

2019 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> Identifies correct organisation to approach 	1

Answers could include:

- Union
- Shop Distributive and Allied Employees Association (SDA)

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> Outlines the purpose of this addition to the code of conduct for both the employer and employee 	4
<ul style="list-style-type: none"> Outlines the purpose of this addition to the code of conduct for either the employer or employee <p>AND</p> <ul style="list-style-type: none"> Identifies the purpose of this addition to the code of conduct for the other 	3
<ul style="list-style-type: none"> Outlines the purpose of this addition to the code of conduct for either the employer or employee <p>OR</p> <ul style="list-style-type: none"> Identifies the purpose of this addition to the code of conduct for both the employer and employee 	2
<ul style="list-style-type: none"> Makes a general statement about the code of conduct 	1

Sample answer:

The purpose of introducing this addition to the code of conduct for employers is to set out the expectations regarding mobile phone use and other personal electronic devices to their employees. By making this clear, they are showing the standards they are expecting from their staff, in particular when interacting with customers and undertaking potentially dangerous activities.

The purpose of this for employees is that they know exactly what is expected of them while at work, and that violations of this may result in disciplinary action. It reinforces that electronic devices can be a distraction while working.

Question 17 (a)

Criteria	Marks
<ul style="list-style-type: none"> Identifies a current environmental issue affecting retail services industries 	1

Sample answer:

A current environmental issue affecting the retail services industry/community pharmacy industry is the waste created by the overuse of plastic packaging.

Question 17 (b)

Criteria	Marks
<ul style="list-style-type: none"> Recommends a strategy that a community pharmacy/retail workplace could use to work in an environmentally sustainable manner 	2
<ul style="list-style-type: none"> Identifies a strategy that a community pharmacy/retail workplace could use to work in an environmentally sustainable manner 	1

Sample answer:

A community pharmacy could reduce the overuse of plastic packaging by replacing plastic bags with paper bags for customers to carry their purchases. This is more sustainable as it reduces plastic waste and is still convenient for the customer as they can still carry their products home safely at no cost.

Question 17 (c)

Criteria	Marks
<ul style="list-style-type: none"> Describes an effect of poor work practices on colleagues and the workplace 	4
<ul style="list-style-type: none"> Outlines an effect of poor work practices on colleagues and the workplace 	3
<ul style="list-style-type: none"> Outlines an effect of poor work practices on colleagues or the workplace 	2
<ul style="list-style-type: none"> Makes a general statement about poor work practices 	1

Sample answer:

An example of the effect of poor work practices, eg a lack of role definition, on colleagues is that there could be arguments amongst the staff due to the misunderstandings. This would lead to disharmony, which could impact on the workplace through lost productivity and poor customer service, leading to loss of profit.

Question 18 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines a technique that a retail worker could use to approach a customer in a community pharmacy/retail workplace 	2
<ul style="list-style-type: none"> • Makes a general statement about approaching customers 	1

Sample answer:

A retail worker could use the merchandise approach. This means that when they see a customer handling the merchandise they approach them and make a statement about that particular product. For example, you could approach a customer holding a tennis racket and say that this is the same type of racket used by Roger Federer, if that is actually the case.

Question 18 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a clear understanding of how to develop a rapport with this customer 	3
<ul style="list-style-type: none"> • Demonstrates some understanding of how to develop a rapport with this customer 	2
<ul style="list-style-type: none"> • Makes a general statement about how to develop a rapport with customers 	1

Sample answer:

A retail worker could develop a rapport with this customer by being friendly and smiling at them. They could also ask them questions, listening carefully and showing an interest in why they are purchasing the item. They could also learn the person's name and be responsive to their needs. This establishes a positive relationship with the customer.

