

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

2009

**HIGHER SCHOOL CERTIFICATE
SPECIMEN EXAMINATION**

Retail Services

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 11 and 15

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–15

35 marks

- Attempt Questions 16–21
- Allow about 45 minutes for this section

Section III Pages 17–18

30 marks

- Attempt TWO questions from Questions 22–25
- Allow about 1 hour for this section

Section I

15 marks

Attempt Questions 1–15

Allow about 15 minutes for this section

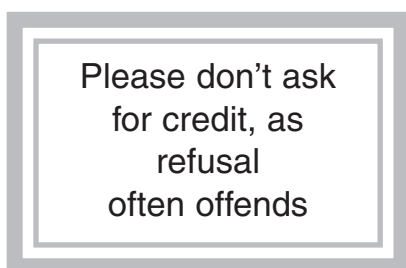
Use the multiple-choice answer sheet for Questions 1–15.

- 1 What is the purpose of a cash float?
- (A) To give point-of-sale operators cash handling skills
 - (B) To have cash on hand to commence the day's trading
 - (C) To reconcile with non-cash transactions at the end of the day
 - (D) To allow supervisors/managers to draw money from the till when required
- 2 A store is selling smoked salmon at \$2.50 per 100 grams.
- How much will half a kilogram of smoked salmon cost?
- (A) \$1.25
 - (B) \$5.00
 - (C) \$12.50
 - (D) \$25.00
- 3 By which term is an employee of a retail outlet also known?
- (A) A client
 - (B) A vendor
 - (C) An internal customer
 - (D) An external customer
- 4 Which statement most likely relates to a lay-by sale?
- (A) 'I can give you a raincheck on that item.'
 - (B) 'A merchant fee of 1% will apply if you don't pay by cash.'
 - (C) 'Vouchers are available in denominations of \$10, \$20 or \$50.'
 - (D) 'A deposit of 10% is required with the balance to be paid within 3 months.'

- 5** What type of employee is not entitled to sick pay?
- (A) Casual employee
 - (B) Full-time trainee
 - (C) Part-time employee
 - (D) Permanent employee
- 6** Which trade union represents sales assistants in the retail industry?
- (A) The Australian Services Union (ASU)
 - (B) The Australian Retailers Association (ARA)
 - (C) The Shop, Distributive and Allied Employees' Association (SDA)
 - (D) The Australian Competition and Consumer Commission (ACCC)
- 7** Which of the following is part of a stock rotation program?
- (A) Using Total Quality Management (TQM)
 - (B) Applying the principle of 'first in, first out' (FIFO)
 - (C) Locating heavy boxes at floor level in the stockroom
 - (D) Storing new stock temporarily in the stockroom during peak sale times
- 8** What should you do first if you notice someone doing something that is unsafe?
- (A) Report it to a manager
 - (B) Fill out an incident report
 - (C) Complete a risk assessment for the activity
 - (D) Take appropriate action to stop the activity immediately
- 9** A new range of clothing and accessories has just arrived at a fashion store.
- Which of the following would be the most appropriate strategy to increase sales, while minimising theft?
- (A) Reduce the number of change rooms
 - (B) Use more staff to provide better customer service
 - (C) Limit the size and range of stock on the shop floor
 - (D) Increase the number of lockable cabinets and security chains on fixtures

- 10 Which of the following best illustrates the use of electronic data interchange in relation to stock control?
- (A) All kinds of inter-store communication
 - (B) Customers ordering and paying 'on-line'
 - (C) Ordering directly from suppliers by point-of-sale
 - (D) Wages being credited electronically into employee bank accounts

- 11 The following sign may be seen near the counter in a shop.



What message does this sign communicate?

