



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

2009 HSC Retail Services Marking Guidelines

Section I, Part A

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

Section II

Question 16 (a)

Competencies assessed: *SIRXCOM001A 1.3*

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Provides a reason in support of an appropriate verbal and non-verbal technique that can be used when greeting a customer	2
<ul style="list-style-type: none">Provides a reason for either a verbal or a non-verbal technique that can be used when greeting a customer <p>OR</p> <ul style="list-style-type: none">Identifies both a verbal and a non-verbal technique/s that can be used when greeting a customer	1

Question 16 (b)

Competencies assessed: *SIRXCOM001A 1.3*

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">Gives a clear example of how stereotyping can be a barrier to effective communication	2
<ul style="list-style-type: none">Shows limited understanding of how stereotyping can be a barrier to effective communication	1

Question 17

Competencies assessed: SIRXINV001A 1.3, SIRXIND001A 3.2, SIRXOHS001A 1.3

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Provides reasons in favour of THREE appropriate strategies retailers use to be environmentally responsible 	6
<ul style="list-style-type: none"> Provides reasons in favour of TWO appropriate strategies retailers use to be environmentally responsible and outlines at least ONE other 	5
<ul style="list-style-type: none"> Provides reasons in favour of TWO appropriate strategies retailers use to be environmentally responsible 	4
<ul style="list-style-type: none"> Provides reasons in favour of ONE appropriate strategy retailers use to be environmentally responsible and outlines TWO others 	3
<ul style="list-style-type: none"> Outlines THREE appropriate strategies retailers use to be environmentally responsible <p>OR</p> <ul style="list-style-type: none"> Provides reasons in favour of ONE appropriate strategy retailers use to be environmentally responsible 	2
<ul style="list-style-type: none"> Outlines TWO appropriate strategy retailers use to be environmentally responsible 	1

Question 18

Competencies assessed: SIRXIND001A 3.2, SIRXCCS001A 1.6

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Shows a clear understanding of how self-serve checkouts impact on retailers 	4–3
<ul style="list-style-type: none"> Makes general comment about self-serve checkouts 	2–1

Question 19 (a)

Competencies assessed: SIRXRSK001A 1.1, SIRXOHS001A 1.1, 1.2

MARKING GUIDELINES

Criteria	Marks
• Correctly identifies the purpose of all THREE signs	3
• Correctly identifies the purpose of TWO signs	2
• Correctly identifies the purpose of ONE sign	1

Question 19 (b)

Competencies assessed: SIRXOHS001A 1.1, 1.2

MARKING GUIDELINES

Criteria	Marks
• Provides clear reasons for the importance of using signs and symbols when managing OH&S in the workplace	4-3
• Shows limited understanding of the importance of using signs and symbols OR • Makes a general statement about safety in the workplace	2-1

Question 20 (a)*Competencies assessed: SIRXCCS001A 2.2, 4.1***MARKING GUIDELINES**

Criteria	Marks
• Correctly calculates sub-total with a 5% discount for early payment	2
• Calculates sub-total without 5% discount OR • Correctly calculates sub total with a 5% discount for early payment but incorrectly rounds off	1

Question 20 (b)*Competencies assessed: SIRXINV001A 1.4, SIRXCCS001A 1.8***MARKING GUIDELINES**

Criteria	Marks
• Provides TWO plausible reasons why Alex Action Dolls are on back order	2
• Provides ONE plausible reason why Alex Action Dolls are on back order	1

Question 20 (c)*Competencies assessed: SIRXINV001A 1.4, 1.5***MARKING GUIDELINES**

Criteria	Marks
• Recognises and names appropriate procedures to be taken when problems exist with incoming stock	4-3
• Recognises and names ONE procedure to be taken when problems exist with incoming stock OR • Makes a general statement about problems with incoming stock	2-1

Question 21 (a)*Competencies assessed: SIRXCOM001A 1.3, SIRXRSK001A 2.1***MARKING GUIDELINES**

Criteria	Marks
• Correctly identifies TWO limitations of using email in this situation	2
• Correctly identifies ONE limitation of using email in this situation	1

Question 21 (b)*Competencies assessed: SIRXCOM001A 1.3, SIRXRSK001A 2.1***MARKING GUIDELINES**