Question 19

Criteria	Marks
<ul style="list-style-type: none"> Describes a clear understanding of THREE different techniques for closing a sale with a customer Supports with relevant examples 	6
<ul style="list-style-type: none"> Demonstrates some understanding of THREE different techniques for closing a sale with a customer Supports with relevant examples 	5
<ul style="list-style-type: none"> Describes some different techniques used for closing a sale with a customer Supports with examples 	4
<ul style="list-style-type: none"> Outlines some techniques for closing a sale with a customer May use examples 	2–3
<ul style="list-style-type: none"> Makes a general statement about closing a sale 	1

Sample answer:

One technique that could be used to close a sale with a customer is direct order. This involves using a closed question to encourage the customer to make a decision to buy the product. For example, how would you like to pay for this? This makes the customer have to make a decision.

Another technique is active. This involves helping the customer decide to make the purchase by allowing them to use the product to help make them decide to purchase it. For example, letting the customer take a picture with a camera to see how it works. This shows the customer the features of the product and can persuade them to purchase it.

A final technique could be difficulty. This involves applying a deadline or problem that makes the customer have to make a decision. For example, saying that a dress is the last in stock or that a sale will end soon. It makes the customer have to decide quickly.

Answers could include:

- Steps (allowing the customer to decide on one step at a time)
- Alternative (offer a choice)
- Assumptive (assume a customer is making a purchase).

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines the relationship between customer service and business success 	2
<ul style="list-style-type: none"> • Makes a general statement about customer service and/or business success 	1

Sample answer:

Quality customer service leads to repeat customers, which then increases sales, which leads to higher profits and business success.

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a clear understanding of the relationship between communication and the provision of quality customer service • Uses relevant examples to support answer 	6
<ul style="list-style-type: none"> • Explains some links between communication and the provision of quality customer service • Uses relevant examples to support answer 	5
<ul style="list-style-type: none"> • Describes the role of communication in the provision of quality customer service • Uses a relevant example to support answer 	4
<ul style="list-style-type: none"> • Outlines the role of communication in the provision of quality customer service • May use an example 	2–3
<ul style="list-style-type: none"> • Makes a general statement about communication or customer service 	1

Sample answer:

Effective communication is highly valuable in providing quality customer service. Various forms of communication contribute to the overall experience of the customer and the relationship developed with them by the retailer. Communication methods include written, verbal and non-verbal. Written forms of communication need to be clear, concise and accurate to allow customers to be informed of a variety of information within a retail context and make informed decisions eg signage for advertising specials. Clear and visually appealing 'sale' or 'discount' signs will attract customers into the store and detailed signage around specific products showing the discounts may help close the sale.

Non-verbal communication is very important in establishing the image of the retailer such as lighting, colour scheme and mood of the store. Body language such as smiling and nodding head etc will show you are interested in the customer. This will make the customer trust you and make them more willing to make a purchase.

Verbal communication must be polite, clear and using appropriate channels to inform customers and interact with them to determine their needs and preferences. For example asking a range of questions as part of the sales process with a customer will hopefully lead to a sale.

Question 21

Criteria	Marks
<ul style="list-style-type: none"> Distinguishes between emotional and rational motives for customer buying behaviour Provides a retail workplace example for each motive 	4
<ul style="list-style-type: none"> Distinguishes between emotional and rational motives for customer buying behaviour Provides a retail workplace example 	3
<ul style="list-style-type: none"> Distinguishes between emotional and rational motives for customer buying behaviour <p>OR</p> <ul style="list-style-type: none"> Identifies emotional and rational motives for customer buying behaviour 	2
<ul style="list-style-type: none"> Makes a general statement about customer buying behaviour 	1

Sample answer:

Customers can have emotional or rational buying motives when buying a product. An emotional motive is one that is driven by their emotions and is often not thought through as carefully. For example, buying a Doctor Who figure, as you are a fan of the show. A rational buying motive is one that is considered and thought out with reasons for making the purchase. For example, buying a particular car because of its safety equipment and fuel consumption.

