



NSW Education Standards Authority

2019 HIGHER SCHOOL CERTIFICATE EXAMINATION

Retail Services

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black pen
- Calculators approved by NESA may be used
- Write your Centre Number and Student Number at the top of pages 9, 11 and 13

Total marks: 80

Section I – 15 marks (pages 2–7)

- Attempt Questions 1–15
- Allow about 20 minutes for this section

Section II – 35 marks (pages 9–14)

- Attempt Questions 16–21
- Allow about 50 minutes for this section

Section III – 15 marks (page 15)

- Attempt Question 22
- Allow about 25 minutes for this section

Section IV – 15 marks (page 16)

- Attempt ONE question from Questions 23–25
- Allow about 25 minutes for this section

Section I

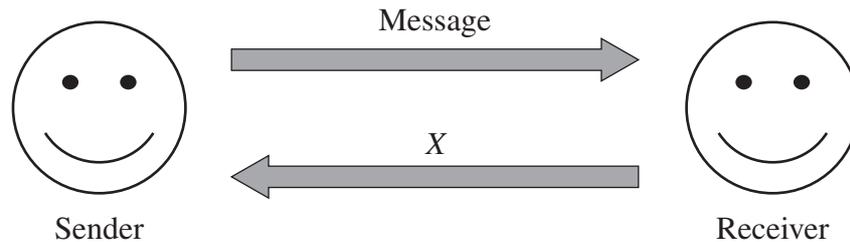
15 marks

Attempt Questions 1–15

Allow about 20 minutes for this section

Use the multiple-choice answer sheet for Questions 1–15.

- 1 The diagram shows a communication cycle.



What does the arrow labelled *X* represent?

- A. Channel
 - B. Decodes
 - C. Encodes
 - D. Feedback
- 2 A customer often returns to a retail store to purchase products.

What type of customer is this?

- A. New and internal
 - B. New and external
 - C. Repeat and internal
 - D. Repeat and external
- 3 A customer has fallen over a box in an aisle and appears to have sprained their ankle.

What basic first aid should be given to this customer?

- A. Massage the ankle.
- B. Ice and elevate the ankle.
- C. Apply a hot compress to the ankle.
- D. Rest the ankle and call an ambulance.

4 How does a business create cultural diversity within a workplace?

- A. Employing people from a range of ethnicities
- B. Having knowledge about a range of religions
- C. Ensuring everyone in the workplace is included
- D. Treating everyone in the workplace with respect

5 A large chain of clothing stores has a loyalty card scheme. The store's management wants to inform the customers who are part of the loyalty scheme about an exclusive upcoming sale.

Which communication technology is most appropriate to carry out this task?

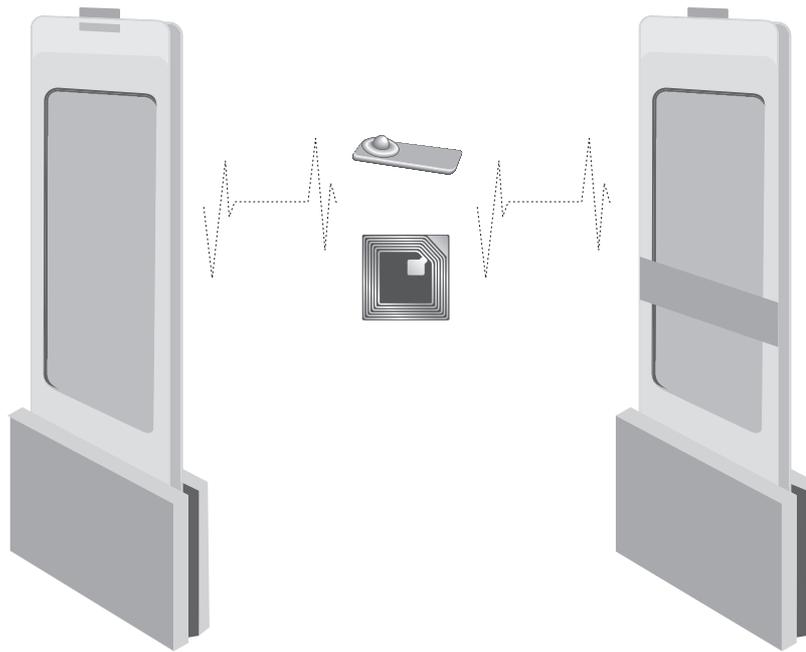
- A. Fax
- B. Email
- C. Voice call
- D. Social media

6 A worker spills a hazardous substance.

Which document should they consult before they clean up the spill?

- A. Code of practice
- B. Safety data sheet
- C. Standard operating procedure
- D. Policy and procedures manual

7 The diagram shows a security system commonly found in retail stores.



What type of security system is shown?

- A. Dye tags
 - B. Article surveillance
 - C. Surveillance camera
 - D. Automatic entrance gate
- 8 A retail worker is in charge of planning and creating the displays in a large department store.

Which functional area would this person be most likely to work within?

- A. Buying
- B. Management
- C. Customer service
- D. Visual merchandise

- 9** Sebastian is dealing with a difficult customer. He manages to calm the customer and deal with the complaint effectively and efficiently. After the customer leaves, Sebastian's manager praises him for the way he dealt with the customer.