Criteria	Marks
• Recognises and names TWO plausible strategies that could be implemented by staff to reduce theft in this store and provides relevant reasons in support of each	4–3
• Names ONE plausible strategy that could be implemented by staff to reduce theft in this store and provides a relevant reason OR • Names TWO strategies that could be used to reduce theft in this store OR • Provides a general statement about minimising theft	2–1

Section III

Question 22

Competencies assessed: *SIRXIND001A 5.1, SIRXCOM001A 1.4, 4.7, SIRXCCS002A*

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Provides a comprehensive analysis of the three different types of complaints and how they can be effectively handled to ensure customer satisfaction • Communicates ideas and information effectively, using appropriate retail examples and integrating correct industry terminology into a well-reasoned, cohesive response, using language appropriate to the audience and purpose 	13–15
<ul style="list-style-type: none"> • Provides an analysis or thorough description of different types of complaints and how they can be effectively handled to ensure customer satisfaction • Communicates ideas and information, using appropriate retail examples and integrating correct industry terminology into a cohesive response, using language appropriate to the audience and purpose 	10–12
<ul style="list-style-type: none"> • Provides a description of different types of complaints and how they can be effectively handled to ensure customer satisfaction • Communicates ideas and information, using appropriate retail examples and industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines complaints that can be made by customers with limited reference to handling techniques • Communicates ideas and information with limited use of industry terminology 	4–6
<ul style="list-style-type: none"> • Outlines ONE type of customer complaint <p>OR</p> <ul style="list-style-type: none"> • Lists some customer complaints • Demonstrates limited communication skills and uses non-industry-specific terminology 	1–3

Question 23

Competencies assessed: SIRXMER001A, SIRXSLS001A 7.1

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Provides a comprehensive explanation of a range of display techniques and how they can be used to maximise sales during a special promotion • Communicates ideas and information effectively, using appropriate retail examples and integrating correct industry terminology into a well-reasoned, cohesive response, using language appropriate to the audience and purpose 	13–15
<ul style="list-style-type: none"> • Provides an explanation or thorough description of a range of display techniques and how they can be used to maximise sales during a special promotion • Communicates ideas and information, using appropriate retail examples and integrating correct industry terminology into a cohesive response, using language appropriate to the audience and purpose 	10–12
<ul style="list-style-type: none"> • Provides a limited explanation of a range of display techniques and how they can be used to maximise sales during a special promotion <p>OR</p> <ul style="list-style-type: none"> • Provides an explanation of a range of display techniques and how they can be used to maximise sales. • Communicates ideas and information, using appropriate retail examples and industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines a range of display techniques <p>OR</p> <ul style="list-style-type: none"> • Describes a display technique • Communicates ideas and information with limited use of industry terminology 	4–6
<ul style="list-style-type: none"> • Outlines ONE display technique <p>OR</p> <ul style="list-style-type: none"> • Makes a general statement about display techniques • Demonstrates limited communication skills and uses non-industry-specific terminology 	1–3

Question 24

Competencies assessed: SIRRFSA001A 3.2, 3.3, SIRXSL001A 1.1, 1.2

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Provides a comprehensive explanation of a range of procedures used to store and handle food products hygienically • Communicates ideas and information effectively, using appropriate retail examples and integrating correct industry terminology into a well-reasoned, cohesive response, using language appropriate to the audience and purpose 	13–15
<ul style="list-style-type: none"> • Provides an explanation of a range of procedures used to store and handle food products hygienically • Communicates ideas and information, using appropriate retail examples and integrating correct industry terminology into a cohesive response, using language appropriate to the audience and purpose 	10–12
<ul style="list-style-type: none"> • Provides a limited explanation of a range of procedures to store or handle food products hygienically • Communicates ideas and information, using appropriate retail examples and industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines a range of procedures to store and handle food products OR <ul style="list-style-type: none"> • Describes a procedure used to store or handle food products • Communicates ideas and information with limited use of industry terminology 	4–6
<ul style="list-style-type: none"> • Outlines ONE procedure to store or handle food products. OR <ul style="list-style-type: none"> • Makes a general statement about food storage or handling procedures • Demonstrates limited communication skills and uses non-industry-specific terminology 	1–3

Question 25

Competencies assessed: SIRWSLS001A 2.5, SIRXSLS001A 2.2, SIRWIND001A 2.9, 3.4, 3.5

