

2023 HSC Retail Services Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
• Outlines disadvantages of a backorder to a retailer	3
• Outlines a disadvantage of a backorder to a retailer	2
• Provides some relevant information	1

Sample answer:

A disadvantage to a retailer is they could lose a sale if the customer finds the item elsewhere. Another disadvantage is that the lack of merchandise on the shelves may damage the reputation of the business.

Question 16 (b)

Criteria	Marks
• Outlines ONE advantage and ONE disadvantage to a retailer if a purchase is made via EFTPOS	3
• Outlines ONE advantage or ONE disadvantage to a retailer if a purchase is made via EFTPOS	2
• Provides some relevant information	1

Sample answer:

An advantage to the retailer of a purchase made via EFTPOS is that it does not require rounding of currency, so the retailer receives the exact amount. A disadvantage is that the retailer pays a processing fee for having an EFTPOS terminal in the store.

Question 17 (a)

Criteria	Marks
• Describes a strategy to address a potential safety breach in a community pharmacy/retail workplace, with reference to legislation	3
• Outlines a strategy to address a safety breach in a community pharmacy/retail workplace, with reference to legislation	2
• Provides some relevant information	1

Sample answer:

A strategy an employer could use to manage a spillage is to barricade the area to prevent customers and employees from being injured from slipping over. This would ensure compliance with the *Work Health and Safety Act 2011 (NSW) (as amended)* which requires employers to provide a safe environment.

Question 17 (b)

Criteria	Marks
• Describes steps that retailers should follow when an evacuation alarm sounds	3
• Outlines steps that retailers should follow when an evacuation alarm sounds	2
• Provides some relevant information	1

Sample answer:

When an alarm sounds, the retailer should keep calm and direct the customers to the designated evacuation point. The retailer needs to ensure all staff and customers have left the store and that emergency services have been called. Once at the assembly point, the retailer should check that all staff are accounted for.

Question 18 (a)

Criteria	Marks
• Demonstrates how a retailer could overcome a customer's objection	2
• Provides some relevant information	1

Sample answer:

The retailer can use questioning techniques to determine why the customer is dissatisfied with the product or service.

Question 18 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides why it is necessary for a retailer to have security procedures in place for non-cash transactions 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

Security procedures for non-cash transactions is important to the retailer in order to keep accurate records of daily transactions. This ensures that the point-of-sale terminal can balance at the end of the trading day.

Question 19 (a)

Criteria	Marks
<ul style="list-style-type: none"> Describes an organisational cost if this action results in a workplace injury 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

An organisational cost if the worker is injured could be that the person will be absent from work and will need to be replaced by another trained staff member.

Question 19 (b)

Criteria	Marks
<ul style="list-style-type: none"> Explains how the person should lift this item to avoid an injury 	5
<ul style="list-style-type: none"> Describes how the person should lift this item to avoid an injury 	4
<ul style="list-style-type: none"> Outlines how the person should lift this item and/or how to avoid an injury 	3
<ul style="list-style-type: none"> Identifies how the person should lift this item or how to avoid an injury 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

The person's spine is curved, and they are using their back to lift the box. In order to perform safe manual handling techniques, the person will need to face the intended direction to avoid twisting the back. By bending at the knees, while keeping their back straight, a person will reduce the pressure placed on their back. They will need to size up the load to determine if it is safe to lift and keep the load close to their body and lift from their knees. This movement should be performed without twisting the body.

Question 20 (a)

Criteria	Marks
• Identifies the purpose of equal employment opportunity (EEO) legislation	2
• Provides some relevant information	1

Sample answer:

The purpose of equal employment opportunity (EEO) legislation is to ensure that all employees are treated fairly and equally in all aspects of their job, regardless of their personal attributes (eg gender, race etc).

Question 20 (b)

Criteria	Marks
• Justifies EEO practices that can be implemented in a community pharmacy/retail workplace	4
• Describes EEO practices that can be implemented in a community pharmacy/retail workplace	3
• Outlines EEO practice(s) that can be implemented in a community pharmacy/retail workplace	2
• Provides some relevant information	1

Sample answer:

One EEO practice is flexible working arrangements to allow employees to manage family and personal commitments by adjusting their working hours. Another practice is to implement employment programs that target disadvantaged groups to give them greater access to career opportunities that were previously inaccessible.

Question 20 (c)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough explanation of why an employer might apply an agreement rather than an award in a community pharmacy/retail workplace 	6
<ul style="list-style-type: none"> Provides some explanation of why an employer might apply an agreement rather than an award in a community pharmacy/retail workplace 	5
<ul style="list-style-type: none"> Describes why an employer might apply an agreement rather than an award in a community pharmacy/retail workplace 	4
<ul style="list-style-type: none"> Outlines features of an agreement and/or of an award in a community pharmacy/retail workplace 	2–3
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

An award is restricted by legislation where there are minimum entitlements set for the industry. The benefit of applying an agreement is that the employment contract can be tailored for that specific community pharmacy/retail workplace. For example, a higher pay rate may be issued to attract more staff to the workplace. Also, staff can be incentivised by the employer, for example by reducing the working ten-day fortnight to nine days. This allows for greater work/life balance and more satisfied employees.

