

2016 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
• Identifies TWO relevant non-verbal signs	2
• Identifies ONE relevant non-verbal sign	1

Sample answer:

- Customer walking towards point-of-sale register with goods in hand
- Customer carrying money/credit card.

Answers could include:

- Queuing at point-of-sale register
- Motioning to sales assistant to come to point-of-sale
- Ringing bell at POS
- Taking a ticket at the deli.

Question 16 (b)

Criteria	Marks
• Outlines the concept of a customer-focused workplace using an example	2
• Identifies a feature of a customer-focused workplace	1

Sample answer:

The concept refers to how a workplace is set up to best meet the needs and wants of its customers. A store may have a service desk where customers can enquire about products or services.

Question 16 (c)

Criteria	Marks
- Provides the difference between an internal customer and an external customer - Provides an example of both	4
- Provides the difference between an internal customer and an external customer, and an example of one OR - Provides a feature of an internal/external customer and an example of each	3
- Identifies a feature of an internal customer and provides an example OR - Identifies a feature of an external customer and provides an example OR - Identifies a feature of an internal customer and a feature of an external customer OR - Provides an example of each type of customer	2
Identifies a feature of an internal/external customer	1

Sample answer:

An internal customer is someone who works within the store who purchases a product or service. An example is an employee buying a can of soft drink from the store they work in. An external customer is a customer who purchases a store's products or services but is not an employee or part of the organisation. An example is a person going into a supermarket and buying some bread as part of their shopping.

Question 16 (d)

Criteria	Marks
Describes the benefits to the retail store of a salesperson having detailed knowledge of a range of products and services	4
- Describes the benefits to the retail store of a salesperson having detailed knowledge of a range of products and/or services OR - Outlines benefits to the retail store of a salesperson having detailed knowledge of a range of products and services	3
Outlines benefits to the retail store of a salesperson having detailed knowledge of a range of products and/or services	2
Outlines a benefit to the retail store of a salesperson having detailed knowledge of a range of products and/or services	1

Sample answer:

The salesperson having a detailed knowledge of a range of products and services would be able to correctly demonstrate the product or describe services such as lay-by which could lead to the store selling more products. The store could also build up their reputation by having staff that have a detailed knowledge of products and services which could attract more customers to the store and increase the store's profit.

Question 17 (a)

Criteria	Marks
Outlines how stock rotation can minimise loss of stock	3
Shows some understanding of stock rotation	2
Identifies a feature of stock rotation or a reason for loss of stock	1

Sample answer:

Stock rotation refers to older stock or stock with a short use-by date being placed at the front of the fixture so that it is sold first. This minimises loss of stock because it increases the likelihood of products with a specified shelf life being purchased before they expire.

Question 17 (b)

Criteria	Marks
- Identifies ONE security measure (other than video surveillance) - Outlines one of its benefits - Outlines one of its limitations	3
- Identifies ONE security measure (other than video surveillance) and outlines ONE benefit/limitation of this measure OR - Outlines ONE benefit and ONE limitation of a security measure	2
- Identifies ONE security measure (other than video surveillance) OR - Identifies ONE benefit or ONE limitation of a security measure	1

Sample answer:

A security person is a security measure that can be found in a retail environment. The limitation is that the security person can only be in one part of the store at a time so they may not see someone stealing. The benefit of having a security person is that customers will see them and that may influence them not to steal.

Answers could include:

- Alarm systems
- (EAS) electronic article surveillance, security tags, pedestals and labels
- Mirrors
- Secure areas.

Question 17 (c)

Criteria	Marks
Clearly shows how professional theft and opportunist theft found in the retail services industries are different	4
Outlines how features of professional theft and opportunist theft found in the retail services industries are different	3
Identifies features of professional theft and/or opportunist theft	2
Shows a basic understanding of theft in the retail services industries	1

Sample answer:

Professional theft occurs when a person takes merchandise offered for sale without paying for it. These people are highly skilled and organised, often working in teams and the purpose of theft is to resell the goods. Opportunist theft is when people take merchandise offered for sale without paying for it because they have the chance to or an opportunity arises but they have not planned the theft.

Question 18 (a)

Criteria	Marks
• Identifies key features of a franchise and provides a relevant example	2
• Identifies a feature of a franchise or provides a relevant example	1

Sample answer:

A franchise is a retail business which is bought from a franchisor. The retail store operates under already established policies and procedures and follows a franchise agreement, for example, McDonalds.

