



STUDENT NUMBER

CENTRE NUMBER

HIGHER SCHOOL CERTIFICATE EXAMINATION

1995

INDUSTRY STUDIES

2 UNIT

RETAIL STRAND

SECTION II
(30 Marks)

*Total time allowed for Sections I and II—One hour and a half
(Plus 5 minutes' reading time)*

DIRECTIONS TO CANDIDATES

- Write your Student Number and Centre Number at the top right-hand corner of this page.
- Attempt ALL questions.
- Answer the questions in the spaces provided in this paper.

QUESTION 1**Marks**

Sophie and Mario have recently obtained positions as salespeople. Sophie will be working in a jeans store while Mario will be working in a store that sells handcrafted diamond and gold jewellery.

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Compare and contrast the appropriate behaviour and dress for each salesperson in her/his new position.

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QUESTION 2**Marks**

Trublu's department store displays the following sign.

Customers,
It is a condition of entry that if requested by our staff, you will present any bags, parcels, or prams for inspection before leaving the store.
Thank you.

Ken, a Trublu's casual employee, works in the menswear department. As a customer is preparing to leave the sales counter, Ken remembers the store's bag-checking policy.

- (a) How should Ken, as a professional salesperson, conduct the bag search? **3**

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- (b) Apart from bag searches, describe TWO other strategies that a store can use to reduce shop-stealing? **2**

(i)

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(ii)

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QUESTION 3**Marks**

- (a) A customer in your electrical department is purchasing a gift for a friend. **3**

Give an example of an open-ended question, a closed question, and a reflective question that you would ask to help identify the customer's needs.

- (i) Open-ended question

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- (ii) Closed question

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- (iii) Reflective question

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- (b) This customer is having difficulty making a final choice, but is particularly interested in an electric toothbrush. **4**

Explain how you would use logic and suggestion selling-techniques to close the sale.

- (i) Logic technique

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- (ii) Suggestion technique

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- (c) Explain TWO techniques a professional salesperson could use to demonstrate active listening skills in the development of this sale. **2**

- (i)

- (ii)

QUESTION 4**Marks**

Trublu's department store attempts to increase store traffic. It advertises unlimited stocks of Brand X hair-driers in a brochure at 50% off the marked price.

Many customers have been unable to purchase the advertised hair-drier because the store sold out within the first two hours of opening.

- (a) Describe the offence that Trublu's department store *might* have committed under the Fair Trading Act. **1**

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- (b) Suggest ONE solution Trublu's department store can offer to the dissatisfied customers. **1**

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QUESTION 5. (Continued)

Marks

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