

## 2022 HSC Retail Services Marking Guidelines

### Section I

#### Multiple-choice Answer Key

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

## Section II

### Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines a legislative requirement that applies to security in a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about a legislative requirement</li> </ul>	1

**Sample answer:**

It is important that a community pharmacy/retail workplace only employs individuals who are licensed to carry out security activities such as protecting the premises.

**Answers could include:**

- Bag checks – signage is displayed at the front of the store.
- CCTV footage – signage is displayed throughout the store that CCTV is in use.

### Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines how a non-verbal signal from a customer could be a potential security risk in a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about security or a nonverbal sign</li> </ul>	1

**Sample answer:**

A customer carrying a product in their hands as they browse the store might be planning a way to conceal the good without buying it.

### Question 17 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>• Demonstrates a clear understanding of the importance of managing the expectations of internal customers in a community pharmacy/retail workplace</li> </ul>	3
<ul style="list-style-type: none"> <li>• Demonstrates some understanding of the importance of managing the expectations of internal customers in a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about customers</li> </ul>	1

**Sample answer:**

Managing the expectations of internal customers such as employees will help to improve staff morale which will increase productivity. It will also help to improve employee retention rates as the internal customers will feel valued and respected in the workplace.

### Question 17 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains how customer feedback can improve the practices of a community pharmacy/retail workplace</li> </ul>	3
<ul style="list-style-type: none"> <li>Describes how customer feedback can improve the practices of a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>Makes a general statement about customer feedback</li> </ul>	1

**Sample answer:**

Customer feedback can inform the retailer about additional services that can be offered to improve the customers' experience. For example, offering online delivery of a product or gift wrapping. It will also allow the retailer to recognise gaps in the workplace and offer relevant staff training where required.

### Question 18

Criteria	Marks
<ul style="list-style-type: none"> <li>Demonstrates a thorough understanding of a workplace procedure for all non-expert staff to follow when dealing with customer inquiries about electronics</li> <li>Provides a sequential and logical procedure</li> </ul>	6
<ul style="list-style-type: none"> <li>Demonstrates a sound understanding of a workplace procedure for all non-expert staff to follow when dealing with customer inquiries about electronics</li> <li>Provides a sequential procedure</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Demonstrates a basic understanding of how to deal with customer inquiries</li> <li>Provides some features of a procedure</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>	1

**Sample answer:**

Steps for all non-expert staff to follow when dealing with customer inquiries about electronics include greeting the customer using eye contact and a smile and welcoming them to the store. Then, ask open-ended, closed and reflective questions to establish the details of the customer's inquiry. After that, explain to the customer that you will refer them to a staff member who has more expertise in the area of the inquiry and introduce them to the staff member. Then, thank the customer for raising the inquiry and assure the customer they will be looked after by the relevant person. If you see the customer before they leave, ask if their inquiry was resolved and farewell the customer with a statement like, 'Have a nice day, see you next time.'

### Question 19 (a)

Criteria	Marks
• Calculates the total cost, showing all working	3
• Shows most calculations	2
• Provides a relevant calculation	1

**Sample answer:**

- First two bottles:  $\$29 \times 2 = \$58$
- Third bottle  $\$29 - (\$29 \times 25\%) = \$21.75$
- Total:  $\$58 + \$21.75 + \$9.95 = \$89.70$

### Question 19 (b)

Criteria	Marks
• Describes how to wrap and pack the baby bottles to prevent breakage	3
• Outlines how to wrap and pack the baby bottles to prevent breakage	2
• Makes a general statement about how to wrap or pack	1

**Sample answer:**

As the glass bottles are fragile, it is important to completely wrap each bottle individually in bubble wrap. This will need to be secured with sticky tape to protect each bottle. Place the bottles in a box or plastic bag for the customers to handle the items with care.

### Question 19 (c)

Criteria	Marks
• Describes store procedures for returning the baby rattle if the customer changes their mind	4
• Describes one store procedure for returning the baby rattle if the customer changes their mind and outlines another store procedure	3
• Outlines procedures for returning a product	2
• Makes a general statement about returning a product	1

**Sample answer:**

The sales assistant should ask for a receipt in order to check if the receipt matches the baby rattle being returned. Then, the sales assistant should inspect the baby rattle to ensure it is not damaged or has been used. The receipt should be checked for the method of payment to assist with offering the customer an exchange, refund or store credit. Point-of-sale documentation will need to be used through the point-of-sale terminal to process the return and a customer signature obtained.

