

2021 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> States why work/life balance is important for a community pharmacy/retail workplace employee 	2
<ul style="list-style-type: none"> Makes a general statement about work/life balance 	1

Sample answer:

A work/life balance is important for a community pharmacy/retail workplace employee because it gives them more time to pursue personal activities and interests to create a healthy lifestyle.

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides reasons in favour of strategies an employer could implement to assist a community pharmacy/retail workplace employee achieve a work/life balance 	4
<ul style="list-style-type: none"> Provides reasons in favour of one strategy an employer could implement to assist a community pharmacy/retail workplace employee achieve a work/life balance AND <ul style="list-style-type: none"> Outlines another strategy 	3
<ul style="list-style-type: none"> Outlines strategies an employer could implement to assist a community pharmacy/retail workplace employee achieve a work/life balance 	2
<ul style="list-style-type: none"> Outlines a strategy an employer could implement to assist a community pharmacy/retail workplace employee to achieve a work/life balance OR <ul style="list-style-type: none"> Identifies strategies an employer could implement to assist a community pharmacy/retail workplace employee achieve a work/life balance 	1

Sample answer:

One strategy is to offer flexible working arrangements. This will allow an employee to better manage their personal and work commitments, thus making them more productive. A retailer could provide health-related programs such as discounts to gyms. This encourages a healthier lifestyle for an employee, making them less stressed in all aspects of their life.

Question 17 (a)

Criteria	Marks
• Correctly identifies the purpose of each work health and safety sign	2
• Correctly identifies the purpose of ONE work health and safety sign	1

Sample answer:

<i>Work health and safety sign</i>	<i>Purpose of sign</i>
 Red image on white background	Instructs that an action is not permitted
 White image on blue background	Instructs that hands must be washed

Question 17 (b)

Criteria	Marks
• Clearly explains an effective risk management process that includes identifying the hazard, assessing the risk, implementing risk control/s and monitoring and reviewing control/s to handle the leaking refrigerator	6
• Describes an effective risk management process that includes some aspects of identifying the hazard, assessing the risk, implementing risk control/s and monitoring and reviewing control/s to handle the leaking refrigerator	4–5
• Outlines a risk management process that includes limited aspects of identifying the hazard, assessing the risk, implementing risk control/s and monitoring and reviewing control/s to handle the leaking refrigerator	2–3
• Makes a general statement about risk management process	1

Sample answer:

The leaking refrigerator is creating a slip/trips/fall hazard. It is highly likely that a person could fall and cause serious personal injury requiring immediate medical attention. The retailer needs to barricade the area to protect people from potential injuries and place a hazard sign to warn customers and staff. The floor will need to be mopped, the refrigerator emptied of stock and the power will need to be isolated. A technician will need to be called to check the refrigerator. Consult with the technician whether the refrigerator is in working condition or needs to be replaced.

Question 18 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides what GST represents 	1

Sample answer:

Goods and services tax.

Question 18 (b)

Criteria	Marks
<ul style="list-style-type: none"> Calculates correct profit with correct working 	3
<ul style="list-style-type: none"> Shows some correct working and correct answer 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

To calculate the cost price:

Apples: $1.5 \times \$1 = \1.50

Soft Drink: $5 \times \$0.80 = \4.00

Total cost = \$5.50

To calculate the total of Sales on RRP

Apples: $1.5 \times \$3 = \4.50

Soft Drink: $5 \times \$1.75 = \8.75

Total sales from RRP = \$13.25

Therefore, the profit is Sales total less Cost total:

$\$13.25 - \$5.50 = \$7.75$

Question 18 (c)

Criteria	Marks
• Calculates correct GST paid with correct working	2
• Provides some relevant information	1

Sample answer:

$$\$1.75 \times 5 \div 11 = \$0.80 \text{ (GST)}$$

Question 19 (a)

Criteria	Marks
• Describes TWO skills required when handling customer complaints	4
• Describes ONE skill required when handling customer complaints and outlines another skill required	3
• Outlines TWO skills required when handling customer complaints OR	2
• Describes ONE skill required when handling customer complaints	
• Makes a general statement about customer complaints	1

Sample answer:

Problem-solving is a skill that can be used to handle customer complaints. It involves identifying the problem and discussing possible solutions. The next step is taking action by implementing the solutions and following up with the customer to determine if the issue is resolved. Negotiation is another skill to handle customer complaints. It involves informally discussing possible solutions with the customer to reach an agreement that benefits both parties.

