



B O A R D O F S T U D I E S
NEW SOUTH WALES

2001

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Retail Operations

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 13 and 15

Total marks – 80

Section I Pages 2–7

15 marks

- Attempt Questions 1–15
- Allow about 15 minutes for this section

Section II Pages 9–16

35 marks

- Attempt Questions 16–21
- Allow about 45 minutes for this section

Section III Page 17

30 marks

- Attempt TWO questions from Questions 22–24
- Allow about 1 hour for this section

Section I

15 marks

Attempt Questions 1–15

Allow about 15 minutes for this section

Use the multiple-choice answer sheet.

Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

Sample: $2 + 4 =$ (A) 2 (B) 6 (C) 8 (D) 9
A B C D

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A B C D

If you change your mind and have crossed out what you consider to be the correct answer, then indicate the correct answer by writing the word *correct* and drawing an arrow as follows.

A B C D
correct
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- 1 In closing a sale, the retail assistant says, 'This item is a discontinued line and this is the last one we have'.

What is the name given to this type of sale closure?

- (A) Alternative
 - (B) Assumptive
 - (C) Final chance
 - (D) Special offer
- 2 A customer complains about a product being out of stock. Which service would best address this complaint?
- (A) Gift voucher
 - (B) Hold
 - (C) Lay-by
 - (D) Raincheck
- 3 Establishing a relationship, applying product knowledge, and ascertaining and meeting customer needs best describes which approach to selling?
- (A) Coercive selling
 - (B) Consultative selling
 - (C) Direct selling
 - (D) Professional selling
- 4 In the initial stages of a sale, the salesperson asks the customer, 'How do you plan to use this product?'.
- This is an example of which questioning style?
- (A) Closed
 - (B) Open
 - (C) Paraphrasing
 - (D) Reflective

- 5** Which of the following is part of a stock rotation program?
- (A) Using Total Quality Management (TQM)
 - (B) Applying the principle of 'first in, first out' (FIFO)
 - (C) Locating heavy boxes at floor level in the stockroom
 - (D) Storing new stock temporarily in the stockroom during peak sale times
- 6** Which of the following is a result of the introduction of bar code technology in retailing?
- (A) Automated re-ordering in stores
 - (B) Elimination of the need to display prices
 - (C) Elimination of the need to stocktake
 - (D) Increased sales of products
- 7** A travelgoods store has a hanging display that holds 48 folding umbrellas. A current stock count reveals 24 umbrellas on display. The store sells an average of 6 umbrellas per week. Orders that are placed with the supplier are delivered two weeks later.
- How many umbrellas should be ordered now to fill the display at the time of delivery?
- (A) 12
 - (B) 24
 - (C) 36
 - (D) 48
- 8** Which of the following statements is an example of internal theft?
- (A) A staff member eating a chocolate bar from the shelf while working
 - (B) An individual breaking into the store after hours and leaving with goods
 - (C) A courier consuming a packet of chewing gum from the stock room while unloading a truck
 - (D) A customer sampling self-serve lollies while shopping in the store

- 9** A customer complains that liquid has been spilt in the aisle of a supermarket, creating a slippery surface.

Who is legally responsible for ensuring that the spill is cleaned up?

- (A) The customer
 - (B) The supermarket manager on duty
 - (C) The WorkCover representative
 - (D) The Occupational Health and Safety (OH&S) Committee
- 10** Which is a legally formed committee structure under the Occupational Health and Safety (OH&S) Act?
- (A) One union representative, one WorkCover representative and two employer association representatives
 - (B) One union representative, one WorkCover representative and two representatives from management
 - (C) Three elected employee representatives and four employer-appointed representatives
 - (D) Four elected employee representatives and three employer-appointed representatives
- 11** Robin has been rostered on to a permanent night shift at a local supermarket. He has become irritable and careless at work because he feels alienated from his family and friends.

Which workplace hazard is affecting Robin?

- (A) Biological
- (B) Chemical
- (C) Physical
- (D) Psychological

- 12** Sue works for a local retailer. Other employees routinely take unauthorised extended lunch breaks. Sue will not do this.

What is Sue's behaviour an example of?

