



STUDENT NUMBER

CENTRE NUMBER

HIGHER SCHOOL CERTIFICATE EXAMINATION

1997

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) a product feature;

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(b) a product benefit;

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(c) assumptive close;

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(d) raincheck.

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QUESTION 2. (3 marks)**Marks**

- (a) Complete the table below by classifying each cost as
- either*
- fixed
- or*
- variable.

2

<i>Cost</i>	<i>Classification</i>
Wrapping and packaging	
Casual wages	
Rent	
Manager's salary	

- (b) Describe the term 'mark-up'.

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QUESTION 3. (7 marks)**Marks**

- (a) Explain the difference between rational and emotional buying motives. Give an example of each in your answer. **4**

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- (b) Consumers make buying decisions based on a number of influences. Describe **THREE** psychological needs that may motivate buying behaviour. **3**

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(ii)

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(iii)

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QUESTION 4. (6 marks)**Marks**

A store displays the following sign.

Please choose carefully!

No Refunds Allowed.

Using your knowledge of the Trade Practices Act (Commonwealth) and the Fair Trading Act (NSW), discuss the customer's legal rights in each of the following situations.

- (a) Kim buys a friend a CD for her birthday. Her friend discovers that the CD is badly scratched. Kim returns to the store for a refund. **2**

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- (b) Joe discovers that the vacuum cleaner he recently purchased is \$40 cheaper in a store down the road. Joe returns to the original store for a refund. **2**

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- (c) Ralph purchases a vacuum cleaner from a door-to-door salesperson. A week later he sees a cheaper vacuum cleaner in a department store and decides to return the vacuum cleaner to the door-to-door salesperson. **2**

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QUESTION 6. (Continued)

Marks

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