



NSW Education Standards Authority

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Centre Number

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Student Number

**2024** HIGHER SCHOOL CERTIFICATE EXAMINATION

# Retail Services

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## 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 this page and pages 9, 13 and 15

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## Total marks: 80

### Section I – 15 marks (pages 2–6)

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

### Section II – 35 marks (pages 9–16)

- Attempt Questions 16–20
- Allow about 50 minutes for this section

### Section III – 15 marks (page 17)

- Attempt ONE question from Questions 21–23
- Allow about 25 minutes for this section

### Section IV – 15 marks (page 18)

- Attempt Question 24
- 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.

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- 1** What is the initial first-aid step for dealing with a burn on the hand?
- A. Place ice on the area
  - B. Run cold water over the area
  - C. Wrap the area with a bandage
  - D. Apply antiseptic cream on the area
- 2** Which of the following strategies should a sales assistant use when selling a pair of sneakers to a person with a significant vision impairment?
- A. Use technical language
  - B. Provide a store catalogue
  - C. Pronounce their words clearly
  - D. Give a verbal description of the product
- 3** A customer purchases an item from a store but leaves the store unhappy because of the store's untidy state.

Which of the following has the store NOT met for the customer?

- A. Expectations
- B. Feedback
- C. Needs
- D. Requests

- 4 Which key body has the role of developing policy relating to work health and safety (WHS) and workers' compensation?
- A. Local councils
  - B. SafeWork NSW
  - C. Safe Work Australia
  - D. Shop, Distributive and Allied Employees Association
- 5 Which of the following could improve the work–life balance of an employee?
- A. Reducing the number of employees
  - B. Offering flexible working conditions
  - C. Extending the store's hours of operation
  - D. Increasing the number of tasks for employees
- 6 How can retailers reduce loss of goods when delivering online orders?
- A. By offering free shipping for all orders
  - B. By minimising the shipping time frame
  - C. By implementing tracking confirmations
  - D. By using high-quality wrapping materials
- 7 Which of the following would help workers carry out routine tasks efficiently and avoid accidents?
- A. Code of practice
  - B. Safety data sheet
  - C. Legislative requirements
  - D. Standard operating procedures

**8** A customer wants to purchase a diary as a gift for a friend.

Which of the following is an additional level of service that the salesperson could deliver?

- A. Provide a receipt
- B. Personalise the item
- C. Remind the customer about the refund policy
- D. Ask the customer to complete a feedback form

**9** What is an essential requirement for a retail inventory buyer?

- A. Expertise in cashier operations
- B. Strong social media management skills
- C. Detailed understanding of product trends
- D. Competence in customer service strategies

**10** Which of the following is the most important when taking messages in a retail environment?

- A. Prioritising speed over accuracy
- B. Using paper-based documentation
- C. Minimising the involvement of management
- D. Ensuring clear and accurate information is collected

**11** What is a benefit of teamwork in a retail environment?

- A. Teamwork leads to increased personal recognition.
- B. Teamwork minimises the need for training and development.
- C. Teamwork encourages improved quality service for customers.
- D. Teamwork results in reduced responsibilities for each team member.

- 12** Several staff members have made complaints about colleagues having days off for cultural events.

How could the retail manager best address this situation?

- A. Seek feedback from customers
  - B. Provide workplace diversity training
  - C. Stop employees taking leave for these events
  - D. Address the employees publicly to ensure others avoid this mistake
- 13** What role does the accurate interpretation of store policies and procedures play in resolving customer complaints effectively?
- A. It enables employees to provide fair solutions.
  - B. It helps employees avoid addressing difficult customers.
  - C. It increases the likelihood of offering customers refunds.
  - D. It ensures that employees prioritise the business's interests.
- 14** Why is it important for a team leader to use an assertive communication style when resolving team disagreements?
- A. To encourage active listening in the team
  - B. To enforce the team leader's own decisions
  - C. To allow team members to work independently
  - D. To let a team member take responsibility for the issue

- 15 A business advertised the following buy now, pay later offer.

**Buy now, pay later**

Place your order online to buy now and pay later, over four equal fortnightly instalments\*

\*Payment processing fee of 1.55% charged for each instalment.

A customer purchased an item online worth \$95.00 (including GST) using the buy now, pay later offer.

What is the total amount the customer paid for the item?

- A. \$95.00
- B. \$96.47
- C. \$96.55
- D. \$101.20

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## Section II

35 marks

Attempt Questions 16–20

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.

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### Question 16 (5 marks)

- (a) Why is a chain of command important in a department store? 2

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- (b) How could a retail services worker deal with positive and negative feedback about their performance? 3

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**Question 17 (7 marks)**

- (a) Why is it important to follow store procedures when recording takings? **2**

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- (b) Outline a potential security risk related to the back dock in a community pharmacy/retail workplace. **2**

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**Question 17 continues on page 11**

Question 17 (continued)

- (c) The following security procedure is for using point-of-sale (POS) equipment in a retail store.

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**Point-of-sale equipment security procedure**

- Employees using POS equipment must have authorised access and unique login credentials that can be shared with only one colleague.
- Passwords must be changed once a year.
- Employees must log out of the POS system at the end of the day.
- Employees will receive training on the proper use and security of POS equipment if requested.

How could this procedure for using POS equipment be improved?

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**End of Question 17**

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## Section II (continued)

### Question 18 (8 marks)

- (a) How does the quality of customer service improve if staff have collegial relationships? Provide an example. 2

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- (b) Outline a source of information that a sales assistant could access to handle a customer enquiry about refunds. 2

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- (c) A community pharmacy/retail workplace experiences quiet and busy periods during the week. 4

Explain how a community pharmacy/retail workplace can apply its task management techniques during these periods.

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**Question 19** (6 marks)

(a) Justify a selling technique a retail assistant could use to sell a mobile phone to a customer. **3**

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(b) Explain the benefits to a retailer of maintaining accurate records of stolen items. **3**

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### Section II (continued)

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#### Question 20 (9 marks)

- (a) Describe appropriate communication technologies that retailers could use for internally coordinating visual displays in a chain of retail stores. **4**

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**Question 20 continues on page 16**



## Retail Services

### Section III

**15 marks**

**Attempt ONE question from Questions 21–23**

**Allow about 25 minutes for this section**

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

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#### **Question 21 – General selling (15 marks)**

- (a) Explain the possible impacts on merchandising if a retailer reviews the products and/or services of its competitors. **5**
- (b) Justify effective merchandising and placement strategies that can be applied to reduce the risk of damage to merchandise. Support your answer with relevant workplace examples. **10**

**OR**

#### **Question 22 – Food selling (15 marks)**

- (a) Explain the possible impacts on food merchandising if a retailer identifies critical control points in food preparation and handling. **5**
- (b) Justify effective food merchandising and placement strategies that can be applied to reduce the risk of food spoilage. Support your answer with relevant workplace examples. **10**

**OR**

#### **Question 23 – Community pharmacy (15 marks)**

- (a) Explain how an employee could meet the needs of a customer presenting with symptom-based requests. **5**
- (b) Justify effective strategies that can be applied to limit contamination and prevent transmission of infection in a community pharmacy workplace. Support your answer with relevant workplace examples. **10**

**Please turn over**

## Section IV

**15 marks**

**Attempt Question 24**

**Allow about 25 minutes for this section**

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

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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 24** (15 marks)

To what extent is work health and safety (WHS) a shared responsibility in a community pharmacy/retail workplace?

**End of paper**