

## 2018 HSC Retail Services Marking Guidelines

### Section I

#### Multiple-choice Answer Key

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

## Section II

### Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>Identifies a career pathway in a retail services industry and some skills required</li> </ul>	2
<ul style="list-style-type: none"> <li>Identifies a career pathway or skill required</li> </ul>	1

**Sample answer:**

A person could be hired as a sales assistant in customer service where he or she could progress to being a team leader and eventually a manager. The skills required would be communication skills and the ability to work in a team.

### Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains how ONE personal value that an employee holds can affect a community pharmacy or a retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>Makes a general statement about a personal value</li> </ul>	1

**Sample answer:**

If an employee values punctuality it benefits the workplace as lateness can affect store operations.

### Question 17

Criteria	Marks
<ul style="list-style-type: none"> <li>Clearly distinguishes between direct and indirect harassment in the workplace</li> <li>Includes an example of each</li> </ul>	4
<ul style="list-style-type: none"> <li>Outlines some features of direct and indirect harassment in the workplace</li> <li>Includes an example</li> </ul>	3
<ul style="list-style-type: none"> <li>Identifies some features of direct and/or indirect harassment</li> </ul>	2
<ul style="list-style-type: none"> <li>Provides some relevant information related to harassment</li> </ul>	1

**Sample answer:**

Direct harassment is when an employee is affected by malicious conduct or remarks affecting their wellbeing. For example comments about clothing that they are wearing. Indirect harassment is when conduct or remarks are not directed at the individual but can still affect them. For example displaying inappropriate posters or images related to sexualisation of women.

### Question 18 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines a potential impact on an employee of a security breach in a community pharmacy or retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about security breaches</li> </ul>	1

**Sample answer:**

If the point-of-sale operator leaves the cash drawer open with money still in it when a store is closed this could potentially lead to money being stolen. As a result the individual could be dismissed from employment.

### Question 18 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Explains how security and loss prevention measures can be used to minimise loss in online retailing</li> </ul>	4
<ul style="list-style-type: none"> <li>• Outlines some relevant security and loss prevention measures that can be used to minimise loss in online retailing</li> </ul>	3
<ul style="list-style-type: none"> <li>• Identifies some relevant security and loss prevention measures that can be used to minimise loss in online retailing</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Outlines a relevant security and loss prevention measure that can be used to minimise loss in online retailing</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about security and loss prevention measures</li> </ul>	1

**Sample answer:**

An online retailer ensures that they have security measures in place for processing credit card transactions such as secure data encryption on their website to avoid cybercrime. They also ensure that parcels are tracked online with couriers and are signed for by the receiver, when delivered, to minimise loss.

### Question 19 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>Recommends TWO strategies that a community pharmacy or a retail workplace could use to assist customers with special needs</li> </ul>	3
<ul style="list-style-type: none"> <li>Recommends ONE strategy that a community pharmacy or a retail workplace could use to assist customers with special needs</li> </ul> OR <ul style="list-style-type: none"> <li>Outlines TWO strategies that a community pharmacy or a retail workplace could use to assist customers with special needs</li> </ul>	2
<ul style="list-style-type: none"> <li>Identifies relevant strategies that a community pharmacy or a retail workplace could use to assist customers with special needs</li> </ul>	1

**Sample answer:**

Signage in a different language to ensure customers from different language backgrounds have a better understanding of the range of products available.

The installation of a T-loop in customer service area to assist hearing impaired customers to hear point-of-sale operator.

Both of these strategies are effective in meeting the needs of customers with special needs and would ensure that these customers continue to return to the store to purchase goods.

### Question 19 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains how a sales assistant can contribute to the service culture of a workplace (other than assisting a customer with special needs)</li> </ul>	3
<ul style="list-style-type: none"> <li>Provides an example or definition of service culture in a workplace (other than assisting a customer with special needs)</li> </ul>	2
<ul style="list-style-type: none"> <li>Makes a general statement about service culture</li> </ul>	1

**Sample answer:**

A sales assistant who is stocking the shelves sees that there is a queue at a point-of-sale terminal and stops what they are doing to assist at the point-of-sale. This shows that the sales assistant is customer focused.

## Question 20

Criteria	Marks
• Describes how a customer service worker could handle this customer and the complaint about the digital scale	4
• Outlines how a customer service worker could handle this customer and the complaint about the digital scale	3
• Describes how a customer service worker could handle this customer or the complaint about the digital scale	2
• Outlines how a customer service worker could handle this customer or the complaint about the digital scale	1

### **Sample answer:**

The customer service worker needs to listen to the customer and acknowledge their concerns and emotions. They need to question the customer to clarify the details. They need to understand the customer's emotional state and display empathy. They need to answer the customer with an appropriate solution to the complaint. For example the sales assistant could offer a replacement digital scale or refund and apologise for the inconvenience caused. Document the problem. Escalate the problem to the supervisor if required.

