

2017 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16

Criteria	Marks
• Correctly provides FOUR types/descriptions of a retail business	4
• Correctly provides THREE types/descriptions of a retail business	3
• Correctly provides TWO types/descriptions of a retail business	2
• Correctly provides ONE type/description of a retail business	1

Sample answer:

<i>Type of retail business</i>	<i>Description of retail business</i>
Chain	Group of stores owned by one company
Co-operative	A number of businesses that band together to sell their produce
Department Store	Carry a wide variety of merchandise divided into departments
Franchise	The business owner pays an initial fee and percentage of profits to use established policies and procedures to sell products

Question 17 (a)

Criteria	Marks
• Explains how a retailer can use the alternative technique to close a sale with an appropriate retail example	3
• Outlines how a retailer can use the alternative technique to close a sale with an appropriate retail example	2
• Provides an example of an alternative technique or makes a statement about closing a sale	1

Sample answer:

The retailer uses the alternative technique to narrow the choices available and assist the customer to make a decision about the purchase. A retailer would offer a customer a choice between two items as part of the closing stages of a sale. For example ‘Would you like to take the red or the blue one?’ This can save them both time and provides clear communication.

Question 17 (b)

Criteria	Marks
• Explains how a retailer can use the direct order technique to close a sale with an appropriate retail example	3
• Outlines how a retailer can use the direct order technique to close a sale with an appropriate retail example	2
• Provides an example of a direct order technique or makes a statement about closing a sale	1

Sample answer:

The retailer uses the direct order technique to assist the customer to make a decision in a timely manner. A retailer does this by using a closed question as part of the closing stages of a sale. For example ‘So you will take the green socks?’ This allows the retailer to finish the sale quickly or re-ask another closed question to eliminate unwanted options.

Question 18 (a)

Criteria	Marks
• Identifies one technological advancement retailers have introduced to provide customer service	1

Sample answer:

- Self-serve checkout systems.

Answers could include:

- On-line ordering
- Click and Collect services
- Tap and Go payment services
- Virtual change rooms.

Question 18 (b)

Criteria	Marks
• States one advantage and one disadvantage of a technological advancement a retailer has introduced in customer service	2
• States one advantage or one disadvantage of a technological advancement a retailer has introduced in customer service OR • Makes a general statement about technology in retail	1

Sample answer:

Self-serve checkouts have been introduced by retailers. One advantage of this is that it improves customer flow through the checkout area. A disadvantage is that there has been an increase in theft from stores that have introduced self-serve checkouts.

Question 18 (c)

Criteria	Marks
• Outlines limitations of a retailer using social networking technologies	3
• Outlines a limitation of a retailer using social networking technologies	2
• Makes a general statement about social networking technologies	1

Sample answer:

A retailer could find using social networking technologies have limited use in their business due to reduced face-to-face contact with customers, inability to target specific customer types and the possibility of negative comments/hacking.

Question 19

Criteria	Marks
• Describes TWO prevention strategies that can be used to minimise theft	4
• Describes ONE prevention strategy that can be used to minimise theft and outlines ONE prevention strategy that can be used to minimise theft	3
• Outlines TWO prevention strategies that can be used to minimise theft OR • Describes ONE prevention strategy that can be used to minimise theft	2
• Outlines ONE prevention strategy that can be used to minimise theft OR • Identifies TWO prevention strategies that can be used to minimise theft	1

Sample answer:

One example of a prevention strategy is overt CCTV that is well signposted so that the customers are aware that they are being watched and this discourages them from stealing. Another example is a retailer placing security tags such as dye tags on clothing or RFID tags on merchandise that set off an alarm or destroy clothing if triggered. These discourage customers from stealing these items.

Question 20 (a)

Criteria	Marks
• Identifies TWO potential hazards	2
• Identifies ONE potential hazard	1

Sample answer:

One potential hazard is that a customer may slip on the rubbish that is on the floor. Another potential hazard is the location of the bin, which is close to the door, which could cause an accident.