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> Explains the purpose of Work Health and Safety legislation and related codes of practice and how they are applied to a retail services industry Uses relevant workplace examples and industry terminology in a logical cohesive response 	13–15
<ul style="list-style-type: none"> Describes the purpose of Work Health and Safety legislation and related codes of practice and how they are applied to a retail services industry Uses relevant workplace examples and industry terminology 	10–12
<ul style="list-style-type: none"> Outlines the purpose of Work Health and Safety legislation and related codes of practice and how they are applied to a retail services industry Uses relevant workplace examples and/or industry terminology 	7–9
<ul style="list-style-type: none"> Identifies the purpose of Work Health and Safety legislation and/or related codes of practice and how they are applied to a retail services industry 	4–6
<ul style="list-style-type: none"> Provides some relevant information about Work Health and Safety 	1–3

Answers could include:

Purpose of the following:

- WHS legislation:
 - Work Health and Safety Act 2011 (NSW) (as amended)*
 - Work Health and Safety Regulation 2011 (NSW) (as amended)*
- Codes of Practice related to:
 - hazardous substances and dangerous goods
 - first-aid
 - manual handling
 - risk management
 - WHS consultation
 and how they apply to a retail services industry.

Section IV

Question 23 (a)

Criteria	Marks
• Clearly explains the importance of trends and seasonality in building displays	5
• Explains the importance of trends and/or seasonality in building displays	4
• Outlines the importance of trends and/or seasonality in building displays	2–3
• Makes a general statement about trends and/or seasonality in building displays	1

Sample answer:

It is important when building displays in a retail workplace to consider current trends and seasons. Trends are those products that customers are looking for and including these in a display will ensure the store is current with its stock and is up to date and thus attracting customers. It also makes them seem fashionable and on trend. The display should also reflect the relevant season such as winter or summer or even events such as Christmas and Valentine's Day. This ensures the retail workplace is celebrating and acknowledging important events at the right time of the year, which will attract customers to the store.

Question 23 (b)

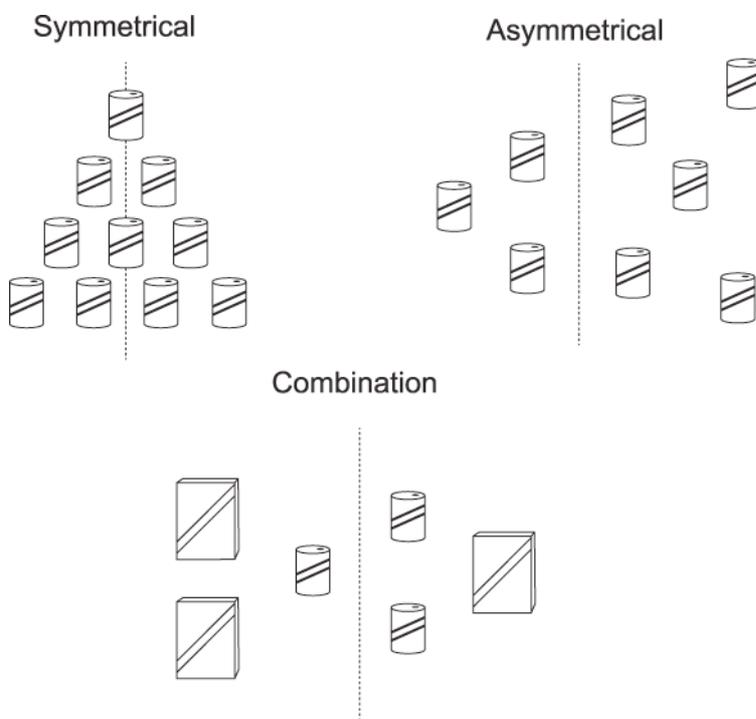
Criteria	Marks
<ul style="list-style-type: none"> Provides a sound explanation of the principles of display Uses accurate diagrams to support answer 	9–10
<ul style="list-style-type: none"> Explains the principles of display Uses appropriate diagrams to support answer 	7–8
<ul style="list-style-type: none"> Describes the principles of display May use an appropriate diagram to support answer 	5–6
<ul style="list-style-type: none"> Outlines the principles of display May use a diagram to support answer 	3–4
<ul style="list-style-type: none"> Makes a general statement about displays 	1–2

