

2020 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines the function of the Shop Distributive Allied Employee Association (SDA) in regards to WHS 	2
<ul style="list-style-type: none"> • Makes a general statement about unions and/or WHS 	1

Sample answer:

Investigates suspected breaches of workplace safety laws on behalf of employees and assists with resolving any identified issues.

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines the function of the Shop Distributive Allied Employee Association (SDA) in regards to industrial legislation 	2
<ul style="list-style-type: none"> • Makes a general statement about unions and/or industrial relations 	1

Sample answer:

Represents members in enterprise bargaining and the creation of awards. Their role is to protect the working rights and conditions of members.

Question 16 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Identifies another service provided by the Shop Distributive Allied Employee Association (SDA) to its members 	1

Sample answer:

The Shop Distributive Allied Employee Association (SDA) provides benefits such as scholarships, discounted prices on leisure activities and financial advice and services for members.

Question 17 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides a detailed procedure that identifies tag is out of date, isolates the equipment and reports it according to workplace procedures 	3
<ul style="list-style-type: none"> Provides a basic procedure that identifies tag is out of date and/or isolates the equipment and/or reports it according to workplace procedures 	2
<ul style="list-style-type: none"> Makes a general statement about electrical tags 	1

Sample answer:

The employee should read and interpret the electrical tag to identify that it is out of date. The employee should then place a 'do not use' tag on the equipment. Lastly, they need to notify the manager about the faulty electrical equipment and ensure that it is recorded for retesting or replacement.

Question 17 (b)

Criteria	Marks
<ul style="list-style-type: none"> States a legitimate industry relevant reason as to why a piece of electrical equipment may not have a tag 	2
<ul style="list-style-type: none"> States a non-industry relevant reason as to why a piece of electrical equipment may not have a tag 	1

Sample answer:

The electrical equipment is still within the 12-month warranty period.

Question 18 (a)

Criteria	Marks
<ul style="list-style-type: none"> Explains strategies that can be used in a retail workplace to assist a non-English speaking customer 	3
<ul style="list-style-type: none"> Explains a strategy that can be used in a retail workplace to assist a non-English speaking customer OR <ul style="list-style-type: none"> Outlines strategies that can be used in a retail workplace to assist a non-English speaking customer 	2
<ul style="list-style-type: none"> Makes a general statement about customer service 	1

Sample answer:

A retail assistant could use visual aids such as images from catalogues or posters or signs around the store to determine the needs of the customer. The retail assistant should use simple, short statements that are free from technical jargon to ensure communication is clear.

Question 18 (b)

Criteria	Marks
<ul style="list-style-type: none"> Using relevant examples, explains why it is important for a retailer to identify and respond to a range of customers with different service requirements 	4
<ul style="list-style-type: none"> Using a relevant example, describes why it is important for a retailer to identify and respond to a range of customers with different service requirements 	3
<ul style="list-style-type: none"> Identifies some strategies used to identify and respond to a range of different customers with different service requirements 	2
<ul style="list-style-type: none"> Makes a general statement about customer service 	1

Sample answer:

It is important for a retailer to identify and respond to a range of customers with different service requirements to ensure that they maximise the customer service experience, which may lead to improved sales, word of mouth promotion and profitability. Examples could include assisting the elderly to their vehicles with their shopping, providing baby trolleys for young families and having staff available from a variety of language backgrounds to be able to speak to non-English-speaking customers.

Question 19

Criteria	Marks
<ul style="list-style-type: none"> Demonstrates a thorough understanding of the techniques and processes used in dealing with customers within a sample script including evidence of greeting technique, complaint identification, recording and resolution with an appropriate farewell that encourages repeat business 	6
<ul style="list-style-type: none"> Demonstrates a sound understanding of the techniques and processes used in dealing with customers within a sample script that may include evidence of greeting technique, complaint identification, recording and resolution with an appropriate farewell that encourages repeat business 	4–5
<ul style="list-style-type: none"> Demonstrates some elements within a sample script/response of evidence of greeting technique, complaint identification, recording and resolution with an appropriate farewell that encourages repeat business 	2–3
<ul style="list-style-type: none"> Provides sample script/response with basic customer service techniques 	1

Sample answer:

[Phone rings]

Employee: Good morning, you have reached Clarence Street Electrical Wholesalers, my name is Bruce, how can I help you?

Customer: I have recently purchased some accessories for my mobile phone and am concerned that I did not receive them all and the ones that I did receive did not come in the colours that I requested.

