Retail Operations
(240 indicative hours)

(Retail Curriculum Framework)

This booklet contains the specimen examination paper for the 2001 Higher School Certificate examination in the 240-hour VET course in Retail Operations.

The specimen paper shows the format of the New HSC examination. It has been printed on A4 paper and side-stapled, to make it convenient for use in schools. Actual examination papers will be produced as A4 booklets. All New HSC papers will be printed on white paper.

The 2001 HSC specimen papers have been produced in accordance with the Board’s Principles for Setting HSC Examinations in a Standards-Referenced Framework, published in Board Bulletin Volume 8 Number 9 (Nov/Dec 99).

The specimen paper as a whole is structured to allow for appropriate differentiation of student performance. The format of the paper allows students to gain a clear understanding of what they are required to do in each question, and in working through the paper. Instructions have been standardised and the demands of the questions have been made explicit. Key words in questions, such as ‘discuss’, ‘analyse’, and ‘explain’, have been used consistently in accordance with the glossary published in the Board’s Assessment Support Document.

The examinations in the 240-hour VET courses are optional, but required of students who wish this subject to contribute towards a University Admission Index. Students who sit for the examination will receive a statement of HSC outcomes in the same form as for other Board determined HSC courses.

This specimen paper is an example of the type of examination that could be prepared within the examination specifications for the 240-hour VET course in Retail Operations. The range and balance of outcomes tested in the HSC examinations in 2001 and subsequent years may differ from those addressed in this specimen paper. Questions are based on:

- the units of competency identified for examination;
- the minimum prescribed learning contained in the Higher School Certificate requirements for each specified unit of competency;
- the associated key competencies.

There are a number of points to note in considering the Retail Operations specimen examination paper:

- All VET examination papers conform to a common examination framework:
  - Section I – multiple-choice items (15 marks)
The examination is a 2-hour written paper. A total of 80 marks is shown on the examination paper. The total marks gained by a student on the paper are then converted to a mark out of 100.

- The number of questions in Section II may vary from year to year, however marks in this section will always total 35.

- A rubric indicating general criteria for judging performance has been placed at the beginning of Section III to clearly indicate the factors that will be used to assess responses to the question(s). These criteria are in addition to criteria specific to each question.

- For the purposes of the specimen papers only, there are some questions that appear in more than one of the VET specimen examinations. For the 2001 and subsequent HSC examinations, the papers will have no questions in common.
Sample marking guidelines for Retail Operations

The following marking guidelines have been developed for selected questions from the 2001 HSC Specimen Examination in Retail Operations. These guidelines indicate the approach that would be taken to marking questions.

For each question, the following are typically included:
1. The units of competency that are targeted by the question.
2. The assessment rubric from the specimen paper, where there is one, listing the set of general criteria that are used to assess responses.
3. The marking guidelines, which show the criteria to be applied to responses along with the marks to be awarded in line with the quality of the responses. For extended-response questions, performance is described at a number of levels of performance, each covering a range of marks.
4. A sample answer or some points that answers might include. Sample answers indicate the scope and depth of treatment expected, and are not intended to be prescriptive. Similarly, the points that could be included in answers are not intended to be an exhaustive list, but rather an indication of the considerations that students could include in their responses.

Marking guidelines will generally require some refinement at the Marking Centre to take account of unanticipated responses that students present. For essay-type questions, the standard described at each mark range will be made clear during pilot-marking by the selection of sample scripts.

In a standards-referenced framework, examination questions are closely linked to syllabus content and outcomes. Expectations of the question are to be clear in the wording of the question. Marking guidelines will be developed at the same time as the examination questions, by examination committees. The development of marking guidelines will be guided by the Board’s Principles for Developing Marking Guidelines Examinations in a Standards-Referenced Framework, published in Board Bulletin Volume 9 Number 3 (May 2000).
Sample Marking Guidelines – Retail Operations

Question 21 (7 marks)

(a) List THREE techniques used by a salesperson to build rapport when interacting with the customer.

Related Units of Competency: WRRCS.3A

MARKING GUIDELINES

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>• 3 correct techniques listed</td>
<td>3</td>
</tr>
<tr>
<td>• 2 correct techniques listed</td>
<td>2</td>
</tr>
<tr>
<td>• 1 correct technique given</td>
<td>1</td>
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</tbody>
</table>

Answers could include:
- Ascertaining and meeting customer needs and requests
- Correct communication methods used to develop rapport
- Correct procedures when taking orders from customers
- Correct procedures for closing a sale
- Farewelling customers
- Meeting the needs of customers with special needs
- Dealing with customer complaints
- Encouraging dissatisfied customers to complain

(b) You are a salesperson. A customer wishes to make a purchase using a gift voucher. You check the voucher and discover that it has expired. Unfortunately store policy prevents you processing this sale. The customer is not happy with your explanation.