Question 20 (b)

Criteria	Marks
• Outlines a strategy a retailer could implement to prevent each of the hazards	2
• Makes a general statement about preventing hazards	1

Sample answer:

The retailer could ensure that there is a regular routine of staff emptying the bin and clearing away rubbish to avoid customers slipping on the rubbish. Another strategy is to reposition the bin away from the door.

Question 20 (c)

Criteria	Marks
• Explains that personal protective equipment should be worn when entering this location and provides a relevant retail example	3
• Outlines that personal protective equipment should be worn when entering this location and provides a relevant retail example	2
• Makes a general statement about wearing personal protective equipment	1

Sample answer:

The sign is a warning that personal protective equipment must be worn in this location to prevent injury. For example, a person working in a cool room would need to wear safety equipment such as insulated gloves to prevent them getting freezer burn.

Question 21 (a)

Criteria	Marks
• Explains benefits to the retailer of loyalty schemes	4
• Describes benefits to the retailer of loyalty schemes	3
• Outlines benefits to the retailer of loyalty schemes	2
• Makes a general statement about loyalty schemes	1

Sample answer:

One benefit is that loyalty schemes allow the retailer to collect data on their customers and their purchasing habits. This allows the retailer to target specific offers towards particular customers.

Another benefit is that loyalty schemes encourage customers to return to the retailer and therefore increase sales.

Question 21 (b)

Criteria	Marks
• Explains benefits to the customer of loyalty schemes	4
• Describes benefits to the customer of loyalty schemes	3
• Outlines benefits to the customer of loyalty schemes	2
• Makes a general statement about loyalty schemes	1

Sample answer:

One benefit of loyalty schemes to the customer is that they may receive discounts and other offers from the retailer that can make shopping cheaper for them.

Another benefit may be that customers receive VIP invitations to exclusive product launches or sales events hosted by the retailer so they are advantaged in purchasing products early.

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains policies and procedures that can be implemented to provide quality service to a range of customers in the retail environment Uses relevant workplace examples and industry terminology in a logical cohesive response 	13–15
<ul style="list-style-type: none"> Explains policies and procedures that can be implemented to provide quality service to a range of customers in the retail environment Uses relevant workplace examples and industry terminology 	10–12
<ul style="list-style-type: none"> Describes policies and procedures that can be implemented to provide quality service to a range of customers in the retail environment Uses relevant workplace examples and industry terminology 	7–9
<ul style="list-style-type: none"> Outlines policies and procedures that can be implemented to provide quality service to customers in the retail environment May use relevant workplace examples and/or industry terminology 	4–6
<ul style="list-style-type: none"> Makes general statements about customer service 	1–3

Answers could include:

Policies and procedures:

- Workplace policies for customer interaction, eg anti-discrimination policies and WHS compliance
- Sales approaches
- Closing sales techniques
- Recording and documenting customer interactions
- Implementation of teamwork to achieve optimal customer service.

Quality service:

- Characteristics of quality customer service
- Benefits of quality customer service
- Relationship between quality service and business success
- Concept of a ‘customer focused’ workplace
- Role of communication in the provision of quality service
- Strategies for establishing quality customer service.

Range of customers:

- Diverse backgrounds
- Difficult or abusive customers
- Dissatisfied customers
- Customers with specific needs or requests
- Customers at different stages of service and sale.

Section IV

Question 23 (a)

Criteria	Marks
• Supports an argument or conclusion on the importance of monitoring stock when selling merchandise	5
• Outlines the importance of monitoring stock when selling merchandise	3–4
• Makes a general statement about monitoring stock when selling merchandise	1–2

Sample answer:

Retailers need to monitor stock when selling merchandise to avoid wastage. Many stores have products that can go out of date, out of season or out of time. It is important that a retailer sells these items before that occurs otherwise they will incur a loss of profits. Monitoring stock through the process of stock rotation such as FIFO (first in, first out) means that stock is sold to the customer in a particular order and wastage is avoided.