## Question 21 (a)

Criteria	Marks
• Identifies the role of the PCBU in relation to work health and safety legislation	2
• Makes a general statement about either a PCBU or work health and safety legislation	1

### **Sample answer:**

A PCBU has the primary duty of care to ensure the health and safety of workers while they are at work in the business or undertaking. They have to ensure that the work carried out does not carry risk to the health and safety of others.

### Question 21 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines ONE right and ONE responsibility of an employee under work health and safety legislation and supports the answer with an example for each</li> </ul>	4
<ul style="list-style-type: none"> <li>• Outlines ONE right or ONE responsibility of an employee under work health and safety legislation and supports the answer with an example</li> </ul>	3
<ul style="list-style-type: none"> <li>• Outlines ONE right or ONE responsibility of an employee under work health and safety legislation</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about work health and safety legislation</li> </ul>	1

**Sample answer:**

An employee has the right to the provision of appropriate personal protective equipment (PPE) in order to ensure their health and safety in the performance of their duties such as wearing protective gloves in a cool room.

An employee has the responsibility to wear the PPE provided by the employer, when appropriate, in order to ensure their health and safety in the performance of their duties such as highly visible (Hi Vis) clothing in the back-dock area.

### Question 21 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Explains the differences between <i>employee participation</i> and <i>employee consultation</i> in relation to work health and safety in a workplace</li> <li>• Supports answer with relevant workplace examples</li> </ul>	5
<ul style="list-style-type: none"> <li>• Outlines <i>employee participation</i> and <i>employee consultation</i> in relation to work health and safety in a workplace and provides some explanation of the difference(s)</li> <li>• Supports the answer with an example</li> </ul>	4
<ul style="list-style-type: none"> <li>• Outlines <i>employee participation</i> and/or <i>employee consultation</i> in relation to work health and safety in a workplace and identifies the features of the other</li> <li>• Supports the answer with an example</li> </ul>	3
<ul style="list-style-type: none"> <li>• Identifies features of <i>employee participation</i> and/or <i>employee consultation</i> in relation to work health and safety in a workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Identifies a feature of <i>employee participation</i> or <i>employee consultation</i></li> </ul>	1

**Sample answer:**

Employee participation is when employees are involved in establishing, operating, evaluating and improving the health and safety program in the workplace whereas employee consultation is when employees are able to give their views and suggestions through formal procedures implemented by the employer. For example, in employee participation a retail service worker attends WHS committee meetings to discuss accident trends in the workplace. He/she makes suggestions on how to improve procedures to avoid these accidents from recurring. In regards to employee consultation, an employer can write a safe work method for operating a piece of equipment which they distribute to the staff and seek their feedback, then modify as appropriate using the information gained from the employees.

## Section III

### Question 22

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains operation of equipment, transaction procedures and relevant work health and safety practices at the point-of-sale</li> <li>Uses relevant workplace examples and industry terminology in a logical cohesive response</li> </ul>	13–15
<ul style="list-style-type: none"> <li>Describes operation of equipment, transaction procedures and relevant work health and safety practices at the point-of-sale</li> <li>Uses relevant workplace examples and industry terminology</li> </ul>	10–12
<ul style="list-style-type: none"> <li>Outlines operation of equipment and/or transaction procedures and/or relevant work health and safety practices at the point-of-sale</li> <li>Uses relevant workplace examples and/or industry terminology</li> </ul>	7–9
<ul style="list-style-type: none"> <li>Identifies some features of equipment and/or transactions and/or work health and safety practices at the point-of-sale area</li> </ul>	4–6
<ul style="list-style-type: none"> <li>Provides some relevant information about point-of-sale</li> </ul>	1–3

**Answers could include:**

Common equipment found in point-of-sale area:

- Cash register
- Cash drawer
- Calculator
- EFTPOS terminal
- Electronic scales
- Numerical display board
- Point-of-sale terminal
- Scanner
- Security detacher
- Telephone
- PA system
- Other security devices.

Common procedures in relation to transactions could include:

- Lay-by
- Returns and exchanges
- Transaction errors
- Payment of goods
- Transference of tender
- Cash and non-cash transactions
- Loyalty schemes
- Purchase orders
- Gift vouchers
- Credit notes
- Rainchecks

Common work health and safety considerations in the point-of-sale area:

- Fatigue

- Repetitive strain injuries
- Ergonomic design principles
- Knowledge of procedures for minimising risk to self in robberies
- Correct use of cleaning equipment
- Manual handling techniques.