Employee: I am sorry to hear that. Could you please confirm your name and outline the details so that I can look it up in the system?

Customer: I'm Wayne and my order number is 246.

Employee: Thank you. Yes, I can see that four items are on backorder and are due to be delivered next Monday. Could you please tell me about your concerns with the colours?

Customer: The phone cases I ordered were supposed to be hot pink. However, the ones I received are red.

Employee: So sorry, we do still have hot pink cases in stock. I will organise for them to be sent out with the backorder stock next week. Could I please have your contact details in case there are any delays?

[Customer provides contact details.]

Employee: Thank you, is there anything else I can help you with today?

Customer: No, that was all.

Employee: Not a problem. Thank you for calling and shopping with Clarence Street Electrical Wholesalers. We look forward to serving you again.

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides appropriate actions Erin could take to check the accuracy of her wages and seek appropriate independent advice 	2
<ul style="list-style-type: none"> Makes a general statement about wages and/or independent advice 	1

Sample answer:

Erin could check her payslip for accuracy and research the relevant award or enterprise agreement. She could also get appropriate independent advice from the union (SDA) or the Fair Work Ombudsman.

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> Describes the purpose of the Fair Work system in relation to a community pharmacy/retail workplace Supports answer with a relevant workplace example 	5
<ul style="list-style-type: none"> Outlines the purpose or features of the Fair Work system in relation to a community pharmacy/retail workplace Supports answer with a workplace example 	3–4
<ul style="list-style-type: none"> States the purpose of the Fair Work system in relation to a community pharmacy/retail workplace 	1–2

Sample answer:

The purpose of the Fair Work system is to create a more competitive and prosperous Australian economy without compromising employment conditions, by providing a safety net of employment conditions for all Australian workers. A feature of the Fair Work system is that it protects employees from being unfairly dismissed and ensures their rights at work are protected. For example, if a dispute regarding employment conditions arises in a community pharmacy/retail workplace, the Fair Work system provides arbitration services through the Fair Work Commission. The Fair Work system also provides ten minimum national employment standards such as maximum weekly work hours and leave entitlements, which are outlined in the *General Retail Industry Award* for retail employees.

Question 21

Criteria	Marks
<ul style="list-style-type: none"> Explains potential impacts of poor safety compliance in a community pharmacy/retail workplace 	5
<ul style="list-style-type: none"> Describes potential impacts of poor safety compliance in a community pharmacy/retail workplace 	3–4
<ul style="list-style-type: none"> Outlines potential impacts of poor safety compliance in a community pharmacy/retail workplace 	1–2

Sample answer:

Potential impacts of poor safety compliance in a community pharmacy/retail workplace may include injury, illness and death to an employee if injured by faulty equipment or poor work practices. This injury or illness could cause pain and suffering or have a psychological impact on the injured employee or other employees. This may lead to low workplace morale, absenteeism and poor productivity. The community pharmacy/retail workplace could be liable for compensation costs related to medical expenses and the organisation could gain a poor reputation amongst customers and within the retail industry.

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> • Thoroughly explains strategies to prevent customer theft with detailed reference to relevant legislation and industry codes of practice • Uses relevant workplace examples and industry terminology in a logical, cohesive response 	13–15
<ul style="list-style-type: none"> • Explains strategies to prevent customer theft with some reference to relevant legislation and industry codes of practice • Uses relevant workplace examples and industry terminology in a well structured response 	10–12
<ul style="list-style-type: none"> • Describes strategies to prevent customer theft with some reference to legislation and industry codes of practice • Uses relevant workplace examples and/or industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines strategies to prevent customer theft with some examples and/or reference to legislation and/or industry codes of practice 	4–6
<ul style="list-style-type: none"> • Makes a general statement in relation to preventing customer theft and/or legislation/codes of practice 	1–3

Answers could include:

Key principles and intent of legislation and industry codes of practice in relation to theft minimisation and prevention.

- Prevention
 - Strategic location of goods
 - Appropriate staff levels
 - Appropriate training of staff (eg customer service approaches)
 - Overt security measures
 - Signage (eg conditions of entry, use of CCTV)
- Detection
 - CCTV
 - Electronic article surveillance
 - Security guards
 - Bag checking procedures
 - Mirrors
- Apprehension
 - Plain-clothes security
 - Bag checking procedures
 - Reports to police
 - Recording CCTV footage.