Question 18 (b)

Criteria	Marks
• Explains TWO different conflict management approaches that could be applied to resolve the issue	5
• Outlines TWO different conflict management approaches that could be applied to resolve the issue OR • Identifies TWO different conflict management approaches and explains how ONE of them could be applied to resolve the issue	4
• Explains ONE conflict management approach that could be applied to resolve the issue OR • Identifies TWO different conflict management approaches and outlines how ONE of them could be applied to resolve the issue	3
• Identifies TWO different conflict management approaches OR • Outlines ONE conflict management approach	2
• Identifies a feature of conflict management	1

Sample answer:

Negotiation could be used by the two employees. They would meet and try to come to a decision with which they are both happy. The two employees could compromise on when each could use the space. For example they could agree to use the display area on alternate weeks. The other conflict management approach that could be used is mediation. This refers to when a third party would assist the two employees to try and resolve their arguments about using the space. In this situation the supervisor would let each employee put forward their ideas about using the space. After this the supervisor could help the employees to reach an agreement about using the display area by suggesting times or promotional events when each could use the display area.

Question 19 (a)

Criteria	Marks
• Outlines a suitable procedure	2
• Provides part of a suitable procedure	1

Sample answer:

The retail worker could stand near the glass to minimise the risk to customers until another worker has cleaned up the broken glass and made the area safe.

Question 19 (b)

Criteria	Marks
• Provides the difference between a manageable first-aid situation and an emergency situation • Includes an example of each	4
• Provides a feature of a manageable first-aid situation and a feature of an emergency situation • Provides an example	3
• Identifies features of a manageable first-aid situation and/or an emergency situation	2
• Identifies a feature of a manageable first-aid situation or an emergency situation	1

Sample answer:

A manageable first-aid situation refers to where basic first-aid assistance is needed and applied by an employee who has first-aid training. For example a customer cuts their finger and a first-aid person provides a band aid for the cut. An emergency situation is signalled by alarms, bells or an automated announcement. This situation is managed by emergency personnel. For example when a fire starts in the storeroom of a retail store, the smoke alarm would be activated and the fire brigade would respond and take charge of the emergency.

Answers could include:

An emergency first-aid situation may become an emergency situation, for example a person having a heart attack after an injury.

Section III

Question 20

Criteria	Marks
- Explains how effective teamwork can benefit employers, employees and customers in retail services industries - Supports response with relevant workplace examples - Clearly communicates ideas and information using industry terminology - Presents a logical and cohesive response	13–15
- Describes how effective teamwork can benefit employers, employees and customers in retail services industries - Uses workplace examples in the response - Communicates ideas and information using industry terminology - Presents a logical response	10–12
- Outlines how effective teamwork can benefit employers and/or employees and/or customers in retail services industries - Communicates some ideas or information - Includes workplace example(s) - Uses some industry terminology	7–9
- Lists the benefits of teamwork in the retail services industry - May include workplace examples - May use some industry terminology	4–6
Shows some understanding of teamwork in retail services industries	1–3

Answers could include:

Teamwork refers to the combined efforts or actions of a group to achieve a common purpose or goal.

Benefits of effective teamwork:

- Happy working environment
- Share information and expertise
- Makes group stronger and more cohesive
- Good teamwork can lead to more positive results
- Can build good customer relations
- Ability to meet deadlines
- Achieve high productivity
- Reduces wastage
- Efficient use of expertise and resources
- Builds respect between members of the team
- Increases experience and skills
- More access to product knowledge
- More staff available
- Customer satisfaction
- Higher profit for employer.

Section IV

Question 21 (a)

Criteria	Marks
• Outlines relevant legislative requirements when labelling and ticketing merchandise	3
• Outlines a relevant legislative requirement when labelling and ticketing merchandise OR • Identifies relevant legislative requirements when labelling and ticketing merchandise	2
• Shows a basic understanding of legislative requirements in retail general selling	1

Sample answer:

The total price displayed by a retailer needs to be clear, accurate and not misleading to customers. The price of the product displayed must also match the price which is scanned from the barcode.

Question 21 (b)

Criteria	Marks
• Describes relevant workplace strategies to develop product knowledge	4
• Outlines relevant workplace strategies to develop product knowledge OR • Identifies relevant workplace strategies to develop product knowledge and describes one of them	3
• Outlines a relevant workplace strategy to develop product knowledge OR • Identifies relevant workplace strategies to develop product knowledge	2
• Identifies a relevant workplace strategy to develop product knowledge	1

Sample answer:

The retail worker could increase their knowledge of the product by examining the product, noting the features and benefits. The worker could also increase their knowledge by reading all the available material on the product and using the product itself.