Answers could include:

Principles of display:

- Balance
 - symmetric
 - asymmetric
 - combination
- focus
- lighting
- colour

Diagrams could include:



Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Clearly explains the importance of trends and seasonality in building displays in a food selling environment 	5
<ul style="list-style-type: none"> Explains the importance of trends and/or seasonality in building displays in a food selling environment 	4
<ul style="list-style-type: none"> Outlines the importance of trends and/or seasonality in building displays in a food selling environment 	2–3
<ul style="list-style-type: none"> Makes a general statement about trends and/or seasonality in building displays 	1

Sample answer:

It is important when building displays in a food selling environment to consider current trends and seasons. Trends are those products that customers are looking for and including these in a display will ensure the store is current with its stock and is up to date and thus attracting customers. It also makes them seem fashionable and on trend. The display should also reflect the relevant season such as winter or summer or even events such as Christmas and Valentine’s Day. This ensures the retail workplace is celebrating and acknowledging important events at the right time of the year, which will attract customers to the store.

Question 24 (b)

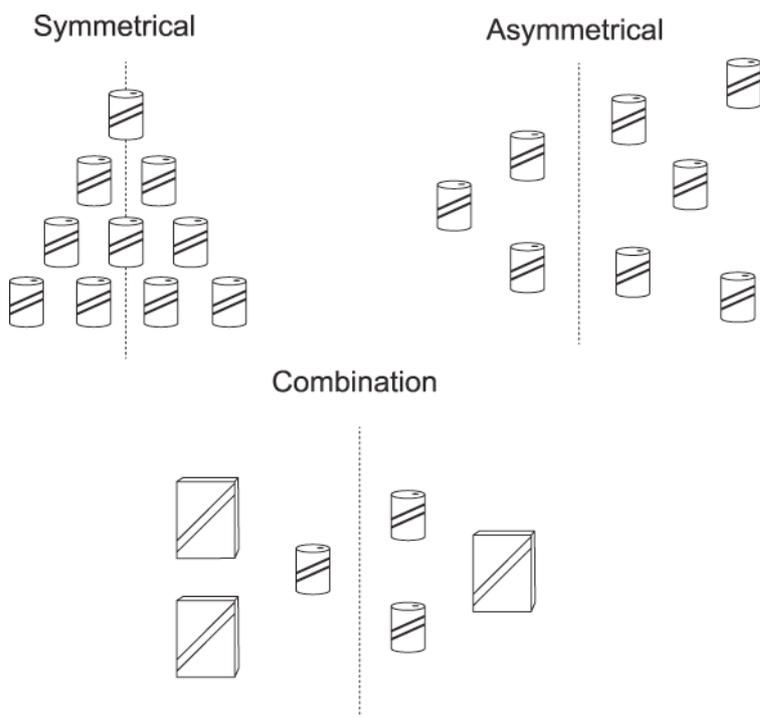
Criteria	Marks
<ul style="list-style-type: none"> Provides a sound explanation of the principles of display Uses accurate diagrams to support answer 	9–10
<ul style="list-style-type: none"> Explains the principles of display Uses appropriate diagrams to support answer 	7–8
<ul style="list-style-type: none"> Describes the principles of display May use an appropriate diagram to support answer 	5–6
<ul style="list-style-type: none"> Outline the principles of display May use a diagram to support answer 	3–4
<ul style="list-style-type: none"> Makes a general statement about displays 	1–2

Answers could include:

Principles of display:

- Balance
 - symmetric
 - asymmetric
 - combination
- focus
- lighting
- colour

Diagrams could include:



Question 25 (a)

Criteria	Marks
• Describes all transaction types detailed on prescriptions in a community pharmacy	5
• Outlines some transaction types detailed on prescriptions in a community pharmacy	4
• Identifies transaction types detailed on prescriptions in a community pharmacy	2–3
• Makes a general statement about transaction types and/or prescriptions	1

Sample answer:

Transaction types that are generally found on prescriptions dispensed in a community pharmacy include the 'General' type, which is abbreviated to GEN on the prescription and means that the customer pays the full PBS price. Then there is 'Concession' which is abbreviated on the prescription as CON and indicates that the customer has a pensioner or health care card. The third type is 'Entitlement' which is abbreviated as ENT on the prescription and means that the customer has special entitlements. The final type is for customers who qualify as 'repatriation', abbreviated to RPBS on the prescription. These customers are special beneficiaries.