## Section IV

### Question 23 (a)

Criteria	Marks
• Shows a clear understanding of why a worker would deliver additional levels of service beyond a customer's immediate request	3
• Shows some understanding of why a worker would deliver additional levels of service beyond a customer's immediate request	2
• Makes a general statement about customer service	1

**Sample answer:**

A worker would deliver additional levels of service beyond a customer's request as a retailer wants to ensure they are maximising profits, exceeding the quality of customer service and increasing their repeat and loyal customer base. Exceeding customer requests could lead to increased customer satisfaction and therefore earn the business a better reputation within the market.

### Question 23 (b)

Criteria	Marks
• Shows a thorough understanding of how a worker in a retail workplace matches customer needs and expectations to products and services	4
• Shows a clear understanding of how a worker in a retail workplace matches customer needs and expectations to products and services	3
• Shows some understanding of how a worker in a retail workplace matches customer needs and expectations to products and services	2
• Provides some relevant information	1

**Sample answer:**

A worker in a retail workplace must first develop their product and service knowledge to be able to be informed about the features and benefits of the products and services that they are selling so that they can match these products and services to customers' needs. The worker needs to use a variety of questioning techniques as part of the sales process to elicit information from the customer about their needs. For example, a customer who indicates they are purchasing a present would be asked by the worker 'Who is it for?' 'What is the budget?' 'What type of occasion is it for?' This then allows an appropriate product to be recommended to the customer. These techniques allow the worker to meet the customer's expectations of excellent customer service by providing accurate information.

### Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>Clearly explains the practice of retailers reviewing competitors' products and/or services and pricing structures</li> </ul>	8
<ul style="list-style-type: none"> <li>Describes the practice of retailers reviewing competitors' products and/or services and pricing structures</li> </ul>	6–7
<ul style="list-style-type: none"> <li>Outlines the reviewing practice of retailers in at least two of these areas: products, services or pricing structures</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>Explains the practice of retailers reviewing competitors' products or services or pricing structures</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Identifies some features of the practice of retailers reviewing competitors' products and/or services and/or pricing structures</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Makes a general statement about pricing</li> </ul>	1

**Answers could include:**

Workplace pricing structures:

- Pricing procedures, including inclusion and exclusion of Goods and Services Tax (GST)
- Sales reductions
- Discounted items/markdowns
- Placement of pricing information
- Can be difficult to absorb markdowns/discounts
- Can be complicated complying with legislative requirements
- Time consuming and costly to track competitors' pricing.

Reviewing competitors' products and/or services:

- Ensure pricing is competitive and not underselling or overselling
- Ensure product range matches competitors'
- Ensure sales are not lost to competitor
- Can be costly to monitor competitors' products and/or services.

### Question 24 (a)

Criteria	Marks
• Shows a clear understanding of why a worker would deliver additional levels of service beyond a customer's immediate request	3
• Shows some understanding of why a worker would deliver additional levels of service beyond a customer's immediate request	2
• Makes a general statement about customer service	1

**Sample answer:**

A worker would to deliver additional levels of service beyond a customer's request as a retailer wants to ensure they are maximising profits, exceeding the quality of customer service and increasing their repeat and loyal customer base. Exceeding customer requests could lead to increased customer satisfaction and therefore earn the business a better reputation within the market.

### Question 24 (b)

Criteria	Marks
• Shows a thorough understanding of how a worker in a retail food workplace matches customer needs and expectations to products and services	4
• Shows a sound understanding of how a worker in a retail food workplace matches customer needs and expectations to products and services	3
• Shows some understanding of how a worker in a retail food workplace matches customer needs and expectations to products and services	2
• Provides some relevant information	1

**Sample answer:**

A worker in a retail food workplace must first develop their product and service knowledge to be able to be informed about the features and benefits of the products and services that they are selling so that they can match these products and services to customers' needs. The worker needs to use a variety of questioning techniques as part of the sales process to elicit information from the customer about their needs. For example, a customer who indicates they are purchasing a cake would be asked by the worker 'Who is it for?' 'What is the budget?' 'What type of occasion is it for?' This then allows an appropriate product to be recommended to the customer. These techniques allow the worker to meet the customer expectations of excellent customer service by providing accurate information.

### Question 24 (c)

Criteria	Marks
• Clearly explains the placement of pricing and information on food merchandise	8
• Describes the application of placement of pricing and information on food merchandise	6–7
• Outlines the application of placement of pricing and information on food merchandise	4–5
• Identifies some features of placement of pricing and/or information on food merchandise	2–3
• Provides some relevant information	1

**Answers could include:**

Correct placement of pricing and information on food merchandise:

- Ensure legislative requirements are followed such as ‘country of origin’
- Ensure tickets and labels are not contaminating food products
- Information must be clear, accurate and not misleading
- Pricing can include total price and unit price
- Menu should include relevant surcharge percentages on applicable or specified days eg any tax, duty, fee, levy
- Worn, damaged or out-of date tickets and labels removed and replaced.