Section III

Question 21

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough explanation of the importance for retailers in responding effectively to customer inquiries and complaints in an e-commerce environment Uses relevant workplace examples and industry terminology in a logical and cohesive response 	13–15
<ul style="list-style-type: none"> Provides some explanation of the importance for retailers in responding effectively to customer inquiries and complaints in an e-commerce environment Uses relevant workplace examples and industry terminology in a logical response 	10–12
<ul style="list-style-type: none"> Describes the importance for retailers in responding to customer inquiries and complaints in an e-commerce environment Uses workplace examples and/or industry terminology 	7–9
<ul style="list-style-type: none"> Outlines the importance for retailers in responding to customer inquiry(ies) and/or complaint(s) in an e-commerce environment 	4–6
<ul style="list-style-type: none"> Demonstrates some understanding of retailers responding and/or customer inquiries and/or complaints 	1–3

Answers could include:

Importance

- Increased market share and profits
- Customer loyalty
- Positive word-of-mouth advertising
- Sustain a competitive advantage
- Customer satisfaction.

Inquiries

- Product information – matching the needs, preferences and wants of the customer with the appropriate product
- Stock availability – customer satisfaction is met because their order is fulfilled immediately
- Price – competitive prices give customers more choice with products to meet their needs and complementary products.

Complaints

- Damaged stock – if there is sufficient stock to replace damaged items and customers are aware of the returns policy, they are more likely to continue purchasing from the store
- Undelivered item – to determine the reasons why it is undelivered and to prevent it from being an ongoing issue
- Poor online customer service – this could mean a loss of sales and customer loyalty.

Section IV

Question 22 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough explanation of factors to consider when deciding how long a merchandise display should remain in place 	5
<ul style="list-style-type: none"> Provides some explanation of factors to consider when deciding how long a merchandise display should remain in place and describes another 	4
<ul style="list-style-type: none"> Describes factors to consider when deciding how long a merchandise display should remain in place 	3
<ul style="list-style-type: none"> Outlines factors to consider when deciding how long a merchandise display should remain in place 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

The season will determine when the display should be put up and taken down to ensure the display matches the merchandise being promoted. This will help to avoid overcrowding on shelves and help to maintain a store's image. Stock availability needs to be considered because surplus stock needs to be promoted in order to sell merchandise. There needs to be enough stock available in order to maintain the display for its length of time.

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough justification of FIFO as a strategy in monitoring stock Supports answer with relevant workplace examples 	9–10
<ul style="list-style-type: none"> Provides some justification of FIFO as a strategy in monitoring stock Includes relevant workplace examples 	7–8
<ul style="list-style-type: none"> Describes FIFO as a strategy to monitor stock Includes a workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines FIFO as a strategy to monitor stock May include a workplace example 	3–4
<ul style="list-style-type: none"> Provides some relevant information 	1–2

Answers could include:

Rotation of stock

- Facing the products
- Moving the products forward.

Replenishing stock

- Bringing excess stock from the back dock to the shop floor
- Checking expiration and delivery dates.

Excess stock

- Present and sell the goods that have been delivered the earliest and are due to expire first
- Excess stock is stored correctly.

Justification

- Reduce financial costs of spoilage or perishable goods
- Keep track of inventory
- To prevent shrinkage.

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough explanation of factors to consider when deciding how long a food merchandise display should remain in place 	5
<ul style="list-style-type: none"> Provides some explanation of factors to consider when deciding how long a food merchandise display should remain in place and describes another 	4
<ul style="list-style-type: none"> Describes factors to consider when deciding how long a food merchandise display should remain in place 	3
<ul style="list-style-type: none"> Outlines factors to consider when deciding how long a food merchandise display should remain in place 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

The season will determine when the display should be put up and taken down to ensure the display matches the time of the year the product is grown (eg mangoes). This will help to avoid food spoilage and help to maintain a store's image. Stock availability needs to be considered because natural disasters may impact the availability of some products to maintain the display (eg lettuce). The retailer may need to source alternative stock to display and sell.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough justification of FIFO as a strategy in monitoring food stock Supports answer with relevant workplace examples 	9–10
<ul style="list-style-type: none"> Provides some justification of FIFO as a strategy in monitoring food stock Includes relevant workplace examples 	7–8
<ul style="list-style-type: none"> Describes FIFO as a strategy to monitor food stock Includes a workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines FIFO as a strategy to monitor food stock May include a workplace example 	3–4
<ul style="list-style-type: none"> Provides some relevant information 	1–2

Answers could include:

Rotation of food stock

- Facing the products
- Moving the products forward.