Section IV

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines a piece of legislation and applies it appropriately to a specific product or service 	3
<ul style="list-style-type: none"> • Identifies a piece of legislation and makes some links to a specific product or service 	2
<ul style="list-style-type: none"> • Makes a general statement about the legislation 	1

Sample answer:

The *Public Health (Tobacco) Act 2008* (NSW) requires retailers to not sell tobacco related products to anyone under the age of 18. The display of tobacco products in stores is banned and must be kept in plain, locked storage.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Describes legislative requirements of labelling and ticketing of merchandise 	4
<ul style="list-style-type: none"> • Outlines legislative requirements of labelling and ticketing of merchandise 	3
<ul style="list-style-type: none"> • Identifies legislative requirements of labelling and/or ticketing of merchandise 	2
<ul style="list-style-type: none"> • Makes a general statement about labelling and/or ticketing of merchandise 	1

Sample answer:

Labels and tickets on merchandise need to be written in plain English and be clearly legible. They must not contain any statements that may mislead the customer. Prices displayed by a business must be clear, accurate and must show the total price of the product. Also, certain grocers must display unit prices on their items.

Question 23 (c)

Criteria	Marks
• Explains consumer rights and business obligations under Australian Consumer Law regarding sales transactions	7–8
• Describes consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	5–6
• Outlines consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	3–4
• Makes a general statement about either consumer rights or business obligations under Australian Consumer Law	1–2

Answers could include:

- Australian Consumer Law provides customers with consumer guarantees which set out the circumstances under which a business is required to provide a consumer with a remedy:
 - Goods are of an acceptable quality
 - Goods will be fit for purpose
 - Goods will match their description
 - The service will be fit for a particular service
 - The service will be provided with due care and skill.
- Goods cannot be returned for change of mind
- ‘No refund’ signs are illegal
- If the good or service has a major fault, the customer can choose the remedy. If the good or service has a minor fault, the business can choose the remedy
- Businesses must comply with warranties offered (eg warranty against defects, express warranties and/or extended warranties).

Question 24 (a)

Criteria	Marks
• Outlines a piece of legislation and applies it appropriately to a specific food product or service	3
• Identifies a piece of legislation and makes some links to a specific food product or service	2
• Makes a general statement about the legislation	1

Sample answer:

Australian Trade Measurement laws regulate retail transactions for fresh fruit and vegetables where you determine the price by measurement. Consistency and certainty in measurement promote fair and open competition. They make all businesses regardless of size follow the same rules. Australia’s Trade Measurement laws support confidence in accurate measurements of fresh fruit and vegetables by ensuring that measuring instruments are fit for purpose, measurements are made correctly and representations about measurements are accurate.

Question 24 (b)

Criteria	Marks
• Describes legislative requirements of labelling and ticketing of food merchandise	4
• Outlines legislative requirements of labelling and ticketing of food merchandise	3
• Identifies legislative requirements of labelling and/or ticketing of food merchandise	2
• Makes a general statement about labelling and/or ticketing of food merchandise	1

Sample answer:

The Food Standards Code requires labels and tickets on food merchandise to clearly name and describe the food item, list the ingredients and the nutritional information on the packaging. Also, all essential information must be written prominently in plain English on the item.

Question 24 (c)

Criteria	Marks
• Explains consumer rights and business obligations under Australian Consumer Law regarding sales transactions	7–8
• Describes consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	5–6
• Outlines consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	3–4
• Makes a general statement about either consumer rights or business obligations under Australian Consumer Law	1–2

Answers could include:

- Australian Consumer Law provides customers with consumer guarantees which set out the circumstances under which a business is required to provide a consumer with a remedy:
 - Goods are of an acceptable quality
 - Goods will be fit for purpose
 - Goods will match their description
 - The service will be fit for a particular service
 - The service will be provided with due care and skill.
- Goods cannot be returned for change of mind
- ‘No refund’ signs are illegal
- If the good or service has a major fault, the customer can choose the remedy. If the good or service has a minor fault, the business can choose the remedy
- Businesses must comply with warranties offered (eg warranty against defects, express warranties and/or extended warranties).

Question 25 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines a piece of legislation and applies it appropriately to a specific product or service in a community pharmacy 	3
<ul style="list-style-type: none"> • Identifies a piece of legislation and makes some links to a specific product or service in a community pharmacy 	2
<ul style="list-style-type: none"> • Makes a general statement about the legislation 	1

Sample answer:

Standard for the Uniform Scheduling of Medicines and Poisons (SUSMP) outlines the various categories of medicines such as pharmacy medicine (S2), pharmacist only medicine (S3) and prescription only medicine (S4).