**Question 25 (a)**

Criteria	Marks
• Outlines TWO key areas of service provided by a community pharmacy	3
• Outlines ONE area of service provided by a community pharmacy OR • Identifies TWO areas of service provided by a community pharmacy	2
• Makes a general statement about service provided in a community pharmacy	1

**Sample answer:**

One key area of service provided by a community pharmacy could be health care support for medical conditions, for example, performing regular blood pressure checks or providing flu vaccine. Another area could be the supply and hire of home health care aides and equipment like crutches over a time period.

**Question 25 (b)**

Criteria	Marks
• Shows a thorough understanding of how a worker in a community pharmacy can match customer needs and expectations to products and services	4
• Shows a sound understanding of how a worker in a community pharmacy can match customer needs and expectations to products and services	3
• Shows some understanding of how a worker in a community pharmacy can match customer needs and expectations to products and services	2
• Makes a general statement about customer service	1

**Sample answer:**

A worker in a community pharmacy must first develop their product and service knowledge to be able to be informed about the features and benefits of the products and services that they are selling so that they can match these products and services to customers' needs and expectations. The worker needs to use a variety of questioning techniques as part of the sales process to elicit information from the customer about their needs and expectations. For example, a customer who indicates they are purchasing a present would be asked by the worker 'Who is it for?' 'What is the budget?' 'What type of occasion is it for?' This then allows an appropriate product to be recommended to the customer. These techniques allow the worker to meet the customer expectations of excellent customer service by providing accurate information.

### Question 25 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>Clearly explains how community pharmacy workers are supported by information systems and sources of industry information</li> </ul>	8
<ul style="list-style-type: none"> <li>Describes how community pharmacy workers are supported by information systems and sources of industry information</li> </ul>	6–7
<ul style="list-style-type: none"> <li>Outlines how community pharmacy workers are supported by information systems and/or sources of industry information</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Identifies the features of support provided to community pharmacy workers by information systems and/or sources of industry information</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>	1

**Answers could include:**

*Sources of industry information*

- Accessing the internet
- Attending product launches
- Attending product seminars
- Accessing product manuals and information booklets/pamphlets
- Providing staff training
- Product demonstrations.

*Information systems*

- Federal and/or state/territory departments of health
- Industry association(s)
- Pharmacy Board of Australia
- Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP)
- Therapeutic Goods Administration (TGA).

# 2018 HSC Retail Services Mapping Grid

## Section I

Question	Marks	HSC content – focus area
1	1	Safety — risk management – page 26
2	1	Customer service — customers – page 20
3	1	Safety — incidents, accidents and emergencies – page 27
4	1	Working in the industry — working with others – page 40
5	1	Sales and security — minimise security risks – page 32
6	1	Safety — WHS compliance – page 25
7	1	Safety — incidents, accidents and emergencies – page 27
8	1	Customer service — customer enquiries – page 21
9	1	Sales and security — sell products and services – page 31
10	1	Customer service — workplace policies and procedures for customer interactions – page 21
11	1	Working in the industry — misunderstanding and conflict – page 41
12	1	Sales and security — minimise security risks and theft – page 32
13	1	Safety — work health and safety – page 24
14	1	Sales and security — point of sale – page 34
15	1	Working in the industry — nature of the industry – page 37

## Section II

Question	Marks	HSC content – focus area
16 (a)	2	Working in the industry — employment – page 38
16 (b)	4	Working in the industry — retail services worker – page 39
17	4	Working in the industry — anti-discrimination – page 41
18 (a)	2	Sales and security — security – page 33
18 (b)	4	Sales and security — security – page 33
19 (a)	3	Customer service — customers – page 20
19 (b)	3	Customer service — quality customer service – page 20
20	4	Customer service — customer complaints and feedback – page 22
21 (a)	2	Safety — WHS consultation and participation – page 25
21 (b)	4	Safety — WHS compliance – page 24
21 (c)	5	Safety — work health and safety (WHS) – page 24

## Section III

Question	Marks	HSC content – focus area
22	15	Sales and security — point-of-sale – page 33 and page 34 Sales and security — products and services – page 30 Safety — safe work procedures and practices – page 26

**Section IV**

Question	Marks	HSC content – focus area
23 (a)	3	General selling — advise on products and services – page 45
23 (b)	4	General selling — advise on products and services – page 45
23 (c)	8	General selling — display merchandise – page 44 General selling — advise on products and services – page 45
24 (a)	3	Food selling — advise on food products and service – page 52
24 (b)	4	Food selling — advise on food products and service – page 52
24 (c)	8	Food selling — display food merchandise – page 51 Food selling — label and ticket food merchandise – page 51