



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

2008

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Retail Operations

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 13

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–14

35 marks

- Attempt Questions 16–22
- Allow about 45 minutes for this section

Section III Page 15

30 marks

- Attempt TWO questions from Questions 23–25
- 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 The cost price of a toy car is \$20. The retailer marks up the goods by 200%.
- What is the selling price of the toy car?
- (A) \$22
 - (B) \$40
 - (C) \$60
 - (D) \$80
- 2 A customer is purchasing a pair of trousers. At the point of sale, the salesperson asks the customer if they would like to purchase a matching belt.
- Which selling strategy is being used?
- (A) Selling up
 - (B) Add on sales
 - (C) Consultative selling
 - (D) Reflective questioning
- 3 *Lead time* refers to the time between which of the following?
- (A) Ordering and delivery
 - (B) Dispatch and delivery
 - (C) Stocktake and ordering
 - (D) Manufacturing and dispatch

- 4 Which features are outlined in a duty statement?
- (A) Hours of work and rates of pay
 - (B) Functions and roles of the position
 - (C) Terms and conditions of the employment contract
 - (D) Conditions of the award and organisational structure
- 5 Which of the following best describes specialty stores?
- (A) Large stores that sell a variety of goods and related items
 - (B) Small stores that sell a particular range of goods and related items
 - (C) Large stores divided into many departments selling leading brand names
 - (D) Small stores that focus on convenience and stock a variety of goods and related items
- 6 What is the main benefit of keeping a minimum amount of stock in storage?
- (A) It keeps prices at their lowest.
 - (B) It improves the gross profit of the store.
 - (C) It creates an impression of high turnover.
 - (D) It allows more shop floor area to be used for selling.
- 7 The manager decides to turn off all electronic cash registers during a storm.
- In this situation what is the manager complying with?
- (A) A regulation
 - (B) A store policy
 - (C) A code of practice
 - (D) A legislative requirement

- 8** What does the pressing of the 'Amount Tendered' button on a cash register indicate?
- (A) The total of the sale
 - (B) The amount of change required
 - (C) That a non-cash transaction is taking place
 - (D) That a payment has been made to the operator
- 9** What might a typical store procedure for minimising theft include?
- (A) Keeping older stock at the front of displays
 - (B) Checking customers' bags upon entry to the store
 - (C) Accepting and processing deliveries one at a time
 - (D) Placing a 'do not enter' sign on the store room door
- 10** What should a sales assistant do when a customer returns a damaged or broken item to the store?
- (A) Call the manufacturer
 - (B) Ask to see the warranty
 - (C) Assume the customer is always right
 - (D) Question the customer to gather information
- 11** A point of sale (POS) operator has notified the store manager that the cash float provided to operate the register is not sufficient for a busy Saturday morning.
- What action should the store manager take?
- (A) Open up the register earlier
 - (B) Use more POS operators during busy times
 - (C) Increase the frequency of cash clearings from the registers
 - (D) Monitor the situation and provide more cash when required
- 12** Which of the following is a benefit provided by offering gift vouchers?
- (A) It encourages personalised service.
 - (B) It allows for quicker processing of discounts.
 - (C) It encourages new customers to purchase at the store.
 - (D) It allows customers to take more time with purchasing decisions.

- 13** Which strategy would reduce an ergonomic hazard in the workplace?
- (A) Learning correct manual handling procedures
 - (B) Referral to a counsellor due to work-related stress
 - (C) Closing a door to minimise noise from the delivery dock
 - (D) Applying correct HAZCHEM equipment to clean up a spill
- 14** A customer has returned a product to the store after changing their mind about a purchase. To maintain customer loyalty what should the store offer the customer?
- (A) A credit note
 - (B) A gift voucher
 - (C) A raincheck
 - (D) A return slip
- 15** What is the role of an employer association in an industrial relations system?
- (A) To approve enterprise agreements and awards that are made
 - (B) To ensure that workers negotiate a fair enterprise agreement
 - (C) To ensure that member organisations are represented in agreements with workers
 - (D) To approve working conditions, including pay rises, without needing to go to court

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Retail Operations

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–22

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (4 marks)	Marks
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(a) Outline TWO key functions of retail organisations.	2
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(b) Describe the impact of technology on ONE of the key functions of retail organisations, using a relevant example.	2
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Question 17 (4 marks)

Identify TWO types of customer objections and recommend a strategy to overcome each objection.	4
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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 18 (5 marks)

Refer to the following table to answer parts (a)–(d).

<i>Product</i>	<i>Stock at commencement of month</i>	<i>Number sold</i>	<i>Cost price</i>	<i>Selling price</i>	<i>Gross profit</i>	<i>Net profit</i>
Bottled Water	200	80	\$1.00	\$2.00	\$80.00	\$64.00
Chocolate Bars	100	70	\$0.50	\$1.50		\$56.00
Chewing Gum	50		\$0.50	\$1.00	\$20.00	\$16.00

(a) Calculate the value (\$) of sales turnover of bottled water. **1**

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(b) Calculate the gross profit for the sale of chocolate bars. **1**

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(c) How many packets of chewing gum were sold? **1**

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(d) Explain why the gross profit and net profit figures differ. **2**

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Question 19 (6 marks)

- (a) Identify FOUR types of non-cash transactions. 2

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- (b) Explain the benefits to retailers of offering a range of non-cash payment options to customers. 4

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Question 20 (4 marks)

- Evaluate the effectiveness of TWO strategies a retailer could use to reduce hazards in a retail store. 4

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 21 (6 marks)

- (a) Explain the purpose of anti-discrimination legislation. **2**

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- (b) Describe strategies that a retailer could use to implement anti-discrimination legislation. **4**

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Question 22 (6 marks)

- (a) A customer wants to purchase a washing machine. The sales assistant needs to place an order as there are no washing machines left in stock. **2**

Outline a procedure that the sales assistant could follow to order the product.

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- (b) Describe methods that a sales assistant could use to develop rapport with customers. **4**

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Retail Operations

Section III

30 marks

Attempt TWO questions 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 23 (15 marks)

Evaluate techniques that can be used to close a sale and maximise future sales opportunities.

Question 24 (15 marks)

Evaluate procedures that a store could use to prepare for and conduct a full stocktake efficiently and accurately.

Question 25 (15 marks)

Evaluate strategies to prevent error, waste and theft at the point of sale.

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