Question 19 (b)

Criteria	Marks
<ul style="list-style-type: none"> Explains the value of customer complaints in establishing quality customer service Supports answer with a relevant industry example 	4
<ul style="list-style-type: none"> Describes the value of customer complaints in establishing quality customer service Supports answer with an example 	3
<ul style="list-style-type: none"> Outlines the value of customer complaints in establishing quality customer service 	2
<ul style="list-style-type: none"> Makes a general statement about quality customer service 	1

Sample answer:

Customer complaints help to identify a retailer's main strengths and weaknesses and reflect on the quality of the goods and services provided by the retailer. The retailer can then use this feedback to better meet customer needs, wants and preferences and improve their service delivery. For example, a customer may indicate there is a delay in processing sales because of limited staff on the point-of-sale terminals. This could lead to the retailer reviewing the number of staff rostered on during peak times.

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> Outlines how supervisor feedback can improve an employee's sales performance 	2
<ul style="list-style-type: none"> Makes a general statement about supervisor feedback/employee sales performance 	1

Sample answer:

Supervisor feedback can clarify expectations of how staff can improve or what aspects of their role they are performing well. This allows an employee to reflect on their performance and the service they provide which can increase sales.

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> Explains how a community pharmacy/retail services employee's non-adherence to work standards could affect future sales Supports answer with a relevant workplace example 	5
<ul style="list-style-type: none"> Describes how a community pharmacy/retail services employee's non-adherence to work standards could affect future sales Supports answer with an example 	4
<ul style="list-style-type: none"> Outlines how a community pharmacy/retail services employee's non-adherence to work standards could affect future sales Supports answer with an example 	3
<ul style="list-style-type: none"> Outlines how a community pharmacy/retail services employee's non-adherence to work standards could affect future sales 	2
<ul style="list-style-type: none"> Makes a general statement about non-adherence to work standards or future sales 	1

Sample answer:

If an employee fails to adhere to work standards related to customer service and working effectively with colleagues, this could have a negative effect on sales in a community pharmacy/retail services workplace. When communicating with colleagues and customers, it is important to be pleasant and polite. If an employee does not use active listening and appropriate questioning techniques this can cause conflict with colleagues and customers, create a hostile work environment and discourage repeat purchases from customers. For example, if an employee does not acknowledge the customer or provide service, the customer is likely to shop elsewhere.

Section III

Question 21

Criteria	Marks
<ul style="list-style-type: none"> • Thoroughly explains the implications of current issues and trends affecting the retail services industry specifically for a community pharmacy/retail workplace • Uses relevant workplace examples and industry terminology in a logical and cohesive response 	13–15
<ul style="list-style-type: none"> • Explains the implications of current issues and trends affecting the retail services industry for a community pharmacy/retail workplace • Uses relevant workplace examples and industry terminology 	10–12
<ul style="list-style-type: none"> • Describes current issues and trends affecting the retail services industry with some reference to their implications for a community pharmacy/retail workplace • Uses relevant workplace examples and/or industry terminology 	7–9
<ul style="list-style-type: none"> • Outlines current issues and trends affecting the retail services industry <p>AND/OR</p> <ul style="list-style-type: none"> • Outlines implications of current issues and trends affecting the retail services industry for a community pharmacy/retail workplace 	4–6
<ul style="list-style-type: none"> • Provides some relevant information about current issues and trends affecting the retail services industry or the pharmacy/retail workplace 	1–3

Answers could include:

- COVID-19
- Unemployment
- Cashless society – payment methods have changed
- Restrictive shifts
- Rise in e-commerce and omnichannel methods
- Wellbeing of staff
- Health and safety – face masks, PPE, sanitisation
- Limits on stock purchases
- Change in customer service (eg with ecommerce)
- Business closures/voluntary administration.

Section IV

Question 22 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines how to display merchandise to support a specific theme in a promotional area 	3
<ul style="list-style-type: none"> • Outlines how to display merchandise to support a specific theme OR <ul style="list-style-type: none"> • Outlines how to display merchandise in a promotional area 	2
<ul style="list-style-type: none"> • Shows a basic understanding about how to display merchandise 	1

Sample answer:

A retailer may use a window display to create a summer theme with the use of bright colours and beach-related props to highlight summer stock. They could use lighting to draw attention and focus to the summer merchandise.

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Describes the planning and preparation needed to display merchandise in a retail workplace 	4
<ul style="list-style-type: none"> • Outlines the planning and preparation needed to display merchandise in a retail workplace 	3
<ul style="list-style-type: none"> • Outlines the planning OR preparation needed to display merchandise in a retail workplace 	2
<ul style="list-style-type: none"> • Makes a general statement about planning OR preparation needed to display merchandise 	1

Sample answer:

A retailer will need to create a display plan that considers a number of areas before displaying merchandise. This includes determining the purpose of the display, creating a concept, determining the timing of the display and making a list of difficulties (eg limited stock) that may occur as well as having solutions for how to solve potential problems. Preparation of the display will involve gathering the materials and props needed for the actual display. The display area will need to be cleaned and staff allocated to assist in the assembly of the display.