They could also ask other staff who have experience with the product. This should enable the salesperson to give specific information about a product to the customer.

Question 21 (c)

Criteria	Marks
- Explains how general items and restricted items should be handled and stored in a retail general selling environment - Supports answer with relevant workplace examples	8
- Describes how general items and restricted items should be handled and stored in a retail general selling environment - Includes relevant workplace examples	7
- Describes how general and/or restricted items should be handled and stored in a retail general selling environment - Includes relevant workplace example(s)	6
- Outlines how general and/or restricted items should be handled and/or stored in a retail general selling environment - May include relevant workplace example(s)	4–5
Shows some understanding of handling and/or storing items in a retail general selling environment	2–3
- Makes a general statement about handling/storing items in a retail environment OR - Makes a general statement about general/restricted items in a retail environment	1

Answers could include:

General items are goods that are available for purchase by any customer. There are no restrictions placed on who can purchase them eg jeans, shoes and chocolates.

Handled

- Trolley jacks
- Manual handling techniques
- Mechanical aides

Stored

- Correct shelf height – heavier boxes should be placed on lower storage shelves
- Common groupings
- Accessible

Restricted items are not accessible to customers due to mandated laws or store policy. For example, age laws that restrict under 18s from purchasing dangerous goods such as guns and knives; store policy where expensive items are locked up in cabinets.

Handled

- Appropriate time such as before the store opens
- Authorised person
- Trained person
- Available on request

Stored

- Locked cabinets
- Cages
- Not in view of customer
- Climate controlled area

Question 22 (a)

Criteria	Marks
• Outlines relevant legislative requirements when labelling and ticketing merchandise	3
• Outlines a relevant legislative requirement when labelling and ticketing merchandise OR • Identifies relevant legislative requirements when labelling and ticketing merchandise	2
• Shows a basic understanding of legislative requirements in food selling	1

Sample answer:

The total price displayed by a retailer needs to be clear, accurate and not misleading to customers. The price of the product displayed must also match the price which is scanned from the barcode.

Question 22 (b)

Criteria	Marks
• Describes relevant workplace strategies to develop product knowledge	4
• Outlines relevant workplace strategies to develop product knowledge OR • Identifies relevant workplace strategies to develop product knowledge and describes one of them	3
• Outlines a relevant workplace strategy to develop product knowledge OR • Identifies relevant workplace strategies to develop product knowledge	2
• Identifies a relevant workplace strategy to develop product knowledge	1

Sample answer:

The retail worker could increase their knowledge of food products by reading articles about that food product which may be found in food magazines. They could also visit food demonstrations put on by the manufacturers. This should enable the salesperson to give specific information about food products to the customer.

Question 22 (c)

Criteria	Marks
- Explains how raw food and frozen food should be handled and stored in a food selling environment - Supports answer with relevant workplace examples	8
- Describes how raw food and frozen food should be handled and stored in a food selling environment - Includes relevant workplace examples	7
- Describes how raw food and/or frozen food should be handled and stored in a food selling environment - Includes relevant workplace example(s)	6
- Outlines how raw food and/or frozen food should be handled and/or stored in a food selling environment - May include relevant workplace example(s)	4–5
Shows some understanding of handling and/or storing items in a food selling environment	2–3
- Makes a general statement about handling/storing items in a food selling environment OR - Makes a general statement about raw/frozen food in a food selling environment	1

Answers could include:

Raw food refers to food which is unprocessed/uncooked. This includes food such as meats, fish, fresh fruit and vegetables.

Handled

- Appropriate PPE
- Utensils
- Hand washing procedures
- Personal hygiene

Stored

- Correct temperature
- Appropriate storage facility eg refrigerator

Frozen food is food that has been subjected to rapid freezing and is kept frozen until used. Examples of food that could be frozen may include peas, ice-cream and chicken.

Handled

- Appropriate time such as before the store opens
- Authorised person
- Trained person
- Available on request
- Appropriate PPE

Stored

- Correct controlled temperature
- Appropriate storage requirement

Question 23 (a)

Criteria	Marks
• Outlines relevant legislative requirements when supplying different types of medicines	3
• Outlines a relevant legislative requirement when supplying different types of medicines OR • Identifies relevant legislative requirements when supplying different types of medicines	2
• Shows a basic understanding of legislative requirements in community pharmacy	1

Sample answer:

When considering supplying Pharmacy Medicines and Pharmacist Only Medicines, the medicine administered must match the prescription. Substances can only be supplied according to regulation and the medicine must be packaged appropriately.

