



STUDENT NUMBER

CENTRE NUMBER

HIGHER SCHOOL CERTIFICATE EXAMINATION

1999

# 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**

Define each of the following terms:

(a) active listening **1**

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(b) customer loyalty **1**

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(c) cooling off period **1**

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(d) target market **1**

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**QUESTION 2****Marks**

- (a) Outline TWO reasons for rotating stock. **4**

(i) .....

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(ii) .....

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- (b) List FOUR in-store security methods retailers are most likely to use to prevent customer theft. **2**

(i) .....

(ii) .....

(iii) .....

(iv) .....

**QUESTION 3**

Retailers classify their merchandise in different ways for different reasons.

- (a) State TWO ways merchandise is classified. **2**

(i) .....

(ii) .....

- (b) Outline ONE benefit of merchandise classification to the:

(i) customer **1**

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(ii) salesperson **1**

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## QUESTION 4

Marks

The following advertisement appeared in the Sunday newspaper.



Pat sees this advertisement and rushes into Salty's to buy the Tropical Package.

- (a) Pat is unsure what type of fish would be suitable for this tank.

Identify FOUR sources of product knowledge that the salesperson could use to answer Pat's questions.

2

- (i) .....
- (ii) .....
- (iii) .....
- (iv) .....

- (b) Pat decides to buy the Tropical Package, but is informed that there is none left. He is offered a different package with a smaller tank for the same price. Pat discovers that Salty's never had the advertised package. State the undesirable selling practice used by Salty's.

1

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- (c) If the stock had simply been sold out, what could the store have offered Pat?

1

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**QUESTION 5****Marks**

KATTOYS is a major retailer of toys for children of all ages. Lee goes to KATTOYS to buy a gift for a child.

**12**

Using examples, discuss the techniques a professional salesperson could use to develop and deliver a sale to Lee. Your answer should include a discussion of the following:

- methods of approach
- questioning techniques
- features and benefits.

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