 - (C) A lay-by slip
 - (D) An order form

- 8** A customer purchases a colour television for \$999 and a blu-ray player for \$79, paying by credit card. There is a 2.5% fee payable on every credit card transaction.

What is the fee payable on this transaction?

- (A) \$24.98
- (B) \$26.95
- (C) \$27.00
- (D) \$32.34

- 9** The employer of a specialty store negotiates a collective agreement with employees regarding working conditions.

What form of agreement will result from this?

- (A) Award
- (B) Contract
- (C) Enterprise
- (D) Industrial

- 10** As a result of a workplace injury, an employee's workload in a store has been reduced.

What type of cost is this to the store?

- (A) Economic
- (B) Human
- (C) Organisational
- (D) Social

- 11** Why are goods placed on back order?

- (A) The supplier has excess goods.
- (B) The goods are no longer produced.
- (C) The retailer did not request the goods.
- (D) The goods are not currently available.

- 12** In a large retail store, who is responsible for providing personal protective equipment (PPE)?
- (A) The employer
 - (B) The employee
 - (C) WorkCover official
 - (D) Union representative

- 13** A manual stocktake in a hardware store showed 126 cans of white paint on the shelf, while the electronic record showed that there should be 168 cans.

What is the percentage level of shrinkage?

- (A) 25%
 - (B) 33%
 - (C) 42%
 - (D) 75%
- 14** What is the purpose of a packing slip?
- (A) To inform the buyer that goods have been ordered
 - (B) To indicate where goods are to be placed on a shelf
 - (C) To ensure the correct delivery of goods to a customer
 - (D) To provide information to the supplier that goods are damaged
- 15** After purchasing a product, a customer returns to the store and makes a price complaint.
- Which of the following is a price complaint?
- (A) The cost of the goods was not value for money.
 - (B) The salesperson gave the customer the wrong change.
 - (C) The product was scanned at a higher price than advertised.
 - (D) The customer was able to purchase the product for less elsewhere.

BLANK PAGE

BLANK PAGE

BLANK PAGE

Retail Services

--	--	--	--	--

Centre Number

Section II

35 marks

Attempt Questions 16–22

Allow about 50 minutes for this section

--	--	--	--	--	--	--	--	--

Student Number

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 16 (4 marks)

- (a) Explain a benefit for the employee of having adjustable bag racks at the point-of-sale. **2**

.....

.....

.....

.....

- (b) Explain a benefit for the employer having rubber floor mats at the point-of-sale. **2**

.....

.....

.....

.....

Question 17 (4 marks)

Describe how heavy items should be safely moved and stored in the retail environment. **4**

.....

.....

.....

.....

.....

.....

.....

BLANK PAGE

--	--	--	--	--

Centre Number

Section II (continued)

--	--	--	--	--	--	--	--	--

Student Number

Question 18 (5 marks)

- (a) Outline the benefits for the retailer of removing bag checks. 2

.....

.....

.....

.....

.....

- (b) How does electronic article surveillance assist in minimising theft? 3

.....

.....

.....

.....

.....

.....

Question 19 (4 marks)

What strategies can a retailer use to minimise environmental impacts in each of the following areas?

- (a) Storage area **2**

.....

.....

.....

.....

- (b) Point-of-sale area **2**

.....

.....

.....

.....



--	--	--	--	--

Centre Number

Section II (continued)

--	--	--	--	--	--	--	--	--

Student Number

Question 20 (6 marks)

Explain how customer complaints and feedback to a retailer can be used to improve store image and increase sales.

6

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 21 (8 marks)

The following table is part of a stock record.

<i>Store location</i>	<i>Name/description</i>	<i>Unit price (\$)</i>	<i>Quantity in stock</i>	<i>Re-order level</i>
Area 2	Plain t-shirt	12.50	6	5
Area 6	Printed t-shirt	18.95	3	5
Area 5	Red polo shirt	28.00	14	10

- (a) When will it be necessary to order additional plain t-shirts? **1**

.....
.....

- (b) Calculate the total value of stock shown in the record. **1**

.....
.....

- (c) How does recording the location of items on the stock record assist in reducing shrinkage? **2**

.....
.....
.....
.....

Question 21 continues on page 15

Question 21 (continued)

- (d) Why is it important that the quantity of stock is recorded accurately? **2**

.....

.....

.....

.....

- (e) Outline possible reasons why the number of printed t-shirts in stock has fallen below the re-order level. **2**

.....

.....

.....

.....

.....

End of Question 21

Question 22 (4 marks)

A customer who was sold an incorrectly sized pair of shoes returns to the store and is abusive to the salesperson.

Describe the actions the salesperson should take to deal with this customer.

4

.....

.....

.....

.....

.....

.....

.....

.....

Retail Services

Section III

15 marks

Attempt Question 23

Allow about 25 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

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 23 (15 marks)

Explain a range of strategies that can be effectively used by a retailer to manage staff workloads while maintaining good customer service.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 24–26

Allow about 25 minutes for this section

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available.

Question 24 — General Selling (15 marks)

- | | | |
|-----|---|-----------|
| (a) | Distinguish between the features and benefits of products. | 5 |
| (b) | Explain how knowledge of features and benefits of products can be clearly communicated to customers using verbal and non-verbal techniques. | 10 |

OR

Question 25 — General Food Selling (15 marks)

- | | | |
|-----|---|-----------|
| (a) | Distinguish between food spoilage and food contamination. | 5 |
| (b) | Explain the corrective action required to minimise food safety risks. | 10 |

OR

Question 26 — Wholesale (15 marks)

- | | | |
|-----|---|-----------|
| (a) | What are the distinguishing features of the wholesale industry? | 5 |
| (b) | Explain how current issues have led to changes in the wholesale industry. | 10 |

End of paper