Question 23 (b)

Criteria	Marks
• Describes relevant workplace procedures to lodge prescriptions for dispensing	4
• Outlines relevant workplace procedures to lodge prescriptions for dispensing OR • Identifies relevant workplace procedures to lodge prescriptions for dispensing and describes one of them	3
• Outlines a relevant workplace procedure to lodge prescriptions for dispensing OR • Identifies relevant workplace procedures to lodge prescriptions for dispensing	2
• Identifies a relevant workplace procedure to lodge prescriptions for dispensing	1

Sample answer:

Procedures that are suitable to lodge prescriptions for dispensing could include having a designated area in the workplace where prescriptions are lodged. The dispensary assistant should check details such as the customer's Medicare details ensuring they match the prescription details. The prescription would then be given to the pharmacist for dispensing. The pharmacist may be in this area and available to customers for advice on medicines.

Question 23 (c)

Criteria	Marks
- Explains how infection control strategies should be applied in a community pharmacy workplace - Supports answer with relevant workplace examples	8
- Describes how infection control strategies should be applied in a community pharmacy workplace - Includes relevant workplace examples	6–7
- Outlines how infection control strategies should be applied in a community pharmacy workplace - Includes relevant workplace example(s)	4–5
Shows some understanding of infection control strategies that should be applied in a community pharmacy workplace	2–3
Makes a general statement about infection control strategies	1

Answers could include:

Infection control strategies are measures undertaken in the community pharmacy industry to prevent and control the transmission of infectious diseases.

Infection control strategies and application may include:

- Providing hand sanitiser for customers and staff
- Providing tissues
- Undertaking regular cleaning procedures
- Using gloves to handle money
- Personal hygiene including cleaning of uniforms
- Wearing aprons and gowns
- Using protective face and eyewear
- Cleaning of touch surfaces
- Appropriate training.

2016 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
1	1	Sales and security — sell products and services – page 38	X							
2	1	Safety — safe work practices and procedures – page 33			X					
3	1	Customer service — customer dissatisfaction and complaints – page 28	X		X					
4	1	Sales and security — sell products and services – page 38				X				
5	1	Customer service — quality service – page 27	X							
6	1	Sales and security — point-of-sale – page 41							X	
7	1	Sales and security — point-of-sale – page 41			X					X
8	1	Working in the industry — employment – page 46							X	
9	1	Customer service — workplace policy and procedures for customer interaction – page 27			X					X
10	1	Working in the industry — retail services worker – page 48					X	X		
11	1	Working in the industry — nature of the industry – page 45	X						X	
12	1	Sales and security — sell products and services – page 38							X	
13	1	Safety — WHS Compliance – page 32					X		X	
14	1	Working in the industry — nature of the industry – page 45								X
15	1	Safety — Safe work practices and procedures – page 32			X			X	X	

Section II

Question	Marks	HSC content – focus area	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	Customer service — customers – page 27	X							
16 (b)	2	Customer service — quality service – page 27		X					X	
16 (c)	4	Customer service — customers – page 27							X	
16 (d)	4	Customer service — quality service – page 27				X				
17 (a)	3	Sales and security — minimise loss of stock – page 40			X		X			
17 (b)	3	Sales and security — security – page 40					X			X
17 (c)	4	Sales and security — minimise theft – page 39			X				X	
18 (a)	2	Working in the industry — nature of the industry – page 45							X	
18 (b)	5	Working in the industry — misunderstandings and conflict – page 49			X	X				
19 (a)	2	Safety — safe work practices and procedures – page 33			X	X				
19 (b)	4	Safety — incidents, accidents and emergencies – page 33	X		X					

Section III

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem– solving	Initiative and enterprise	Planning and organising	Self– management	Learning	Technology
20	15	Customer service — quality service – page 27 Working in the industry — working with others – page 48	X	X	X	X	X			

Section IV

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
21 (a)	3	Retail general selling — label and ticket merchandise – page 53							X	
21 (b)	4	Retail general selling — advice on products and services – page 54	X			X		X		
21 (c)	8	Retail general selling — merchandise – page 52			X	X	X			
22 (a)	3	Food selling — label and ticket food products – page 63							X	
22 (b)	4	Food selling — advice on products and services – page 63	X			X		X		
22 (c)	8	Food selling — food safety – page 60			X	X	X			
23 (a)	3	Community pharmacy — medicines – page 69							X	
23 (b)	4	Community pharmacy — prescriptions – page 70	X			X	X			
23 (c)	8	Community pharmacy — infection control – page 71			X	X	X			X