



STUDENT NUMBER

CENTRE NUMBER

HIGHER SCHOOL CERTIFICATE EXAMINATION

1996

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. (4 marks)

Marks

Define each of the following terms:

(a) stock rotation; **1**

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(b) obsolete lines; **1**

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(c) housekeeping; **1**

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(d) shelf-life. **1**

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QUESTION 2. (5 marks)

Marks

A retail outlet sells 100 books at a retail price of \$10.00 each. The cost per unit is \$8.90.

- (a) (i) Calculate the *total* sales value of the books. **3**

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- (ii) Calculate the *total* cost of selling the 100 books.
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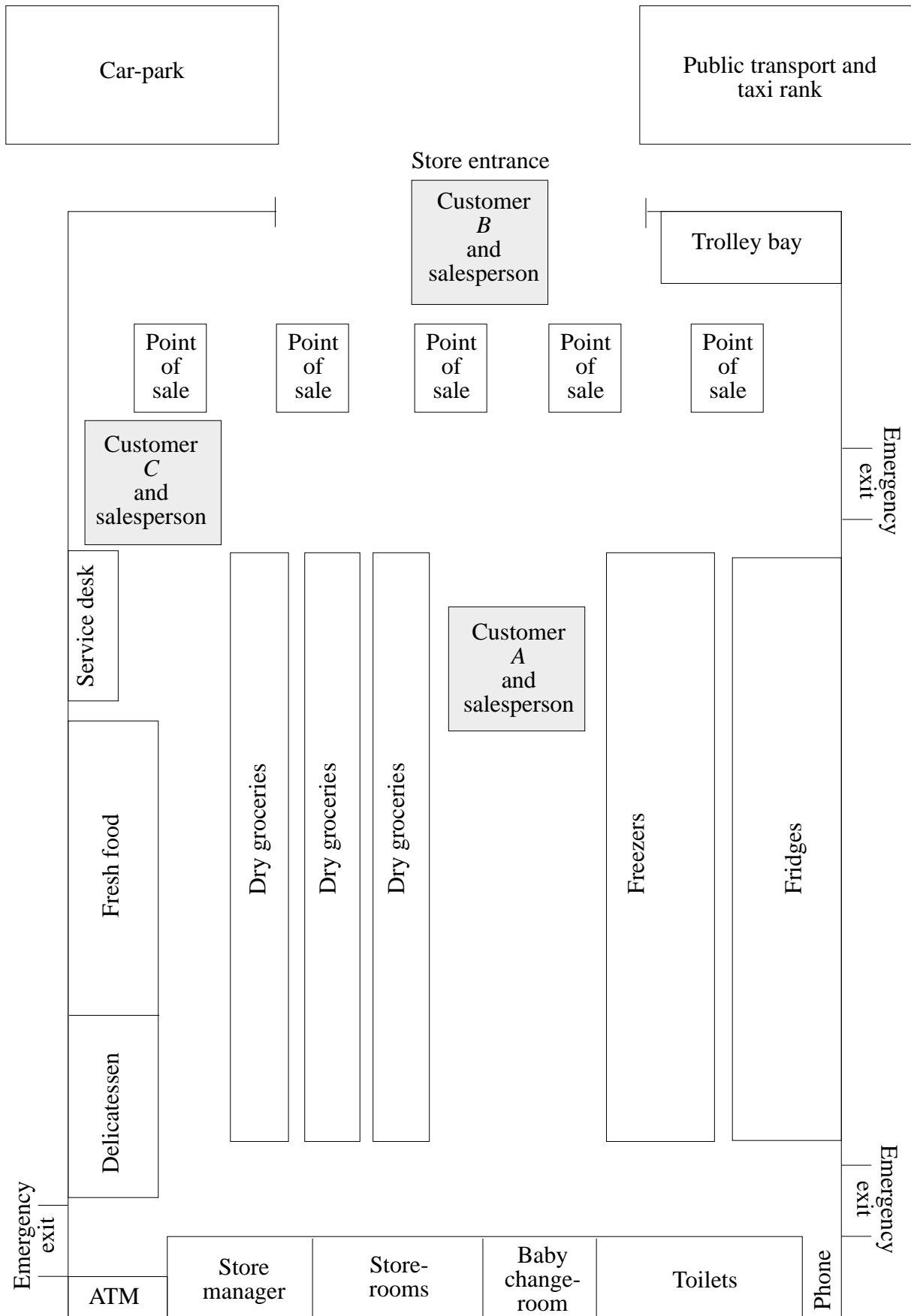
- (iii) Calculate the profit after the sale of the 100 books.
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- (b) List TWO ways the retailer can increase the profit on the sale of books. **2**

(i)

(ii)

QUESTION 3. (6 marks)



QUESTION 3. (Continued)

Marks

Using the store layout provided on page 4, respond to the following customer inquiries in a professional manner.

(a) CUSTOMER A Excuse me, could you please direct me to the toilets? **2**

SALESPERSON.....
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(b) CUSTOMER B Could you tell me where the nearest delicatessen is located please? **2**

SALESPERSON.....
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(c) CUSTOMER C Can I leave my shopping here? I have to go to the bank to get some extra cash. **2**

SALESPERSON.....
.....
.....

QUESTION 4. (6 marks)

Marks

Pat Kim has just left a local supermarket unhappy with his shopping experience.

(a) Identify FOUR reasons why Pat may have been dissatisfied with the service. **2**

(i)

(ii)

(iii)

(iv)

(b) What are the implications of Pat's dissatisfaction for the retailer? **2**

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(c) Describe how customer complaints can be used constructively by a retailer. **2**

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QUESTION 5. (9 marks)

Marks

You are at employed at Perry Department Store. Describe a range of services which could be adopted to increase store profits.

9

In your answer, identify extra services, specialty services, and contract services that could be adopted. Outline why retailers may decide to provide each of these categories of services. Use examples in your answer.

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QUESTION 5. (Continued)

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