- (A) Discrimination
 - (B) Employer entitlements
 - (C) Equal opportunities
 - (D) Ethical behaviour
- 13** Which of these is NOT an example of Equal Employment Opportunity (EEO) implementation in the workplace?
- (A) Ensuring equal representation of males/females, ethnic groups and groups with special needs within the workplace
 - (B) Developing a strategy that provides special help for groups that have been disadvantaged in the past
 - (C) Following anti-discrimination laws and ensuring they are understood by all employees
 - (D) Preparing specific plans to ensure that employees are treated fairly in the workplace
- 14** An item is scanned at an incorrect price and is then given to the customer free of charge.
- Which of the following would the salesperson refer to in justifying this action?
- (A) Fair Trading Act
 - (B) Good Business Guide
 - (C) Industry Code of Practice
 - (D) Trade Practices Act

- 15** Which of these situations would be covered by a manufacturer's warranty for an electrical appliance?
- (A) The return of an unwanted gift and its docket to the place of purchase, to request a refund in line with the store's advertised policy.
 - (B) The customer requests a refund because the item did not perform in the manner described by the salesperson.
 - (C) The customer requests a replacement for an item that was dropped, resulting in the exposure of 'live' wires.
 - (D) The return of a recently purchased item that had developed a fault, resulting in the product failing to perform its full range of functions.

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Retail Operations

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (5 marks)

Please turn over

Question 16 (5 marks)

You are a point-of-sale operator. Your register has recorded the following transactions.

REGISTER 7	
Cash	\$100, \$80, \$70, \$120, \$60, \$90, \$30
Eftpos	\$440, \$350
Cheque	\$100
American Express	\$95, \$20
Mastercard	\$80, \$150, \$200
Eftpos cash out	\$100, \$90
Register float	\$300

- (a) As part of your closing routine, calculate the total credit sales. **1**

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- (b) (i) What are the total sales recorded by this register?
(Show each step of the calculation.) **2**

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- (ii) Calculate the closing cash balance for this register.
(Show each step of the calculation.) **2**

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Question 17 (6 marks)

- (a) Justify ONE strategy that could eliminate a common physical hazard within the retail environment. **2**

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Question 17 continues on page 12

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Centre Number

Section II (continued)

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Student Number

Marks

Question 18 (6 marks)

- (a) Identify TWO sources of product knowledge that a professional salesperson could use to learn about a new product. **2**

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- (b) Explain how a professional salesperson would use features and benefits to sell a pair of sunglasses. **4**

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Please turn over

Question 19 (6 marks)

Two friends are partners in a retail business employing ten staff across three sites. The partners wish to involve a further three people in the ownership and operation of the business, to provide capital for planned expansion.

- (a) State ONE advantage and ONE disadvantage of the retailers continuing in a partnership structure. **2**

Advantage

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Disadvantage

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- (b) Evaluate an alternative business structure that facilitates the expansion of the business, compared with their existing structure. **4**

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 20 (8 marks)

- (a) Name TWO key groups from the retail industry who are involved in negotiations to determine the conditions in the retail award. **2**

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- (b) State TWO differences between an award and an enterprise agreement. **2**

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- (c) Outline the process of creating an enterprise agreement. **4**

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Question 21 (4 marks)

- (a) Give TWO reasons for accurately checking off stock when receiving incoming goods. **2**

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- (b) Explain how electronic data interchange (EDI) supports stock management in a retail store. **2**

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Retail Operations

Section III

30 marks

Attempt TWO questions from Questions 22–24

Allow about 1 hour for this section

Answer each question in a SEPARATE writing booklet. Extra writing booklets are available.

In your answers you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
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Question 22 (15 marks)

Analyse the effectiveness of the variety of strategies available to a professional salesperson to deal with a range of difficult customers during the sales process.

Question 23 (15 marks)

The increase in the number of casual employees in the retail industry has impacted on career pathways.

Discuss this statement, with particular reference to various career paths available in the retail industry.

Question 24 (15 marks)

Critically evaluate the strategies available to a point-of-sale operator to minimise theft and shrinkage in a retail store.

End of paper

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