- (A) Credit cards are not accepted.
 - (B) Store discounts are not provided.
 - (C) The store has a visible cash handling policy.
 - (D) Payment must be made at the time of purchase.
- 12 Which of the following statements about cheques is correct?
- (A) Bearer cheques are negotiated by endorsement and delivery.
 - (B) Cheques are not negotiable documents.
 - (C) Company cheques are negotiated by endorsement and delivery.
 - (D) Uncrossed cheques are negotiable documents.
- 13 Which of the following should the retailer check before authorising a credit card transaction?
- (A) The expiry date of the card
 - (B) The credit limit on the card
 - (C) The name of the card holder
 - (D) The first three digits on the signature panel

- 14** What is the most likely reason a store would encourage dissatisfied customers to complain?
- (A) To improve publicity for the store
 - (B) To ensure all staff are aware of the service process
 - (C) To gather information and determine customer needs
 - (D) To allow managers to effectively monitor staff behaviour

- 15** A retail organisation is recruiting employees into a management training program and is actively encouraging females to apply.

This approach is an example of

- (A) a regulatory action.
- (B) a proactive strategy.
- (C) direct discrimination.
- (D) indirect discrimination.

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Retail Services

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (8 marks)

- (a) Describe the functions of the Human Resources manager in a retail organisation. 4

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- (b) Work plans and rosters are documents often used in retail organisations. 4

Describe the purpose of each of these documents.

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Retail Services

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Centre Number

Section II (continued)

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Student Number

Marks

Question 18 (6 marks)

You are a sales assistant in a retail organisation that is committed to meeting customer needs and providing the highest level of service.

- (a) What non-verbal communication would demonstrate that a customer was interested in one of your products? 2

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- (b) The customer is interested in a product, but is not sure if it is what they want. 4

How would you help determine the customer's requirements?

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Question 19 (10 marks)

- (a) Calculate the missing amounts and write them in the shaded areas of the invoice below.

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UNREAL OUTDOOR GEAR SHOP 10 SANDY BAY ROAD FOREST WAY 1450 PH: (07) 954 263 INVOICE			
INVOICE NO: 114 ORDERED BY: SAM'S CAMPING STORE SHOP 1 HEADLAND ROAD ZINCTOWN 1768		ORDER NO: 67	
Description of goods	Quantity	Unit price (\$)	Total (\$)
Three-person tent	10	250.00	
Head torch	24		1080.00
Camping mat		25.00	900.00
Backpack (small)	48	50.00	2400.00
		Subtotal	
		GST	
		Total	

Question 19 continues on page 13

Question 19 (continued)

- (b) There is no delivery advice attached to this order. Where should the stock be delivered? 2

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- (c) When Sam unpacked the tents he noticed that one was damaged. 2

Complete the credit claim form for the damaged tent.

<p>UNREAL OUTDOOR GEAR SHOP 10 SANDY BAY ROAD FOREST WAY 1450 PH: (07) 954 263</p> <p>Credit Claim Form</p> <p>INVOICE NO: ORDER NO:</p> <p>COMPANY NAME:</p>				
Description of goods	Quantity	Unit price	TOTAL price (inc. GST)	Reason for return
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- (d) Outline other actions that Sam should take to solve this problem. 2

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End of Question 19

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Centre Number

Section II (continued)

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Student Number

Marks

Question 20 (3 marks)

- (a) Distinguish between *internal* theft and *vendor* theft. **1**

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- (b) Recommend a strategy to minimise external theft. **2**

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Question 21 (4 marks)

Compare and contrast the suitability of TWO types of security technology for a small retail services company/store. **4**

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Retail Services

Section III

30 marks

Attempt Question 22

Attempt ONE other question from Questions 23–25

Allow about 1 hour for this section

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

In your answers you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
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Question 22 (15 marks)

Evaluate safe work practices that can be implemented in a retail organisation.

Please turn over

In your answers you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
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Question 23 – General Selling (15 marks)

Propose and justify a plan for merchandising a new product or service.

OR

Question 24 – General Food Selling (15 marks)

Explain how food retailers ensure the health and wellbeing of customers through safe food practices.

OR

Question 25 – Wholesale (15 marks)

Explain how a supply chain delivers products and services from origin to consumer use.

End of paper