**Question 20 (a)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines first aid measures to treat an injury that is common in a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about first aid</li> </ul>	1

**Sample answer:**

If an employee has sprained their ankle, they should be placed in a comfortable position with their leg elevated. An ice pack should be applied to the site for 10 to 20 minutes and repeated if pain persists.

**Question 20 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Distinguishes between an act and a code of practice</li> </ul>	2
<ul style="list-style-type: none"> <li>• Defines an act and/or code of practice</li> </ul>	1

**Sample answer:**

An act outlines broad legal responsibilities whereas a code of practice provides practical information on how to meet the requirements set out in the act.

**Question 20 (c)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Explains a range of strategies an employer could implement to reduce workplace accidents and injuries in a community pharmacy/retail workplace</li> </ul>	5
<ul style="list-style-type: none"> <li>• Explains a relevant strategy an employer could implement to reduce workplace accidents and injuries in a community pharmacy/retail workplace</li> </ul>	4
<ul style="list-style-type: none"> <li>• Describes strategies an employer could implement to reduce workplace accidents and injuries in a community pharmacy/retail workplace</li> </ul>	3
<ul style="list-style-type: none"> <li>• Outlines a strategy an employer could implement to reduce workplace accidents and injuries in a community pharmacy/retail workplace</li> </ul>	2
<ul style="list-style-type: none"> <li>• Makes a general statement about workplace accidents or injuries</li> </ul>	1

**Sample answer:**

Employers could conduct training to make staff members aware of risk control measures to implement and the use of Safety Data Sheets in order to reduce the risks associated with identified hazards. Additionally, making staff aware of how to monitor, report and record safety issues could prevent future injuries from occurring, as it increases awareness of how to respond in emergencies preventing further injury or risk as responsibilities and expectations are clear.

## Section III

### Question 21

Criteria	Marks
<ul style="list-style-type: none"> <li>• Thoroughly explains how an employer can discourage discriminatory workplace behaviours and promote cultural diversity</li> <li>• Uses relevant workplace examples and industry knowledge in a logical, cohesive response</li> </ul>	13–15
<ul style="list-style-type: none"> <li>• Explains how an employer can discourage discriminatory workplace behaviours and promote cultural diversity</li> <li>• Uses relevant workplace examples and industry terminology</li> </ul>	10–12
<ul style="list-style-type: none"> <li>• Describes how an employer can discourage discriminatory workplace behaviours and promote cultural diversity</li> <li>• Uses workplace examples and/or industry terminology</li> </ul>	7–9
<ul style="list-style-type: none"> <li>• Outlines how discriminatory workplace behaviours can be discouraged and/or how to promote cultural diversity</li> </ul>	4–6
<ul style="list-style-type: none"> <li>• Makes a general statement about discriminatory behaviours in the workplace and/or cultural diversity</li> </ul>	1–3

**Answers could include:**

- Anti-discrimination
  - strategies to eliminate bias and harassment in the workplace
  - workplace policies and procedures relating to anti-discrimination
  - rights and responsibilities of employers and employees in relation to anti-discrimination
  - recourse available to individuals in the event of inappropriate workplace behaviour
- Cultural diversity
  - proactive strategies for promoting workplace diversity and accommodating individual differences
    - ◇ staff training
    - ◇ promoting cultural celebrations
    - ◇ fostering a knowledge of cultural support agencies
    - ◇ mentoring
- Discriminatory workplace behaviours could include:
  - sexual harassment
  - racial discrimination
  - age discrimination
  - religious discrimination.

## Section IV

### Question 22 (a)

Criteria	Marks
• Outlines the importance of cleaning and sanitising work areas	3
• Outlines cleaning and sanitising work areas	2
• Makes a general statement about cleaning and sanitising	1

**Sample answer:**

Cleaning and sanitising work areas will help to prevent the spread of bacteria. It creates a hygienic atmosphere. It helps to reduce the transmission of diseases in the workplace.

### Question 22 (b)

Criteria	Marks
• Describes characteristics of a high-risk item that could affect how it is stored	4
• Describes a characteristic of a high-risk item that could affect how it is stored	3
• Outlines a characteristic that could affect how merchandise is stored	2
• Makes a general statement about stored merchandise	1

**Sample answer:**

High-risk items such as perfume are desirable and easily concealable which makes them an attractive item to steal. They are also expensive, high-ticketed items which encourages opportunistic customer theft. The perfume will need to be stored in a glass, visible cabinet closer to the point-of-sale terminal or a high-traffic area so that it is under staff supervision to prevent theft.