Outline the steps that you should take to handle this difficult situation.

Related Units of Competency: WRRCS.3A

MARKING GUIDELINES

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>• Outlines suitable courses of action, indicating an awareness of</td>
<td>4</td>
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<tr>
<td>the different steps that may apply in different circumstances</td>
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<tr>
<td>• Outlines a course of action, demonstrating an understanding of</td>
<td>3</td>
</tr>
<tr>
<td>the situation</td>
<td></td>
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<tr>
<td>• Outlines a course of action that demonstrates a limited</td>
<td>2</td>
</tr>
<tr>
<td>understanding of the situation</td>
<td></td>
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<tr>
<td>• Lists one or two appropriate steps</td>
<td>1</td>
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</tbody>
</table>

Answers could include:
- Acknowledge customer concern
- Show empathy
- Question customer to try to resolve issue
Question 23 (15 marks)

You are a staff representative of an employee working group in the retail industry. This group has considered the advantages and disadvantages of moving to an enterprise agreement, and of remaining within the award. The group has decided to inform the staff of the findings.

Write a report to all employees that explains the advantages and disadvantages of an enterprise agreement from both a management and employee viewpoint.

In this section 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

Related Units of Competency: WRRER.1A, WRRCS.1A

<table>
<thead>
<tr>
<th>Criteria</th>
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</thead>
<tbody>
<tr>
<td><strong>MARKING GUIDELINES</strong></td>
</tr>
<tr>
<td>Provides a comprehensive explanation of the advantages and disadvantages of enterprise agreements to the management of a retail industry</td>
</tr>
<tr>
<td>Provides a comprehensive explanation of the advantages and disadvantages of enterprise agreements to the employees of a retail industry</td>
</tr>
<tr>
<td>Communicates ideas and information effectively, using appropriate retail examples and integrating correct industry terminology in a well-reasoned, cohesive report, using language appropriate to the audience and purpose</td>
</tr>
<tr>
<td>Provides a limited explanation of the advantages and disadvantages of enterprise agreements to the management of a retail industry</td>
</tr>
<tr>
<td>Provides a limited explanation of the advantages and disadvantages of enterprise agreements to the employees of a retail industry</td>
</tr>
<tr>
<td>Communicates ideas and information, using appropriate retail examples and correct industry terminology in a report, using language appropriate to the audience and purpose</td>
</tr>
<tr>
<td>Criteria</td>
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<tr>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>• States the advantages and disadvantages of enterprise agreements to the management of a retail industry</td>
</tr>
<tr>
<td>• States the advantages and disadvantages of enterprise agreements to the employees of a retail industry</td>
</tr>
<tr>
<td>• Communicates ideas and information, using one or two appropriate retail examples and a range of industry terminology in a report</td>
</tr>
<tr>
<td>• States either the advantages or disadvantages of enterprise agreements to the management of a retail industry</td>
</tr>
<tr>
<td>• States either the advantages or disadvantages of enterprise agreements to the employees of a retail industry</td>
</tr>
<tr>
<td>• Communicates ideas and information with limited use of industry terminology in a report</td>
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<tr>
<td>• Lists some advantages or disadvantages of enterprise agreements to the management or the employees of a retail industry</td>
</tr>
<tr>
<td>• Shows limited communication, using some basic industry terminology</td>
</tr>
</tbody>
</table>

Answers could include:

<table>
<thead>
<tr>
<th>Advantages viewpoint:</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Because it can be based on a single workplace, it is better able to cover specific requirements of that workplace from both the employer’s and employee’s side</td>
<td>- Allows greater bargaining power for the employees, and therefore reduces the opportunity for worker exploitation</td>
</tr>
<tr>
<td>- Can be negotiated without union involvement</td>
<td>- Could result in additional costs to the business due to improved employment conditions for the employees and/or workplace restructuring</td>
</tr>
<tr>
<td>- Both parties must make a bona fide attempt to negotiate</td>
<td>- Could lead to protracted strikes if the terms of the agreement cannot be agreed to</td>
</tr>
<tr>
<td>- Are often more flexible, allowing a more efficient use of enterprise resources</td>
<td>- There are no controls on wage growth</td>
</tr>
<tr>
<td>- It helps overcome the problems of dealing with a large number of unions in the one workplace</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee viewpoint:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Because it can be based on a single workplace, it is better able to cover specific requirements of that workplace from both the employer’s and employee’s side</td>
<td>- Can be negotiated without union involvement, thus employees are with little bargaining power or weak unions will not be able to achieve good bargains</td>
</tr>
<tr>
<td>- Can apply to all or part of an enterprise</td>
<td>- Workers may be sceptical of the requirement that productivity improvements must form the basis of negotiations claiming that this is simply an excuse for management to erode working conditions</td>
</tr>
<tr>
<td>- Over-rides existing award provisions</td>
<td>- It could lead to greater inequality between employees in the same workplace and/or across a state</td>
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<tr>
<td>- Cannot reduce the protection provided by statutory provisions, or the basic wage provisions of the current award</td>
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<tr>
<td>- Both parties must make a bona fide attempt to negotiate</td>
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</table>
Retail Operations

