



## **2012 HSC Retail Services '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:*

Adjustable racks – means that employees have less pressure on their backs with more comfortable movement when filling bags at the point-of-sale.

### Question 16 (b)

*Sample answer:*

Benefits to the employer are reduced costs of workplace injury, which will improve store profits.

### Question 17

*Sample answer:*

When moving heavy goods, workers need to assess the load. If it is too heavy for one person, a second person, team or even a lifting device may be required to move the object. If lifting, correct posture and bending of the knees is required.

When storing heavy goods, workers need to ensure the goods are placed on lower levels and that they are not placed on top of goods that can be crushed or damaged.

### Question 18 (a)

*Sample answer:*

By removing bag checks, the customer has a more welcoming experience, which will allow greater comfort and entry to the store, which will result in more sales for the retailer.

- It can reduce congestion at the point-of-sale
- Staff may be utilised more effectively in another area, such as customer service on the selling floor.

### Question 18 (b)

*Sample answer:*

Magnetic strips in DVDs prevent people from stealing, as the item will set off an alarm as it passes a security point.

By preventing customers from stealing expensive and easy-to-conceal items, this method of security is effective as levels of theft are lower and thus profit losses are minimised.

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

As boxes are unpacked in the storage area, materials need to be sorted out. In a clothing storeroom, hangers can be re-used, cardboard boxes compacted for recycling and other plastics and wastes disposed of appropriately. Lights should be turned off when not in use.

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

At the point-of-sale retailers can pack plastic bags more effectively to reduce their usage. Some stores, such as Target, charge customers if they need a bag. Retailers can also prevent printing receipts if the customer does not desire one; this reduces the amount of paper used. Environmentally friendly cleaning products can be used.

**Question 20*****Sample answer:***

Retailers can change work practices and improve service and store image to meet customer expectations by acting on complaints. Failure to change practices may result in customers not returning, impacting on sales.

If customers have a bad experience in a store and are not satisfied they will tell their friends. This will ultimately result in a loss of sales. Improving business relations is essential as it allows changes to work practices to satisfy consumer needs and maintain loyalty and profits.

If staff are not providing adequate service to customers there is a need for managers and supervisors to be aware of this as bad employees can seriously harm the image of the business. Poor work practices can also reduce productivity and have an even greater impact on profits. However, acting on complaints can improve productivity and training can enhance staff output.

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

When one more is sold or when the quantity goes down to 5.

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

\$523.85

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

Recording the location of items on the stock record means that stock will not be placed in the incorrect area in a store. When the stock is in an incorrect area it may not sell as customers may not find the stock. This type of error leads to shrinkage in terms of loss of sales.

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

Accurately recording stock levels can reduce the incidence of items being out-of-stock or having excessive stock. If the quantity held in the store is not recorded correctly then the store may order stock that they cannot sell and then have to reduce the price to move the goods. If they do not have enough of the goods customers will go elsewhere and profits will be lost.

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

There are a number of reasons for the low number of printed t-shirts in the store. The store may have failed to correctly order the required stock or may have misjudged customer demand. Shrinkage may have occurred because goods were stolen or the supplier may not have been able to supply the order.

**Question 22*****Sample answer:***

When dealing with abusive customers the salesperson needs to allow the customer to let off steam. The person's complaint needs to be acknowledged with active listening being an important aspect. The salesperson in this case should make amends by providing the customer with the correct sized shoe and apologise for the trouble that has been caused. If the size does not exist the customer needs to obtain a refund or exchange immediately.

## Section III

### Question 23

***Answers could include:***

Students need to make the link between managing workloads while maintaining good customer service. Strategies could include:

- Time management – rostering staff at busy times, delegation of tasks, prioritising, use of diaries, considering individual and group needs
- Decision-making – use experience of other staff to assist in completing tasks
- Seeking help/assistance when needed – communication, chain of command, negotiation
- Contingency planning – ordering in advance
- Effective use of technology – computerised stocktake, electronic ordering
- Breaks and timing of lunch
- Introduction of self-serve registers that free up staff to serve in other areas
- Self-scan price check equipment that frees up staff to serve in other areas

## Section IV

### Question 24 (a)

*Answers could include:*

*Feature*

tangible, measurable characteristics eg colour, size, price, brand

*Benefits*

Could be a rational or emotional buying motives such as safety, performance, appearance, comfort, economy and durability

### Question 24 (b)

*Answers could include:*

*Effective verbal communication*

appropriate language, clear voice, audible volume, courteous tone, active listening, asking questions/rephrasing

*Non-verbal communication*

body language, interpreting subtext and gestures, use of personal space, demonstrations, merchandising, advertising techniques

### Question 25 (a)

*Answers could include:*

- Food spoilage
  - Food is expired or past use-by-date
  - Not correctly refrigerating cold items
- Food contamination
  - Food is damaged through unsafe food practices or poor handling techniques eg handling food with the same gloves that you use for handling money.
  - Chemical contamination through incorrect cleaning procedures in preparation areas

### **Question 25 (b)**

***Answers could include:***

- Corrective action including
  - promptly reporting potentially unsafe food processes or situations to a supervisor
  - cleaning and sanitising
  - handling and storage techniques
  - following regulations
  - keeping food at the correct temperature
- Risk minimisation including
  - identify hazard
  - assess associated risks
  - use appropriate control measures to eliminate or minimise risks
  - monitor and review the control measures

### **Question 26 (a)**

***Answers could include:***

Bulk  
Link in supply chain  
Go between  
Agent

### **Question 26 (b)**

***Answers could include:***

*Issues*

- decline in work opportunities from technology
- short lead time pressures
- large retailers have own links to manufacturers, farms
- congestion on transport routes
- fuel tax, carbon tax