## Question 22 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains the benefits of employees having both product and service knowledge in a retail workplace</li> <li>Supports answer with relevant workplace examples</li> </ul>	8
<ul style="list-style-type: none"> <li>Describes the benefits of employees having both product and service knowledge in a retail workplace</li> <li>Includes relevant workplace examples</li> </ul>	6–7
<ul style="list-style-type: none"> <li>Outlines the benefits of employees having both product and service knowledge in a retail workplace</li> <li>Includes workplace example(s)</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Shows some understanding of product and/or service knowledge required in a retail workplace</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Makes a general statement about product or service knowledge</li> </ul>	1

### **Answers could include:**

- Product and service knowledge required by employees in a retail workplace:
  - product and/or service:
    - ◇ brand options
    - ◇ handling and storage
    - ◇ features, benefits and limitations
    - ◇ price
    - ◇ use and application
    - ◇ warranty
    - ◇ after-sales service
    - ◇ alternative product(s) and/or service(s)
    - ◇ complementary product(s) and/or service(s)
    - ◇ special offers.
- Maximise sales
- Match customer needs, preferences and expectations
- Promote repeat business
- Customer satisfaction
- Establish trust between customer and staff.

### Question 23 (a)

Criteria	Marks
• Outlines the importance of cleaning and sanitising work areas	3
• Outlines cleaning and sanitising work areas	2
• Makes a general statement about cleaning and sanitising	1

**Sample answer:**

Cleaning and sanitising work areas will help to prevent the spread of bacteria. It creates a hygienic atmosphere. It helps to reduce the transmission of diseases in the workplace.

### Question 23 (b)

Criteria	Marks
• Describes characteristics of a cold food product that could affect how it is stored	4
• Describes a characteristic of a cold food product that could affect how it is stored	3
• Outlines a characteristic of a cold food product that could affect how it is stored	2
• Makes a general statement about a stored food product	1

**Sample answer:**

The perishable nature of deli meats requires this merchandise to be refrigerated at appropriate low temperatures in order to avoid potential contamination or food spoilage. The expiration date needs to be considered when storing meat products to ensure stock is rotated according to FIFO principles and that older stock is sold first. The deli meats will need to be clearly labelled with the expiration date to ensure out-of-date meat is not sold.

### Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains the benefits of employees having both product and service knowledge in a retail food workplace</li> <li>Supports answer with relevant workplace examples</li> </ul>	8
<ul style="list-style-type: none"> <li>Describes the benefits of employees having both product and service knowledge in a retail food workplace</li> <li>Includes relevant workplace examples</li> </ul>	6–7
<ul style="list-style-type: none"> <li>Outlines the benefits of employees having both product and service knowledge in a retail food workplace</li> <li>Includes workplace example(s)</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Shows some understanding of product and/or service knowledge required in a retail food workplace</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Makes a general statement about product or service knowledge</li> </ul>	1

**Answers could include:**

- Product and service knowledge required by employees in a retail workplace:
  - product:
    - benefits and limitations
    - brand options and varieties
    - best before/use-by dates
    - care, handling and storage
    - dietary/nutritional aspects
    - price
    - production/cookery methods
    - use and application.
  - food service:
    - catering
    - cook to order
    - delivery
    - seasonal promotions.
  - workplace:
    - alternative product(s) and/or service(s)
    - complementary product(s) and/or services(s)
    - payment methods
    - procedures for taking orders
    - returns and refunds
    - special offers
    - stock availability
    - trading hours.
- Maximise sales
- Match customer needs, preferences and expectations
- Promote repeat business
- Customer satisfaction
- Establish trust between customer and staff.

**Question 24 (a)**

Criteria	Marks
• Outlines the importance of cleaning and sanitising work areas	3
• Outlines cleaning and sanitising work areas	2
• Makes a general statement about cleaning and sanitising	1

**Sample answer:**

Cleaning and sanitising work areas will help to prevent the spread of bacteria. It creates a hygienic atmosphere. It helps to reduce the transmission of diseases in the workplace.