General Instructions
• Reading time – 5 minutes
• Working time – 2 hours
• Board-approved calculators may be used
• Write using blue or black pen
• Write your Centre Number and Student Number at the top of page 7

Section I Pages 2 – 6
Total marks (15)
• Attempt Questions 1 – 15
• Allow about 15 minutes for this section

Section II Pages 7 – 11
Total marks (35)
• Attempt Questions 16 – 21
• Allow about 45 minutes for this section

Section III Page 13
Total marks (30)
• Attempt TWO questions from Questions 22 – 24
• Allow about 1 hour for this section
Section I

Total marks (15)
Attempt Questions 1 – 15
Allow about 15 minutes for this section

Use the multiple-choice answer sheet.
Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

Sample  \[ 2 + 4 = (A) 2 \quad (B) 6 \quad (C) 8 \quad (D) 9 \]

A ○ B ⬗ C ○ D ○

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A ⬗ B ⬗ C ○ D ○

If you change your mind and have crossed out what you consider to be the correct answer, then indicate this by writing the word correct and drawing an arrow as follows.

A ⬗ B ⬗ correct C ○ D ○
Use the following information to answer Questions 1 and 2.

Lee Huang and Pat Fraser own a children’s furniture store with the business name ‘Crouchdown For Kids’.

1 Which description best fits ‘Crouchdown For Kids’?

(A) A national department store
(B) An international hypermarket
(C) An owner operated specialty store
(D) A sole trader

2 Lee and Pat require additional finance to expand the business. Which of the following options would result in the business having limited liability?

(A) Lee’s cousins become partners in the business.
(B) Lee and Pat offer family members unlisted shares in the business.
(C) Lee and Pat take out an unsecured loan with a finance company.
(D) Pat accesses money from a matured trust.

Use the following information to answer Questions 3 and 4.

A store has a display case for glasses. It can hold 20 glasses. The store averages sales of 5 glasses per week. The lead time for delivery of the glasses is 2 weeks.

3 What is the minimum expected stock level of glasses if the store re-orders every two weeks?

(A) 2 glasses
(B) 5 glasses
(C) 10 glasses
(D) 20 glasses

4 Which of the following would most influence the number of glasses sold?

(A) Seasonal factors and trends
(B) Shelf life and in-store promotions
(C) Shelf life and seasonal factors
(D) In-store promotion and trends
5  Electronic data interchange is best defined as an electronic
   transfer of funds.
   (A)  transfer of funds.
   (B)  automated ordering system.
   (C)  loss-prevention device.
   (D)  intra-store communication system.

6  Tom has returned to his job in a large retail store following a year’s leave taken to care
   for his children. Tom fails to gain a promotion for a job he wants. He is informed that
   the firm prefers to promote single people as they are more committed to their work.

   Tom may have experienced which form of discrimination?
   (A)  Indirect discrimination on the basis of gender
   (B)  Indirect discrimination on the basis of marital status
   (C)  Direct discrimination on the basis of gender
   (D)  Direct discrimination on the basis of marital status

7  A retail assistant asks a customer ‘Can I help you?’ What is the name given to this type
   of question?
   (A)  Reflective
   (B)  Rhetorical
   (C)  Open
   (D)  Closed

8  Which of the following issues is not covered within the Occupational Health and Safety
   Act?
   (A)  The identification of hazardous situations within the workplace
   (B)  The provision of emergency evacuation procedures
   (C)  The establishment of a safety committee
   (D)  The sale of unsafe goods
9 Which of the following best describes workers compensation?

(A) A reimbursement of wages or salary paid to a worker injured at work
(B) A fixed amount paid to an injured worker as a compulsory saving
(C) A fixed amount paid to an injured worker while performing light duties
(D) A reimbursement of sick leave and superannuation paid to an injured worker

10 Correct lifting technique includes which of the following steps?

(A) Feet together, hold load close to body, and lift from back
(B) Feet apart, hold load close to body, and lift from back
(C) Feet apart, hold load close to body, and lift from knees
(D) Feet apart, hold load away from body, and lift from knees

11 A delivery person steals one carton of biscuits from a consignment of 12 cartons. This form of theft is best classified as which of the following?

