



STUDENT NUMBER

CENTRE NUMBER

HIGHER SCHOOL CERTIFICATE EXAMINATION

1998

INDUSTRY STUDIES

2 UNIT

RETAIL STRAND

PRACTICAL EXAMINATION

(50 Marks)

*Total time allowed for Sections I and II—One hour and a half
(Plus 5 minutes reading time)*

DIRECTIONS TO CANDIDATES

- Write your Student Number and Centre Number at the top right-hand corner of this page and page 9.
- Attempt ALL questions.
- Answer the questions in the spaces provided in this paper.
- Two simulated retail scenarios on video will be shown, each in its entirety. Answers to questions on the first scenario will be attempted before the second scenario is shown. Note-taking is permissible during the playing of the retail scenarios.
- You will be given 3 minutes to reread the questions at the end of each scenario.
- Each scenario will be replayed, with time provided for you to record your answers.
- You will be given 5 minutes at the end of the examination to review your answers.

SECTION I**Marks**

(23 Marks)

SCENARIO 1

After viewing the first part of the video, you will be given 31 minutes to answer Questions 1 to 5.

QUESTION 1

Mary, the salesperson in the video, complains about wearing a uniform.

- (a) Give TWO reasons why a store would insist that a salesperson wear a uniform. **2**

(i)

(ii)

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- (b) Discuss the effectiveness of the greeting used by Mary to: **2**

(i) Bill (the male customer)

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(ii) Judy (the female customer)

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QUESTION 2.**Marks**

- (a) Explain the difference between emotional buying motives and rational buying motives. **2**

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- (b) Discuss whether Bill's buying motive is rational or emotional. **2**

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QUESTION 3.

Mary, the salesperson, says to Bill:

‘Think of your image—a nice young lady by your side.’

when showing him the red garment.

Mary is appealing to a psychological need.

Describe ONE environmental influence that affects consumer behaviour. Use an example. **2**

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QUESTION 4.**Marks**

Bill is not prepared to make a purchase at this particular time as he is late for an appointment. This is an example of a time objection.

- (a) Explain the difference between a customer objection and a customer complaint. **2**

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- (b) Two other types of customer objection are merchandise and price objections. Using an example for each, explain: **4**

- (i) merchandise objection

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- (ii) price objection

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- (c) Identify ONE strategy a professional salesperson could use to deal with each objection. **2**

- (i) Merchandise objection

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- (ii) Price objection

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QUESTION 5.**Marks**

Bill cannot decide between three shirts differing in price. A professional salesperson could use the selling-up technique in this situation.

- (a) Define 'selling-up'. **2**

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- (b) Describe how the 'selling-up' technique should be used in a sales presentation. **3**

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Please turn over

SECTION II**Marks**

(27 marks)

SCENARIO 2

After viewing the second part of the video, you will be given 39 minutes to answer Questions 6 to 10.

QUESTION 6.

- (a) Shoplifting is one cause of shrinkage in retail stores. Define the term 'shrinkage'. **2**

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- (b) Explain TWO sources of shrinkage apart from shoplifting and theft. **2**

(i)

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(ii)

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QUESTION 7.**Marks**

Bag searches are one of the most common measures used to deter theft in stores.

- (a) Outline how a professional salesperson should conduct a bag search. **3**

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- (b) Legally, a customer can refuse to have their bag searched. Outline an appropriate response by the store staff in this situation. **2**

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Please turn over

QUESTION 8.**Marks**

In the video, the store detective is successful in apprehending the shoplifters. Apart from store detectives and bag searches, explain TWO different security measures that a store could use to prevent customer theft and staff theft.

(a) Customer theft 2

(i)

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(ii)

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(b) Staff theft 2

(i)

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(ii)

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QUESTION 9.

Shrinkage results in a loss of profit for retailers as it increases costs.

(a) Explain ONE variable cost to a retailer, besides shrinkage. 2

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(b) Explain ONE fixed cost to a retailer. 2

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One reason for shoplifting is that the person simply does not have the cash to pay for the goods at the time. Identify and explain the payment options that are available to overcome this problem in retail stores.

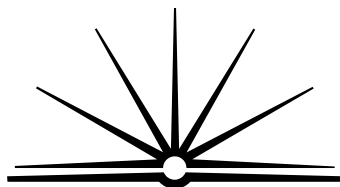
In your answer, discuss the advantages and disadvantages of EACH option to both consumers and retailers.

[illegible]

QUESTION 10. (Continued)

[illegible]

End of paper



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

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TRANSCRIPT

SCENARIO I

- MARY God, I hate this black and white number. I wonder why we have to wear such drab gear?
- Pity, I had to wash out the pink and green streaks from my hair. I thought it looked great. Fancy that customer telling me I'd be more suited to circus life than retailing. Just because I suggested to her that she should wear something a little more outrageous. It really gets to me. Every customer I've had since being transferred into this stuffy old women's fashion department has had no dress sense at all. Even my customers who say they want to get with it don't know how to. Well, here comes another day in the Battle of the Bulge
- MARY Sorry to keep you waiting sir, won't be a moment.
- BILL Oh, yeah, well, um, you see it's my wife's birthday tomorrow and, well, I'm going to buy her something, but actually I'm looking for some new ideas.
- MARY Sorry, sir, we've just sold out of this season's ideas. Just a little joke . . . you know.
- BILL Well actually, my wife's twenty-nine tomorrow.
- MARY We have a wide range of this stuff here as you can see, but it's all pretty ordinary; suit this woman here, but I reckon your wife might like something with a bit more colour. You know, something that makes her look younger, more trendy.
- BILL I don't really think so.
- MARY If only more people around your wife's age would wear stuff like this. It would take off in no time. Isn't this fabulous?
- BILL Well, it's decidedly different, but I don't think my wife's taste sort of . . .
- MARY Come on! You look like a guy with a bit of adventure!
- BILL Well . . .
- MARY Um! Wouldn't you like to see your wife in a splash of colour? Think of your image! A nice young lady by your side . . .
- BILL My wife doesn't need to slip into gear like that to look wild and wanton and willing and with it.
- MARY Look, I know that if your wife were here, she'd really dig this gear. I mean why not take a chance? Surprise her with your modern taste!
- BILL Look, all I want is something to give her that I know she'll love and I'll know that I'll love to give it to her. Something simple like perhaps a little silk blouse in white or pastel.
- MARY All right, have it your way. But I know that if your wife were here, she'd have gone for the gear we've just been looking at. And they say the customer is always right!

SCENARIO II

Stealing offences from retail stores include stealing, price swapping, vandalism, consuming food items, or aiding or assisting some other person to commit any of these offences.

- DETECTIVE Excuse me, store security. Would you come back into the store, please?
- BOY What have we done?
- DETECTIVE The items you haven't paid for.
- BOY I've just been looking in there.
- DETECTIVE Would you come back into the store, please?
- BOY I haven't got anything on me.
- DETECTIVE We're not going to discuss it here. Into the store please.

Scene—In the Store's Office.

- DETECTIVE Please place on the table any items you haven't paid for. . . . I said, please place on the table any items you haven't paid for. . . . Thank you. Do you admit to taking these items without paying for them?
- GIRL I've never done this before.
- BOY Why can't we just pay for them now?