Question 22 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the relationship between workplace pricing structures and the display of merchandise • Integrates relevant workplace examples 	8
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the relationship between workplace pricing structures and the display of merchandise • Includes relevant workplace examples 	6–7
<ul style="list-style-type: none"> • Describes the relationship between workplace pricing structures and the display of merchandise • Includes relevant workplace examples 	5
<ul style="list-style-type: none"> • Describes some relationship between a workplace pricing structure and the display of merchandise • Includes a relevant workplace example 	4
<ul style="list-style-type: none"> • Outlines some relationship between a workplace pricing structure and the display of merchandise • May include a workplace example 	2–3
<ul style="list-style-type: none"> • Makes a general statement about a workplace pricing structure or display of merchandise 	1

Answers could include:

Pricing structures

- Pricing procedures, including inclusion and exclusion of GST
 - competition-based pricing
 - loss leaders pricing
 - price points pricing
 - mark up
- Sales reductions
- Discounted items and markdowns
- Placement of pricing information

Display of merchandise

- Loss leaders pricing – clearance items or out of season stock can be displayed at the front of the store to entice customers to purchase these items.
- Price points pricing – a retailer may offer various qualities of a product at different prices in order to appeal to different people’s budgets. As a result, a retailer will display the goods comparatively to highlight the different features and prices.
- Mark ups are placed on newer merchandise to ensure the store generates a profit. Newer merchandise can be focal points in a window display or upon entry into the store to draw the customer’s attention.

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines how to display food merchandise to support a specific theme in a promotional area 	3
<ul style="list-style-type: none"> • Outlines how to display food merchandise to support a specific theme OR <ul style="list-style-type: none"> • Outlines how to display food merchandise in a promotional area 	2
<ul style="list-style-type: none"> • Shows a basic understanding about how to display food merchandise 	1

Sample answer:

A food retailer may use a window display to create a Halloween theme with the use of orange and black colours and props to highlight Halloween food stock. They could use lighting to draw attention and focus to the Halloween stock.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Describes the planning and preparation needed to display food products in a retail workplace 	4
<ul style="list-style-type: none"> • Outlines the planning and preparation needed to display food products in a retail workplace 	3
<ul style="list-style-type: none"> • Outlines the planning OR preparation needed to display food products in a retail workplace 	2
<ul style="list-style-type: none"> • Makes a general statement about planning OR preparation needed to display food products 	1

Sample answer:

A food retailer will need to create a display plan that considers a number of areas before displaying food merchandise. This includes determining the purpose of the display, creating a concept, determining the timing of the display and making a list of difficulties (eg limited stock) that may occur as well as having solutions for how to solve potential problems. Preparation of the display will involve gathering the materials and props needed for the actual display. The display area will need to be cleaned and staff allocated to assist in the assembly of the display.

Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the relationship between workplace pricing structures and the display of food merchandise • Integrates relevant workplace examples 	8
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the relationship between workplace pricing structures and the display of food merchandise • Includes relevant workplace examples 	6–7
<ul style="list-style-type: none"> • Describes the relationship between workplace pricing structures and the display of food merchandise • Includes relevant workplace examples 	5
<ul style="list-style-type: none"> • Describes some relationship between a workplace pricing structure and the display of food merchandise • Includes a relevant workplace example 	4
<ul style="list-style-type: none"> • Outlines some relationship between a workplace pricing structure and the display of food merchandise • May include a workplace example 	2–3
<ul style="list-style-type: none"> • Makes a general statement about a workplace pricing structure or display of merchandise 	1

Answers could include:

Pricing structures

- Pricing procedures, including inclusion and exclusion of GST
 - competition-based pricing
 - loss leaders pricing
 - price points pricing
 - mark up
- Sales reductions
- Discounted items and markdowns
- Placement of pricing information

Display of food merchandise

- Loss leaders pricing – perishable items nearing their expiration date can be displayed at the front of the store to entice customers to purchase these items.
- Price points pricing – a retailer may offer various qualities of a product at different prices in order to appeal to different people’s budgets. As a result, a retailer will display the goods comparatively to highlight the different features and prices.
- Mark ups are placed on new food merchandise to ensure the store generates a profit. New food merchandise can be focal points in a window display or upon entry into the store to draw the customer’s attention.