An example would be a retailer who sells clothing that goes out of season. It is essential that the clothing is sold within the appropriate season otherwise the retailer must reduce the price or discard the clothing and incur a loss of profit.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Explains housekeeping practices that a retailer could implement when considering the environment and work health and safety 	9–10
<ul style="list-style-type: none"> Describes housekeeping practices that a retailer could implement when considering the environment and work health and safety 	7–8
<ul style="list-style-type: none"> Explains a housekeeping practice or outlines some housekeeping practices that a retailer could implement when considering the environment OR work health and safety 	5–6
<ul style="list-style-type: none"> Outlines a housekeeping practice that a retailer could implement when considering the environment and/or work health and safety 	3–4
<ul style="list-style-type: none"> Makes a general statement about housekeeping practices 	1–2

Answers could include:

Housekeeping practices when considering the environment:

Recycling

- recycling cardboard
- recycling plastic from packaging.

Reuse

- reuse of cleaning cloths instead of using disposable products
- reuse signage for different promotions.

Reduce

- reduce the amount of chemicals used in cleaning
- reduce amount of waste going to landfill.

Minimise utilities

- turn off lights at night
- minimise amount of water used to clean.

Housekeeping practices when considering work, health and safety:

- Selection, use and maintenance of equipment
- Techniques for manual handling
- Use of PPE (personal protective equipment)
- Signage
- Appropriate disposal of contaminated material
- Following Safety Data Sheets (SDS) when using chemicals
- Hazard identification
- Standard operating procedures (SOP).

Question 24 (a)

Criteria	Marks
• Supports an argument or conclusion on the importance of monitoring stock when selling food	5
• Outlines the importance of monitoring stock when selling food	3–4
• Makes a general statement about monitoring stock when selling food	1–2

Sample answer:

Retailers need to monitor stock when selling food to avoid wastage. Many stores have items that can go out of date, out of time or deteriorate. It is important that a retailer sells these items before that occurs otherwise they will incur a loss of profits. Monitoring stock through the process of stock rotation such as FIFO (first in, first out) means that stock is sold to the customer in a particular order and wastage is avoided.

An example would be a food retailer who sells hot BBQ chickens that may deteriorate through drying out in the oven warmer or going cold. It is essential that these chickens are sold before they deteriorate otherwise the retailer must throw them out and incur a loss of profit.

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Explains housekeeping practices that a retailer could implement when considering the environment and work health and safety 	9–10
<ul style="list-style-type: none"> Describes housekeeping practices that a retailer could implement when considering the environment and work health and safety 	7–8
<ul style="list-style-type: none"> Explains a housekeeping practice or outlines some housekeeping practices that a retailer could implement when considering the environment OR work health and safety 	5–6
<ul style="list-style-type: none"> Outlines a housekeeping practice that a retailer could implement when considering the environment and/or work health and safety 	3–4
<ul style="list-style-type: none"> Makes a general statement about housekeeping practices 	1–2

Answers could include:

Housekeeping practices when considering the environment:

Recycling

- recycling cardboard
- recycling plastic from packaging.

Reuse

- reuse of cleaning cloths instead of using disposable products
- reuse signage for different promotions.

Reduce

- reduce the amount of chemicals used in cleaning
- reduce amount of waste going to landfill.

Minimise use of utilities

- turn off lights at night
- minimise amount of water used to clean.

Housekeeping practices when considering work, health and safety:

- Selection, use and maintenance of equipment
- Techniques for manual handling
- Use of PPE (personal protective equipment)
- Signage
- Appropriate disposal of contaminated material
- Following Safety Data Sheets (SDS) when using chemicals
- Hazard identification
- Standard operating procedures (SOP).