Question 25 (b)

Criteria	Marks
<ul style="list-style-type: none"> Comprehensively describes a range of categories of medicines as defined in the SUSMP Provides appropriate community pharmacy workplace examples 	9–10
<ul style="list-style-type: none"> Describes some categories of medicines as defined in the SUSMP Provides appropriate community pharmacy workplace examples 	7–8
<ul style="list-style-type: none"> Outlines categories of medicines as defined in the SUSMP May provide an appropriate community pharmacy example 	5–6
<ul style="list-style-type: none"> Identifies categories of medicines as defined in the SUSMP 	3–4
<ul style="list-style-type: none"> Makes a general statement about medicines and/or SUSMP 	1–2

Answers could include:

Categories of medicines:

- Scheduled
 - Pharmacy Medicine (S2) – can only purchase these medications at a pharmacy
 - Pharmacist Only Medicine (S3) – can only purchase these medications at a pharmacy where a pharmacist must personally hand you the medicine and give you advice on the medicine
 - Prescription Only Medicine (S4) – can only purchase these medications with a prescription
 - Caution (S5)
 - Poison (S6)
 - Dangerous Poison (S7)
 - Controlled Drug (S8) – these medicines are classified as drugs of dependence or addiction
 - Prohibited Substance (S9) – these are illegal drugs
- Unscheduled – these items are not classified and you can purchase without restriction
 - General sales medicines.

2019 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Working in the industry — working with others – page 40
2	1	Customer service — customers – page 20
3	1	Safety — incidents, accidents and emergencies – page 27
4	1	Working in the industry — cultural diversity – page 40
5	1	Customer service — communication technology – page 21
6	1	Safety — safe work procedures and practices – page 26
7	1	Sales and security — security – page 32
8	1	Working in the industry — nature of the industry – page 37
9	1	Working in the industry — retail services worker – page 39
10	1	Sales and security — minimise security risks and theft – page 32
11	1	Customer service — customer inquiries – page 21
12	1	Sales and security — point-of-sale – page 33
13	1	Sales and security — minimise loss of stock – page 32
14	1	Sales and security — minimise security risks and theft – page 32
15	1	Working in the industry — misunderstandings and conflict – page 41

Section II

Question	Marks	HSC content – focus area
16 (a)	1	Working in the industry — employment – page 38
16 (b)	4	Working in the industry — employment – page 38
17 (a)	1	Working in the industry — work practices – page 40
17 (b)	2	Working in the industry — work practices – page 40
17 (c)	4	Working in the industry — work practices – page 39
18 (a)	2	Customer service — workplace policy and procedures for customer interaction – page 21
18 (b)	3	Customer service — workplace policy and procedures for customer interaction – page 21
19	6	Sales and security — sell products and services – page 31
20 (a)	2	Customer service — quality customer service – page 20
20 (b)	6	Customer service — customers – page 20 Customer service — quality customer service – page 20
21	4	Sales and security — sell products and services – page 30

Section III

Question	Marks	HSC content – focus area
22	15	Safety — WHS compliance – page 24

Section IV

Question	Marks	HSC content – focus area
23 (a)	5	General selling — display merchandise – page 43
23 (b)	10	General selling — display merchandise – page 43
24 (a)	5	Food selling — display food merchandise – page 50
24 (b)	10	Food selling — display food merchandise – page 50
25 (a)	5	Community pharmacy — prescriptions – page 58
25 (b)	10	Community pharmacy — medicines – page 56