Replenishing food stock

- Bringing excess food stock from the back dock to the shop floor
- Checking expiration and delivery dates.

Excess food stock

- Present and sell the goods that have been delivered the earliest and are due to expire first
- Excess food stock is stored correctly.

Justification

- Reduced financial costs of spoilage or perishable goods
- Keep track of inventory
- To prevent shrinkage.

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough explanation of the factors to consider for the promotion and supply of Pharmacist Only Medicines (S3) 	5
<ul style="list-style-type: none"> Provides some explanation of factors to consider for the promotion and/or supply of Pharmacist Only Medicines (S3) 	4
<ul style="list-style-type: none"> Describes factors to consider for the promotion and/or supply of Pharmacist Only Medicines (S3) 	3
<ul style="list-style-type: none"> Outlines factors to consider for the promotion or supply of Pharmacist Only Medicines (S3) 	2
<ul style="list-style-type: none"> Provides some relevant information 	1

Sample answer:

The pharmacist must decide if the medication that is being promoted is appropriate for the health requirements of the customer. In order for the medication to be supplied, the pharmacist must communicate with the customer and match the health issue with the appropriate medication. Due to the nature of the ingredients in Pharmacist Only Medicines (S3), the medication must be promoted behind the counter in an area not accessible by the customer.

Answers could include:

Supply could include having enough stock available for the promotion of the display.

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a thorough justification of policies and procedures a community pharmacy should use to prevent and control infection Supports answer with relevant workplace examples 	9–10
<ul style="list-style-type: none"> Provides a sound justification of policies and procedures a community pharmacy should use to prevent and control infection Includes a relevant workplace example 	7–8
<ul style="list-style-type: none"> Describes policies and procedures a community pharmacy should use to prevent and control infection Includes a workplace example(s) 	5–6
<ul style="list-style-type: none"> Outlines policies and procedures a community pharmacy should use to prevent and/or control infection May include a workplace example 	3–4
<ul style="list-style-type: none"> Provides some relevant information 	1–2

Answers could include:

Policies and procedures

- Training
- Hygiene
 - Use of PPE
 - Wash and sanitise hands
 - Personal hygiene
- Housekeeping
 - Labelling
 - Storage
 - Cleaning spills
 - Disinfecting areas
 - Waste management
- Monitoring.

Justification

- Prevent contamination
- Prevent spread of viruses and bacteria
- Risk management
- Comply with legislative requirements.

2023 HSC Retail Services Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Safety — incidents, accidents and emergencies – page 28
2	1	Working in the industry — employment – page 39 Working in the industry — working with others – page 41
3	1	Customer service — customers – page 21
4	1	Customer service — customers – page 21
5	1	Working in the industry — employment – page 39
6	1	Working in the industry — work practices – page 41
7	1	Sales and security — point-of-sale – page 34
8	1	Sales and security — point-of-sale – page 35
9	1	Working in the industry — antidiscrimination – page 42
10	1	Working in the industry — nature of the industry – page 38 Working in the industry — employment – page 39
11	1	Sales and security — minimise security risks and theft – page 33
12	1	Sales and security — minimise loss of stock – page 33
13	1	Safety — risk management – page 27
14	1	Sales and security — security – page 34
15	1	Sales and security — products and services – page 31 Sales and security — sell products and services – page 31

Section II

Question	Marks	HSC content – focus area
16 (a)	3	Sales and security — point-of-sale – page 34
16 (b)	3	Sales and security — point-of-sale – page 35
17 (a)	3	Safety — WHS compliance – page 25 Safety — WHS consultation and participation – page 26
17 (b)	3	Safety — incidents, accidents and emergencies – page 28
18 (a)	2	Sales and security — sell products and services – page 32
18 (b)	2	Sales and security — security – page 34 Sales and security — point-of-sale – page 35
19 (a)	2	Safety — work health and safety – page 25
19 (b)	5	Safety — safe work procedures and practices – page 27 Safety — risk management – page 27
20 (a)	2	Working in the industry — employment – page 39
20 (b)	4	Working in the industry — employment – page 39
20 (c)	6	Working in the industry — employment – page 39

Section III

Question	Marks	HSC content – focus area
21	15	Customer service — customer inquiries – page 22 Customer service — customer complaints and feedback – page 23 Working in the industry — nature of the industry – page 38 Sales and security — sell products and services – page 31

Section IV

Question	Marks	HSC content – focus area
22 (a)	5	General selling — display merchandise – page 45
22 (b)	10	General selling — display merchandise – page 45
23 (a)	5	Food selling — display food merchandise – page 51
23 (b)	10	Food selling — display food merchandise – page 52
24 (a)	5	Community pharmacy — medicines – page 57–58
24 (b)	10	Community pharmacy — infection prevention and control – page 59