Question 25 (a)

Criteria	Marks
• Supports an argument or conclusion on the importance of appropriately locating and storing unscheduled medicines within a community pharmacy	5
• Outlines the importance of appropriately locating and storing unscheduled medicines within a community pharmacy	3–4
• Makes a general statement about unscheduled medicines	1–2

Sample answer:

Unscheduled medicines are general sales medicines, that is, they are not scheduled by the government as controlled substances. Unscheduled medicines are usually located within a community pharmacy in categories of health or related body part. For example all medicines related to ear health are located together while all medicines related to digestive health are located together. This allows customers to see a full range of brands and products related to similar health matters. The pharmacy may also store valuable medicines near the service counter for staff to monitor in order to reduce theft.

Question 25 (b)

Criteria	Marks
• Clearly explains how workplace policies and procedures could be used by a community pharmacy to reduce the risk of infection	9–10
• Explains how workplace policies and procedures could be used by a community pharmacy to reduce the risk of infection	7–8
• Describes how workplace policies and procedures could be used by a community pharmacy to reduce the risk of infection	5–6
• Outlines how workplace policies and procedures could be used by a community pharmacy to reduce the risk of infection	3–4
• Makes a general statement about infection control	1–2

Answers could include:

- Risk management
- Minimise/limit contamination
 - Cleaning and sterilisation
 - Clean and contaminated zones
- Work practices
- Waste management and disposal
 - Types (clinical, related and general)
 - Regulatory requirements
- Precautions
 - Standard
 - Additional
- Monitoring and reporting
- Requirements for immunisation
 - Regulatory and industry
 - Workplace.

2017 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	Safety — WHS compliance – page 32	X				X			
2	1	Customer service — customers – page 27	X							
3	1	Safety — safe work practices and procedures – page 32			X	X	X			
4	1	Working in the industry — employment – page 46	X				X	X	X	
5	1	Working in the industry — misunderstandings and conflict – page 49	X	X	X					
6	1	Customer service — customers – page 27	X		X	X				
7	1	Working in the industry — anti-discrimination – page 49		X					X	
8	1	Sales and security — sell products and services – page 38	X		X	X				
9	1	Customer service — customer inquiries – page 28	X		X				X	
10	1	Safety — WHS compliance – page 31							X	
11	1	Working in the industry — retail services worker – page 47							X	
12	1	Safety — incidents, accidents and emergencies – page 34	X	X	X				X	
13	1	Sales and security — products and services – page 37	X						X	
14	1	Sales and security — point of sale – page 41			X					X
15	1	Sales and security — point of sale – page 41			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	4	Working in the industry — nature of industry – page 45							X	
17 (a)	3	Sales and security — sell products and services – page 38	X		X				X	
17 (b)	3	Sales and security — sell products and services – page 38	X		X				X	
18 (a)	1	Working in the industry — nature of the industry – page 45			X		X			X
18 (b)	2	Working in the industry — nature of the industry – page 45			X		X			X
18 (c)	3	Working in the industry — nature of the industry – page 45			X		X			X
19	4	Sales and security — minimise theft – page 39		X	X	X	X			X
20 (a)	2	Safety — risk management – page 33	X		X	X	X	X	X	
20 (b)	2	Safety — risk management – page 33	X		X	X	X	X	X	
20 (c)	3	Safety — risk management – page 33	X		X	X	X	X	X	
21 (a)	4	Sales and security — products and services – page 37	X				X			X
21 (b)	4	Sales and security — products and services – page 37	X				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
22	15	Customer service — quality service – page 27 Customer service — workplace policy and procedures for customer interaction – page 27 Customer service — customer dissatisfaction and complaints – page 28	X	X	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
23 (a)	5	General retail selling — display merchandise – page 53			X		X			
23 (b)	10	General retail selling — display merchandise – page 53		X	X	X	X		X	
24 (a)	5	Food selling — display food merchandise – page 62			X		X			
24 (b)	10	Food selling — display food merchandise – page 62		X	X	X	X		X	
25 (a)	5	Community pharmacy — medicines – page 69			X		X			
25 (b)	10	Community pharmacy – infection control – page 71	X	X	X		X		X	