



STUDENT NUMBER

CENTRE NUMBER

**HIGHER SCHOOL CERTIFICATE EXAMINATION**

**1999**

# **INDUSTRY STUDIES**

**2 UNIT**

**RETAIL STRAND**

**PRACTICAL EXAMINATION**

*(50 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 and page 9.
- Attempt ALL questions.
- Answer the questions in the spaces provided in this paper.
- Two simulated retail scenarios on video will be shown, each in its entirety. Answers to questions on the first scenario will be attempted before the second scenario is shown. Note taking is permissible during the playing of the retail scenarios.
- You will be given 3 minutes to reread the questions at the end of each scenario.
- Each scenario will be replayed, with time provided for you to record your answers.
- You will be given 5 minutes at the end of the examination to review your answers.

**SECTION I**

**Marks**

(25 Marks)

**SCENARIO 1**

After viewing Scenario 1 twice, you will be given 35 minutes to answer Questions 1 to 5.

**QUESTION 1**

In the video, the salespeople do not effectively close a sale.

- (a) Outline how a professional salesperson would use the ‘special offer’ technique to close a sale. **1**

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- (b) Briefly outline TWO other techniques that a professional salesperson can use to close a sale. Use examples. **4**

- (i) .....

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- (ii) .....

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- (c) To successfully close a sale, a professional salesperson may need to make a ‘special order’ for a customer’s individual needs. **3**

Briefly outline the correct procedures a professional salesperson should follow when taking a ‘special order’.

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**QUESTION 2**

**Marks**

State TWO signals that indicate a customer is ready to buy.

**2**

- (a) .....  
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- (b) .....  
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**QUESTION 3**

(a) Briefly outline a situation where it would be appropriate for a professional salesperson to suggest a 'lay-by' as a payment option.

**2**

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(b) There are various credit options available to customers in retail outlets.

(i) Define in-house (in-store) credit.

**2**

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(ii) Briefly outline the importance of in-house (in-store) credit to the retailer.

**2**

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**QUESTION 4**

**Marks**

After a sale has been successfully closed, one technique used to increase future sales is the follow-up technique.

- (a) List THREE follow-up techniques a salesperson could use. **3**
  - (i) .....
  - (ii) .....
  - (iii) .....
  
- (b) State FOUR examples of extra services used by retail outlets to increase sales. **2**
  - (i) .....
  - (ii) .....
  - (iii) .....
  - (iv) .....

**QUESTION 5**

After purchasing an expensive glass vase as a gift, Kim was disappointed to find that it was cracked.

- (a) Briefly describe how a point-of-sale operator could have prevented this situation from occurring. **1**

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- (b) Briefly outline the circumstances that entitle Kim to a refund. **2**

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- (c) State the relevant legislation that deals with this situation. **1**

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**SECTION II**

**Marks**

(25 Marks)

**SCENARIO 2**

After viewing Scenario 2 twice, you will be given 35 minutes to answer Questions 6 to 10.

**QUESTION 6**

In the video, Ray Plumber the manager, states that ‘if a customer thinks our service stinks, it stinks!’.

(a) List TWO factors that make customers unhappy with service. **2**

(i) .....

(ii) .....

(b) Briefly describe ONE effect of poor customer service on: **2**

(i) the customer

.....  
.....

(ii) the staff

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**QUESTION 7**

Many retail outlets have strict housekeeping procedures. **2**

Briefly outline why good housekeeping procedures are so important in the point-of-sale area.

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**QUESTION 8**

**Marks**

In the video, the customer is described as ‘the most important person in the business’.

**2**

Suggest TWO ways a professional salesperson can give personalised service to customers.

- (a) .....
- .....
- (b) .....
- .....

**QUESTION 9**

In the video, it is stated that customers determine how much money there is in the business.

**3**

Briefly outline the situations where a professional salesperson could use the following techniques to increase sales.

- (a) Offering vouchers
- .....
- .....
- (b) Suggesting an add-on
- .....
- .....
- (c) Product demonstrations
- .....
- .....

**QUESTION 10**

**Marks**

(a) Mark-up is an important element of store profit.

**2**

(i) Define mark-up.

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.....

(ii) What is the effect on turnover of reducing mark-up?

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(b) To maintain store profit, retailers need to minimise costs.

**2**

List TWO strategies retailers can use to reduce costs.

(i) .....

(ii) .....

**Please turn over**

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**QUESTION 11**

**Marks**

One of the key elements of providing good customer service is effective handling of customer complaints. **10**

With reference to this statement, discuss the following:

- the main types of customer complaints;
- the reasons why businesses encourage dissatisfied customers to complain;
- the key methods for handling customer complaints.

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