What type of feedback is this?

- A. Formal and direct
- B. Informal and direct
- C. Formal and indirect
- D. Informal and indirect

- 10** Your supervisor approaches a customer who they suspect of stealing and asks if they need any customer assistance.

Which strategy is the supervisor using to minimise theft?

- A. Apprehension
- B. Assumption
- C. Detection
- D. Prevention

- 11** A customer is making an inquiry about purchasing a bed.

Which of the following is the most effective way to establish the details of the customer's inquiry?

- A. Question the customer and summarise their responses.
- B. Direct the customer online to investigate their options.
- C. Question the customer and call the manager to assist them.
- D. Approach the customer and establish a relationship with them.

- 12** A customer is purchasing three bottles of soft drink at their local supermarket. The bottles have scanned for \$2.60 each but the customer states that the bottles are advertised on the shelf for \$2.00 each. A price check confirms that the customer is correct.

According to the industry code of practice, what should happen with the sale?

- A. The customer is given all three bottles for free.
 - B. The customer is charged \$2.00 for each of the three bottles.
 - C. The customer is given one bottle for free and the other two are charged at \$2.00 each.
 - D. The customer is charged \$2.00 for one bottle and \$2.60 for each of the other two bottles.
- 13** Which of the following are all examples of unknown shrinkage in a retail environment?
- A. Point-of-sale errors, waste, spoilage, customer theft
 - B. Vendor fraud, out-of-date stock, breakages, armed hold-up
 - C. Point-of-sale errors, employee theft, breakages, armed hold-up
 - D. Vendor fraud, employee theft, paperwork errors, customer theft
- 14** NSW Fair Trading has a set of guidelines related to bag checking used to minimise and prevent theft in a retail store.

Which of the following is NOT contained in those guidelines?

- A. Personal handbags the size of a sheet of A4 paper or smaller should generally not be checked.
- B. Store personnel are only allowed to look in a customer's bag; they are not allowed to touch the contents of the bag.
- C. Bag check guidelines exclude checking other items such as cartons, parcels or any other container the customer is carrying.
- D. Customers have the right to know before entry that a shop conducts bag checks. Signage must be clearly displayed at the entrance to the shop.

- 15** Stacey is training to be a supervisor in a community pharmacy and has just completed studies on different approaches to conflict management.

Which set of skills is likely to have been covered in Stacey's studies?

- A. Collaboration, consultation and research
- B. Problem-solving, negotiation and mediation
- C. Arbitration, prioritisation and communication
- D. Taking initiative, decision-making and seeking assistance

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Centre Number

Retail Services

Section II

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Student Number

35 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Show all relevant working in questions involving calculations.

Question 16 (5 marks)

A local supermarket recently published the following new addition to their code of conduct.

Employees need to ensure that personal electronic devices are not used in customer-facing environments, except when it is for the benefit of our customers. Employees are not to use personal electronic devices when undertaking activities that may harm themselves or customers.

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- (a) What organisation could employees approach for advice if they had a concern about this addition to their code of conduct? 1

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- (b) What is the purpose of this addition to the code of conduct for both the employer and the employee? 4

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Question 17 (7 marks)

- (a) Identify ONE current environmental issue affecting a community pharmacy or retail workplace. **1**

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- (b) Recommend an environmentally sustainable strategy that could be used by a community pharmacy or retail workplace. **2**

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- (c) Describe ONE effect of poor work practices, other than those in Work Health and Safety (WHS) legislation, on both colleagues and the workplace. **4**

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Centre Number

Retail Services

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Student Number

Section II (continued)

Question 18 (5 marks)

- (a) Outline ONE technique that a retail worker could use to approach a customer in a community pharmacy or retail workplace. **2**

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- (b) How could a retail worker develop a rapport with this customer? **3**

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Question 19 (6 marks)

Describe THREE different techniques for closing a sale. Support your answer with examples.

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Centre Number

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Student Number

Section II (continued)

Question 20 (8 marks)

- (a) Outline the relationship between customer service and business success. **2**

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- (b) Using examples, explain the role of communication in providing quality customer service. **6**

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Question 21 (4 marks)

Distinguish between emotional and rational motives for customer buying behaviour.
Provide an example of each to support your answer.

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Retail Services

Section III

15 marks

Attempt Question 22

Allow about 25 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

Your answer will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
 - communicate ideas and information using relevant workplace examples and industry terminology
 - present a logical and cohesive response
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Question 22 (15 marks)

Explain the purpose and application of Work Health and Safety (WHS) legislation and related codes of practice in a retail services industry.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 23–25

Allow about 25 minutes for this section

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available.

Question 23 — General selling (15 marks)

- (a) Why are trends and seasonality important to consider when building displays? **5**
- (b) Explain the principles of display. In your answer, include appropriate diagrams. **10**

OR

Question 24 — Food selling (15 marks)

- (a) Why are trends and seasonality important to consider when building displays? **5**
- (b) Explain the principles of display. In your answer, include appropriate diagrams. **10**

OR

Question 25 — Community pharmacy (15 marks)

- (a) Describe transaction types detailed on prescriptions dispensed in a community pharmacy. **5**
- (b) Describe categories of medicines as defined in the *Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP)*. In your answer, include examples from a community pharmacy. **10**

End of paper