Question 25 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Describes a range of customer and dispensing information that may be included on prescription intake forms 	4
<ul style="list-style-type: none"> • Describes some customer and dispensing information that may be included on prescription intake forms 	3
<ul style="list-style-type: none"> • Outlines some customer and dispensing information that may be included on prescription intake forms 	2
<ul style="list-style-type: none"> • Makes a general statement about prescriptions 	1

Sample answer:

Prescription intake forms must include the name of the person who is processing the information as well as the time the prescription was requested. Also, to process the person's prescription, the form must include the customer's details such as their name, address, Medicare number. Furthermore, the form should highlight any of the customer's medicine allergies.

Question 25 (c)

Criteria	Marks
• Explains consumer rights and business obligations under Australian Consumer Law regarding sales transactions	7–8
• Describes consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	5–6
• Outlines consumer rights and/or business obligations under Australian Consumer Law regarding sales transactions	3–4
• Makes a general statement about either consumer rights or business obligations under Australian Consumer Law	1–2

Answers could include:

- Australian Consumer Law provides customers with consumer guarantees which set out the circumstances under which a business is required to provide a consumer with a remedy:
 - Goods are of an acceptable quality
 - Goods will be fit for purpose
 - Goods will match their description
 - The service will be fit for a particular service
 - The service will be provided with due care and skill.
- Goods cannot be returned for change of mind
- ‘No refund’ signs are illegal
- If the good or service has a major fault, the customer can choose the remedy. If the good or service has a minor fault, the business can choose the remedy
- Businesses must comply with warranties offered (eg warranty against defects, express warranties and/or extended warranties).

2020 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	3.2 Safety — safe work procedures and practices – page 26
2	1	3.3 Sales and security — point of sale – page 33
3	1	3.1 Customer service — customers – page 20
4	1	3.3 Sales and security — sell products and services – page 31
5	1	3.4 Working in the industry — misunderstandings and conflict – page 41 3.4 Working in the industry — retail services workers – page 41
6	1	3.4 Working in the industry — work practices – page 40
7	1	3.4 Working in the industry — retail services worker – page 38 3.4 Working in the industry — anti-discrimination – page 41
8	1	3.3 Sales and security — point of sale – page 34
9	1	3.4 Working in the industry — nature of the industry – page 37
10	1	3.2 Safety — incidents, accidents and emergencies – page 27
11	1	3.3 Sales and security — point of sale – page 33
12	1	3.2 Safety — incidents, accidents and emergencies – page 27
13	1	3.2 Safety — incidents, accidents and emergencies – page 27
14	1	3.4 Working in the industry — anti-discrimination – page 41 3.4 Working in the industry — employment – page 38
15	1	3.1 Customer service — customers – page 20

Section II

Question	Marks	HSC content – focus area
16 (a)	2	3.2 Safety — work health and safety (WHS) – page 24 3.2 Safety — WHS consultation and participation – page 25
16 (b)	2	3.4 Working in the Industry — employment – page 38
16 (c)	1	3.4 Working in the Industry — employment – page 38
17 (a)	3	3.2 Safety — safe work procedures and practices – page 26
17 (b)	2	3.2 Safety — safe work procedures and practices – page 26
18 (a)	3	3.1 Customer service — customers – page 20
18 (b)	4	3.1 Customer service — customers – page 20
19	6	3.1 Customer service — communication technology – page 22 Customer service — customer complaints and feedback – page 22
20 (a)	2	3.4 Working in the industry — employment – page 38
20 (b)	5	3.4 Working in the industry — employment – page 38
21	5	3.2 Safety — WHS compliance – page 24

Section III

Question	Marks	HSC content – focus area
22	15	3.3 Sales and security — minimise security risk and theft – page 32

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 — label and ticket merchandise – page 44
23 (c)	8	Sales and Security — sell products and services – page 30
24 (a)	3	Food Selling — advise on food products and services – page 52
24 (b)	4	Food Selling — label and ticket food merchandise – page 51
24 (c)	8	Sales and Security — sell products and services – page 30
25 (a)	3	Community Pharmacy — medicines – page 57
25 (b)	4	Community Pharmacy — prescriptions – page 57
25 (c)	8	Sales and Security — sell products and services – page 30