



2012 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

Question	Answer
1	B
2	A
3	B
4	B
5	C
6	C
7	A
8	B
9	C
10	C
11	D
12	A
13	A
14	C
15	D

Section II

Question 16 (a)

Criteria	Marks
• Explains ONE benefit to the employee of adjustable bag racks	2
• Outlines ONE benefit to the employee of adjustable bag racks	1

Question 16 (b)

Criteria	Marks
• Explains ONE benefit to the employer of rubber floor mats	2
• Outlines ONE benefit to the employer of rubber floor mats	1

Question 17

Criteria	Marks
• Describes how heavy items should be safely moved and stored in a retail environment	4
• Outlines how heavy items should be safely moved and/or stored in a retail environment	2–3
• Makes a general statement in relation to lifting or storage	1

Question 18 (a)

Criteria	Marks
• Outlines benefits of removing bag checks for the retailer	2
• Identifies a benefit of removing bag checks	1

Question 18 (b)

Criteria	Marks
• Explains the effectiveness of electronic article surveillance in minimising theft. Uses appropriate examples.	3
• Explains the effectiveness of electronic article surveillance in minimising theft without using an appropriate example	2
• General statement relating to theft or surveillance	1

Question 19 (a)

Criteria	Marks
• Outlines strategies that a retailer can use to minimise the impact on the environment in the storage area.	2
• Outlines a strategy that a retailer can use to minimise the impact on the environment in the storage area.	1

Question 19 (b)

Criteria	Marks
• Outlines strategies that a retailer can use to minimise the impact on the environment in the point of sale area.	2
• Outlines a strategy that a retailer can use to minimise the impact on the environment in the point of sale area.	1

Question 20

Criteria	Marks
• Comprehensively explains how customer complaints and feedback to a retailer lead to improved store image and increased sales	6
• Explains how customer complaints and feedback to a retailer lead to improved store image and/or increased sales	4–5
• Outlines how customer complaints and/or feedback are used by a retailer	2–3
• Makes a general statement in relation to customer complaints, feedback or store image/sales	1

Question 21 (a)

Criteria	Marks
• Correctly identifies when it will be necessary to order additional plain t-shirts	1

Question 21 (b)

Criteria	Marks
• Correctly calculates the total value of stock	1

Question 21 (c)

Criteria	Marks
• Explains how recording the location of items on the stock record assists in reducing shrinkage	2
• Makes a statement about stock record or reducing shrinkage	1

Question 21 (d)

Criteria	Marks
• Explains the importance of accurately recording stock	2
• Makes a statement about stock records	1

Question 21 (e)

Criteria	Marks
• Outlines possible reasons for the low quantity of printed t-shirts held in the store	2
• Provides a reason for the low quantity of printed t-shirts held in the store	1

Question 22

Criteria	Marks
• Describes actions a salesperson can use to deal with the customer	4
• Outlines actions a salesperson can use to deal with the customer	2–3
• Makes a general statement about abusive customers	1

Section III

Question 23

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains a range of strategies used by a retailer to manage workloads while maintaining good customer service. Communicates ideas and information effectively in a logical and cohesive response Uses appropriate retail examples and integrates correct retail terminology 	13–15
<ul style="list-style-type: none"> Explains a range of strategies used by a retailer to manage workloads while maintaining good customer service. Communicates ideas and information in a cohesive response Uses appropriate retail examples and integrates retail terminology 	10–12
<ul style="list-style-type: none"> Describes strategies used by a retailer to manage workloads while maintaining good customer service Communicates ideas and information using retail examples 	7–9
<ul style="list-style-type: none"> Outlines strategies used by a retailer to manage workloads OR <ul style="list-style-type: none"> Outlines strategies used by a retailer to maintain good customer service Communicates ideas and information with limited use of retail examples 	4–6
<ul style="list-style-type: none"> Makes a general statement about managing workloads or maintaining good customer service 	1–3

Section IV

Question 24 (a)

Criteria	Marks
• Distinguishes clearly between the features and benefits of products	5
• Describes the features and benefits of products	3–4
• Makes a general statement about features and/or benefits	1–2

Question 24 (b)

Criteria	Marks
• Explains in detail how knowledge of product features and benefits can be clearly communicated to customers using verbal and non-verbal techniques	9–10
• Explains how knowledge of product features and benefits can be communicated to customers using verbal and non-verbal techniques	7–8
• Describes how knowledge of product features and benefits can be communicated to customers using verbal and non-verbal techniques	5–6
• Outlines features, benefits and communicating with customers	3–4
• Makes a general statement about product knowledge and/or communicating to customers	1–2

Question 25 (a)

Criteria	Marks
• Distinguishes clearly between food spoilage and food contamination	5
• Describes food spoilage and food contamination	3–4
• Makes a general statement about food spoilage and/or food contamination	1–2

Question 25 (b)

Criteria	Marks
• Explains in detail the corrective action required to minimise food safety risks	9–10
• Explains the corrective action required to minimise food safety risks	7–8
• Describes the corrective action required to minimise food safety risks	5–6
• Outlines corrective actions required to minimise food safety risks	3–4
• Makes a general statement about corrective actions related to food safety risks	1–2

Question 26 (a)

Criteria	Marks
• Distinguishes clearly features of the wholesale industry	5
• Describes features of the wholesale industry	3–4
• Makes a general statement about features of the wholesale industry	1–2