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Provides a comprehensive explanation of a range of sales approaches and techniques for different customer types in the wholesale industry • Communicates ideas and information effectively, using appropriate retail examples and integrating correct industry terminology into a well-reasoned, cohesive response, using language appropriate to the audience and purpose 	13–15
<ul style="list-style-type: none"> • Provides an explanation of a range of sales approaches and techniques for different customer types in the wholesale industry • Communicates ideas and information, using appropriate retail examples and integrating correct industry terminology into a cohesive response, using language appropriate to the audience and purpose 	10–12
<ul style="list-style-type: none"> • Provides a limited explanation of a range of sales approaches and techniques for different customer types in the wholesale industry • Communicates ideas and information, using appropriate retail examples and industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines a range of sales approaches and techniques in the wholesale industry <p>OR</p> <ul style="list-style-type: none"> • Describes a range of sales approaches and/ or techniques with limited reference to wholesale • Communicates ideas and information with limited use of industry terminology 	4–6
<ul style="list-style-type: none"> • Outlines ONE sales approach or technique <p>OR</p> <ul style="list-style-type: none"> • Makes a general statement about sales approaches or techniques or customer types • Demonstrates limited communication skills and uses non-industry-specific terminology 	1–3

Retail Services

2009 HSC Examination Mapping Grid

Question	Marks	Unit of competency / Element of competency	
Section I			
1	1	SIRXCCS002A 1.9	– Interact with customers
2	1	SIRXCOM001A 1.4	– Communicate in the workplace
3	1	SIRXIND001A 3.2	– Work effectively in a retail environment
4	1	SIRXCCS002A 3.4	– Interact with customers
5	1	SIRXIND001A 5.1	– Work effectively in a retail environment
6	1	SIROHA001A 1.1	– Apply safe work practices
7	1	SIRXCCS001A 1.4 SIRXRSK001A 1.1	– Apply point of sale handling procedures – Minimise theft
8	1	SIRXCCS001A 2.2	– Apply point of sale handling procedures
9	1	SIRXRSK001A 1.1	– Minimise theft
10	1	SIRXCOM001A 5.1	– Communicate in the workplace
11	1	SIRXOHS001A 1.1	– Apply safe work practices
12	1	SIRXINV001A 1.7	– Perform stock control procedures
13	1	SIRXOHS001A 1.1	– Apply safe work practices
14	1	SIRXRSK001A 1.4	– Minimise theft
15	1	SIRXRSK001A 1.1, 2.1	– Minimise theft
Section II			
16 (a)		SIRXCOM001A 1.3	– Communicate in the workplace
16 (b)		SIRXCOM001A 1.3	– Communicate in the workplace
17		SIRXINV001A 1.3 SIRXIND001A 3.2 SIRXOHS001A 1.3	– Perform stock control procedures – Work effectively in a retail environment – Apply safe work practices
18		SIRXIND001A 3.2 SIRXCCS001A 1.6	– Work effectively in a retail environment – Apply point of sale handling procedures
19 (a)		SIRXRSK001A 1.1 SIRXOHS001A 1.1, 1.2	– Minimise theft – Apply safe work practices
19 (b)		SIRXOHS001A 1.1, 1.2	– Apply safe work practices
20 (a)		SIRXCCS001A 2.2, 4.1	– Apply point of sale handling procedures
20 (b)		SIRXINV001A 1.4 SIRXCCS001A 1.8	– Perform stock control procedures – Apply point of sale handling procedures
20 (c)		SIRXINV001A 1.4, 1.5	– Perform stock control procedures
21 (a)		SIRXCOM001A 1.3 SIRXRSK001A 2.1	– Communicate in the workplace – Minimise theft
21 (b)		SIRXCOM001A 1.3 SIRXRSK001A 2.1	– Communicate in the workplace – Minimise theft
Section III			

Question	Marks	Unit of competency / Element of competency
22	15	SIRXIND001A 5.1 – Work effectively in a retail environment
		SIRXCOM001A 1.4, 4.7 – Communicate in the workplace
		SIRXCCS002A – Interact with customers
23	15	SIRXMER001A – Merchandise food products
		SIRXSLS001A 7.1 – Sell products and services
24	15	SIRRFSA001A 3.2, 3.3 – Apply retail food safety practices
		SIRXSLS001A 1.1, 1.2 – Sell products and services
25	15	SIRWSL001A 2.5 – Sell products and services to business customers
		SIRXSLS001A 2.2 – Sell products and services
		SIRWIND001A 2.9, 3.4, 3.5 – Confirm wholesale business practices