**Question 24 (b)**

Criteria	Marks
• Describes factors to consider when scheduling Pharmacy Medicines (S2)	4
• Describes a factor to consider when scheduling Pharmacy Medicines (S2)	3
• Outlines a factor to consider when scheduling medicines	2
• Makes a general statement about the sale of medicines	1

**Sample answer:**

If a medicine is safe for short-term treatment and, if used inappropriately it produces little to no harm, then it can be scheduled as a Pharmacy Medicine (S2). Additionally, a Pharmacy Medicine (S2) will be scheduled as such if it is unlikely to produce dependency and is unlikely to be misused. This requires customer interaction with the pharmacist in order to sell the correct product with a doctor's prescription to manage their health.

### Question 24 (c)

Criteria	Marks
<ul style="list-style-type: none"> <li>Explains the benefits of employees having both product and service knowledge in a community pharmacy workplace</li> <li>Supports answer with relevant workplace examples</li> </ul>	8
<ul style="list-style-type: none"> <li>Describes the benefits of employees having both product and service knowledge in a community pharmacy workplace</li> <li>Includes relevant workplace examples</li> </ul>	6–7
<ul style="list-style-type: none"> <li>Outlines the benefits of employees having both product and service knowledge in a community pharmacy workplace</li> <li>Includes workplace example(s)</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Shows some understanding of product and/or service knowledge required in a community pharmacy workplace</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Makes a general statement about product or service knowledge</li> </ul>	1

**Answers could include:**

- Product and service knowledge required by employees:
  - alternative product(s) and service(s) (eg generic brands)
  - pharmacy service protocols to accept and process prescriptions
  - specific services offered (eg flu and COVID-19 vaccinations)
  - drug side-effects.
- Provide correct treatment to customers
- Maximise sales
- Match customer needs, preferences and expectations
- Promote repeat business
- Customer satisfaction
- Establish trust between customer and staff
- Importance of the following in the provision of customer service:
  - accuracy
  - acting within scope and responsibility/level of authority
  - maintaining confidentiality of customer information
  - protect customer privacy
  - tact and discretion.

# 2022 HSC Retail Services Mapping Grid

## Section I

Question	Marks	HSC content – focus area
1	1	Safety — safe work procedures and practices – page 27
2	1	Sales and security — security – page 34
3	1	Sales and security — point-of-sale – page 35
4	1	Working in the industry — employment – page 39
5	1	Safety — risk management – page 27
6	1	Safety — incidents, accidents and emergencies – page 28
7	1	Customer service — quality customer service – page 21
8	1	Working in the industry — nature of the industry – page 38
9	1	Safety — incidents, accidents and emergencies – page 28
10	1	Working in the industry — nature of the industry – page 38
11	1	Working in the industry — retail services workers – page 40
12	1	Customer service — quality customer service – page 22
13	1	Customer service — customer inquiries – page 22
14	1	Customer service — workplace policy and procedures for customer interaction – page 22
15	1	Safety — WHS consultation and participation – page 26

## Section II

Question	Marks	HSC content – focus area
16 (a)	2	Sales and security — security – page 34
16 (b)	2	Sales and security — sell products and services – page 32 Sales and security — minimise security risks and theft – page 32
17 (a)	3	Customer service — customers – page 21
17 (b)	3	Customer service — customer complaints and feedback – page 23
18	6	Customer service — workplace policy and procedures for customer interaction – page 22
19 (a)	3	Sales and security — sell products and services – page 32
19 (b)	3	Sales and security — point-of-sale – page 35
19 (c)	4	Sales and security — point-of-sale – page 35
20 (a)	2	Safety — incidents, accidents and emergencies – page 28
20 (b)	2	Safety — WHS compliance – page 25
20 (c)	5	Safety — incidents, accidents and emergencies – page 28

**Section III**

Question	Marks	HSC content – focus area
21	15	Working in the industry — cultural diversity – page 41 Working in the industry — anti-discrimination – page 42

**Section IV**

Question	Marks	HSC content – focus area
22 (a)	3	General selling — display merchandise – page 45
22 (b)	4	General selling — merchandise – page 44
22 (c)	8	General selling — advise on products and services – page 46
23 (a)	3	Food selling — food safety – page 50
23 (b)	4	Food selling — merchandise – page 49 Food selling — food spoilage and contamination – page 49 Food selling — food safety – page 50
23 (c)	8	Food selling — advise on food products and services – page 53
24 (a)	3	Community pharmacy — infection prevention and control – page 60
24 (b)	4	Community pharmacy — medicines – page 57
24 (c)	8	Community pharmacy — key product and service areas within a pharmacy – page 57 Community pharmacy — customer service within a pharmacy – page 56