Question 24 (a)

Criteria	Marks
• Outlines the role and responsibilities of a specific member of a pharmacy team	3
• Outlines the role or responsibility of a specific member of a pharmacy team	2
• Shows a basic understanding of pharmacy team members	1

Sample answer:

A pharmacy assistant helps a pharmacist perform all clerical duties to ensure a pharmacy is running efficiently and sells pharmaceutical goods. Their responsibilities including greeting customers, accepting prescriptions and advising customers on retail products and non-prescription medications.

Question 24 (b)

Criteria	Marks
• Describes safe and sustainable work practices for a community pharmacy	4
• Outlines safe and sustainable work practices for a community pharmacy	3
• Outlines safe OR sustainable work practices for a community pharmacy	2
• Makes a general statement about safe OR sustainable work practices	1

Sample answer:

Pharmaceutical staff are required to discuss and negotiate problems and tasks with other team members, ensuring they identify and report risks or hazards. They also need to adhere to manufacturer guidelines to safely use equipment. Staff are encouraged to recycle waste where possible and use water efficiently. Pharmaceutical staff can also use eco-friendly products to ensure a clean and hygienic environment.

Question 24 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the influence of legal and ethical issues on workplace policies and procedures in a community pharmacy workplace • Includes relevant workplace examples 	8
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the influence of legal and ethical issues on workplace policies and procedures in a community pharmacy workplace • Includes relevant workplace examples 	6–7
<ul style="list-style-type: none"> • Describes the influence of legal and ethical issues on workplace policies and procedures in a community pharmacy workplace • Includes relevant workplace examples 	5
<ul style="list-style-type: none"> • Describes some influence of legal OR ethical issues on workplace policies and procedures in a community pharmacy workplace • Includes a relevant workplace example 	4
<ul style="list-style-type: none"> • Outlines some influence of legal OR ethical issues on workplace policies and procedures are influenced in a community pharmacy workplace • May include a workplace example 	2–3
<ul style="list-style-type: none"> • Makes a general statement about legal and/or ethical issues in a community pharmacy workplace 	1

Answers could include:

Legal and ethical issues affecting the community pharmacy worker and industry:

- Issues including:
 - Confidentiality
 - Duty of care
 - Health privacy principles
 - Legal responsibilities
- Interrelationship of the legal and ethical aspects of these issues
- Effect of these legal and ethical issues and resulting obligations for the customer, the worker and the industry
- Workplace policies and procedures related to these legal and ethical issues.

2021 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Safety — work health and safety – page 24
2	1	Working in the industry — nature of the industry – page 37
3	1	Customer service — communication technology – page 21
4	1	Customer service — customers – page 20
5	1	Safety — safe work procedures and practices – page 26
6	1	Customer service — workplace policies and procedures for customer interaction – page 21
7	1	Customer service — customers – page 20
8	1	Sales and security — sell products and services – page 30
9	1	Sales and security — sell products and services – page 31
10	1	Safety — work health and safety – page 24
11	1	Working in the industry — employment – page 38
12	1	Working in the industry — employment – page 38
13	1	Sales and security — point-of-sale – page 34
14	1	Safety — WHS consultation and participation – page 25
15	1	Sales and security — point-of-sale – page 34

Section II

Question	Marks	HSC content – focus area
16 (a)	2	Working in the industry — retail services worker – page 39
16 (b)	4	Working in the industry — retail services worker – page 39
17 (a)	2	Safety — WHS compliance – page 25
17 (b)	6	Safety — risk management – page 26
18 (a)	1	Sales and security — point-of-sale – page 33
18 (b)	3	Sales and security — sell products and services – page 34
18 (c)	2	Sales and security — sells products and services – page 34
19 (a)	4	Customer service — customer complaints and feedback – page 22
19 (b)	4	Customer service — quality customer service – page 20, 21 Customer service — customer complaints and feedback – page 22
20 (a)	2	Sales and security — sell products and services – page 31
20 (b)	5	Sales and security — sell products and services – page 31 Working in the industry — work practices – page 39

Section III

Question	Marks	HSC content – focus area
21	15	Working in the industry — nature of the industry – page 37

Section IV

Question	Marks	HSC content – focus area
22 (a)	3	General selling — display merchandise – page 43
22 (b)	4	General selling — display merchandise – page 44
22 (c)	8	General selling — display merchandise – page 44
23 (a)	3	Food selling — display food merchandise – page 50
23 (b)	4	Food selling — display food merchandise – page 51
23 (c)	8	Food selling — display food merchandise – page 51
24 (a)	3	Community pharmacy — pharmacy team – page 55
24 (b)	4	Community pharmacy — pharmacy team – page 55 Community pharmacy — infection prevention and control – page 58
24 (c)	8	Community pharmacy — pharmacy team – page 55 Community pharmacy — infection prevention and control – page 59