(A) Internal
(B) Vendor
(C) Consumer
(D) Shoplifter

12 Which of the following technological applications allows retailers to transfer funds from the customer’s bank account to the company’s bank account?

(A) EFTPOS
(B) Bar code scanning
(C) Electronic Data Interchange
(D) ATM
13 A salesperson in a fast-food outlet asks customers whether they would like a drink with their order. This technique is best classified as

(A) open-ended questioning.
(B) selling up.
(C) add-on selling.
(D) reflective questioning.

14 Which of the following groups of people do enterprise agreements cover?

(A) Union members only
(B) Contractors
(C) Both wage and salary earners
(D) Salary earners only

15 Which of the following best describes a cash float?

(A) Total of sales registered at the close of trading
(B) Total of cash sales balanced at the end of the day’s trading
(C) Total of cash and cheques in the register drawer
(D) Total of cash in the register at the commencement of trading
**Question 16 (8 marks)**

(a) State TWO objections that a customer may have in relation to purchasing a good or service.

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(b) Propose TWO strategies to deal with these customer objections, and justify why you would choose each strategy.

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Question 17 (4 marks)

(a) List TWO effects on a retail store of a breakdown in point-of-sale operations.

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(b) Describe ONE long-term strategy that a store may implement to minimise point-of-sale breakdowns.

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Question 18 (5 marks)

(a) State the purpose of a stocktake.

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(b) Explain the difference between a cyclical stocktake and a full stocktake.

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**Question 19 (6 marks)**

You are employed under the following award conditions:

- Rate of normal pay $10 per hour
- Time-and-a-half for work after 6.00 pm
- Double time for work after midnight
- $8 tea allowance for working 4 hours after 6.00 pm.

You have worked the following hours.

- Monday 10.00 am – 6.00 pm
- Tuesday 8.00 am – 8.00 pm
- Wednesday 1.00 pm – 8.00 pm
- Thursday 8.00 pm – 2.00 am
- Friday 2.00 pm – 5.00 pm

Complete the table to calculate your gross pay.

<table>
<thead>
<tr>
<th>Days</th>
<th>Hours (normal)</th>
<th>Hours (time-and-a-half)</th>
<th>Hours (double time)</th>
<th>Meal Allowance</th>
<th>Total daily pay ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
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<td>Tues</td>
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<td>Wed</td>
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<td>Thurs</td>
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<td>Fri</td>
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<tr>
<td>Totals</td>
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<td>hours</td>
<td>hours</td>
<td>$</td>
<td>$</td>
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</table>

- 6 marks
You are a point-of-sale operator. Your register contains the following denominations:

$20 in silver coins
Fifty $1 coins
Twenty-five $2 coins
Ten $5 notes
Ten $10 notes
Ten $20 notes
Two $50 notes

(a) Calculate the total amount of your opening balance.

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(b) Three customers carry out the following transactions:

• Customer A purchases 3 items worth $5.00, $7.00, and $12.00 respectively. The customer hands you a $50 note.

• Customer B purchases 4 items worth $4.00, $5.50, $6.50, and $2.00 respectively. The customer hands you a $20 note.

• Customer C purchases an item worth $20.00 and another item worth $35.00. The customer uses a debit card and requests $100 cash-out.

(i) Calculate the amount of change you would hand Customer A.

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(ii) Calculate the amount debited from the bank account of Customer C.

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(iii) Calculate the closing balance for your register. (Show working.)

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Question 21 (7 marks)

(a) List THREE techniques used by a salesperson to build rapport when interacting with a customer.

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(b) You are a salesperson. A customer wishes to make a purchase using a gift voucher. You check the voucher and discover that it has expired. Unfortunately store policy prevents you processing this sale. The customer is not happy with your explanation.

Outline the steps that you should take to handle this difficult situation.

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Section III

Total marks (30)
Attempt TWO questions from Questions 22 – 24
Allow about 1 hour for this section

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

In this section 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

Question 22 (15 marks)

Discuss the impact of technological developments on employment patterns in the retail industry since the 1980s, and propose strategies that will enable retail employers and employees to prepare for future technological changes in the industry.

Question 23 (15 marks)

You are a staff representative of an employee working group in the retail industry. This group has considered the advantages and disadvantages of moving to an enterprise agreement, and of remaining within the award. The group has decided to inform the staff of its findings.

Write a report to all employees that explains the advantages and disadvantages of an enterprise agreement from both a management and an employee viewpoint.

Question 24 (15 marks)

Your employer has asked you to provide background information that will be used in a staff training session on dealing with types of customer complaints.

Write a set of notes that will provide your employer with the essential information for successfully dealing with dissatisfied customers.

End of paper