Question 26 (b)

Criteria	Marks
• Explains in detail how current issues have led to changes in the wholesale industry	9–10
• Explains how current issues have led to changes in the wholesale industry	7–8
• Describes the current issues and changes in the wholesale industry	5–6
• Outlines the current issues and changes in the wholesale industry	3–4
• Makes a general statement about the current issues or changes in the wholesale industry	1–2

Retail Services

2012 HSC Examination Mapping Grid

Section I

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)						
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning Technology
1	1	SIRXCOM001A Communicate in the workplace 2–3, page 46	X						X
2	1	SIRXCCS001A Apply point of sale handling procedures 3.3, page 17							
3	1	SIRXCCS002A Interact with customers 1.1, page 24	X		X				
4	1	SIRXRSK001A Minimise theft 1.4, page 103							
5	1	SIRXCCS001A Apply point of sale handling procedures 1.2, page 14	X		X				
6	1	SIRXCOM001A Communicate in the workplace 1.3, page 44	X	X					
7	1	SIRXCOM001A Communicate in the workplace 5.1, page 51		X			X		
8	1	SIRXCCS001A Apply point of sale handling procedures 2.2, page 16	X		X				
9	1	SIRXIND001A Work effectively in a retail environment 3.2, page 65 3.3, page 66	X				X		
10	1	SIRXOHS001A Apply safe work practices 1.1, page 86							
11	1	SIRXINV001A Perform stock control procedures 1.4, page 79	X				X		X
12	1	SIRXOHS001A Apply safe work practices 1.1, page 87					X		
13	1	SIRXRSK001A Minimise theft 1.1, page 101	X		X				
14	1	SIRXINV001A Perform stock control procedures 1.4, page 78	X				X		
15	1	SIRXCCS002A Interact with customers 2.1, page 28		X		X			

Section II

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
16 (a)	2	SIRXOHS001A Apply safe work practices 1.5, page 94			X	X				
16 (b)	2	SIRXOHS001A Apply safe work practices 1.5, page 94			X	X				
17	4	SIRXOHS001A Apply safe work practices 1.1, page 89 1.4, page 92-93 SIRXCCS001A Apply point of sale handling procedures 3.4, page 17 SIRXIND001A Work effectively in a retail environment 5.4, page 70		X				X	X	X
18 (a)	2	SIRXRSK001A Minimise theft 2.1, page 104					X			
18 (b)	2	SIRXRSK001A Minimise theft 2–3, page 104								X
19 (a)	2	SIRXINV001A Perform stock control procedures 1.3, page 78 SIRXOHS001A Apply safe work practices 1.3, page 92	X		X	X				
19 (b)	2	SIRXINV001A Perform stock control procedures 1.3, page 78 SIRXOHS001A Apply safe work practices 1.3, page 92	X		X	X				
20	6	SIRXCCS002A Interact with customers 2.8, page 30 SIRXIND001A Work effectively in a retail environment 2.1, page 63	X		X					
21 (a)	1	SIRXCCS001A Apply point of sale handling procedures 2.2, page 16 SIRXCOM001A Communicate in the workplace 5.1, page 51	X		X		X			
21 (b)	1	SIRXCCS001A Apply point of sale handling procedures 2.2, page 16 SIRXCOM001A Communicate in the workplace 5.1, page 51	X		X					
21 (c)	2	SIRXINV001A Perform stock control procedures 1.7, page 81 SIRXRSK001A Minimise theft 1.1, page 101			X		X			
21 (d)	2	SIRXINV001A Perform stock control procedures 1.6, page 80					X			
21 (e)	2	SIRXINV001A Perform stock control procedures 1.7, page 81	X		X		X			
22	4	SIRXCCS002A Interact with customers 2–4, page 29 SIRXIND001A Work effectively in a retail environment 2.1, page 63	X		X	X				

Section III

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
23	15	SIRXIND001A Work effectively in a retail environment 5.5 Prioritise and complete tasks according to required timeframes, page 71 SIRXCOM001A Communicate in the workplace 3.4 obtain assistance from colleagues or supervisors when required, page 49 4.2 complete allocated tasks willingly according to set time frames, page 49 4.3 actively seek or provide assistance by approaching other team members when difficulties arise, page 49 4.8 demonstrate participation in team problem solving, page 51	X	X	X	X	X			

Section IV

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							Targeted performance bands
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	
24 (a)	5	SIRXSLS001A Sell products and services 4.1 Match customers needs to appropriate products and services, page 123 4.2 Communicate knowledge of product features and benefits clearly to customers, page 124	X	X	X	X				2–6
24 (b)	10	SIRXCOM001A Communicate in the workplace 1.3 Create effective service environment through verbal and non verbal interaction according to store policy and procedure, page 43								
25 (a)	5	SIRRFSA001A Apply retail food safety practices 3.4 Avoid cross-contamination by changing food handling implements between handling different products and appropriate hand washing, page 143	X		X		X			2–6
25 (b)	10	5.2 Identify potentially unsafe food safety processes or situations and take corrective action, page 146								
26 (a)	5	SIRWIND001A Confirm wholesale business practices	X		X	X	X			2–6
26 (b)	10	1.1 Identify key roles and activities within the wholesale industry, page 265								