



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

2006

**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, 11 and 13

Total marks – 80

Section I Pages 2–6

15 marks

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

Section II Pages 9–14

35 marks

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

Section III Page 15

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 ↙

- 1** A customer has purchased goods to the value of \$17.50. The sales assistant has given change from \$20, but the customer is insistent that a \$50 note was tendered and demands the extra money.

What procedure should the sales assistant have followed?

- (A) Balanced the register after each cash transaction
 - (B) Followed the store policy, maintained excellent customer service, and apologised for the error
 - (C) Told the customer the total amount, placed the amount tendered on the cash drawer, made up the change, and counted it back to the customer
 - (D) Called the departmental supervisor and verified any additional amounts in the cash drawer prior to giving any additional change
- 2** How should a purchase with a credit card be reconciled at the end of the day's trading?
- (A) Part of total sales
 - (B) A cash transaction
 - (C) A store account
 - (D) A hire purchase agreement

- 3** A customer wishes to pay by personal cheque.

Which is the most appropriate action by the sales assistant for this form of payment?

- (A) Follow the same procedures for gift vouchers according to store policy
- (B) Request customer identification and write details on the back of the cheque according to store policies and procedures
- (C) Confirm the date and ensure that the cheque is made out correctly to the store at the end of the day's trading
- (D) Process the payment as a cash sale and place the cheque into the appropriate section of the cash drawer

- 4 The table shows the pay rates for junior shop assistants.

	<i>Part time</i> (\$ per hour)	<i>Casual</i> (\$ per hour)	<i>Penalty rates</i> (\$ per hour)
Under 16 years of age	5.71	6.57	0.55
16 years	7.14	8.21	0.69
17 years	8.57	9.85	0.83
18 years	10.00	11.50	0.96
19 years	11.43	13.14	1.10
20 years	12.85	14.78	1.24

A 17-year-old casual checkout operator worked a total of 13 hours in a week, of which 4 hours were at penalty rates.

What should the checkout operator be paid for the week's work?

- (A) \$111.41
 - (B) \$114.73
 - (C) \$128.05
 - (D) \$131.37
- 5 What is the definition of *stock shrinkage*?
- (A) The loss of profit to a retailer due to theft
 - (B) The actual value of a retailer's stock following adjustments due to error, waste and theft
 - (C) The loss of products through damage, poor housekeeping, and not rotating stock using the FIFO principle
 - (D) The difference between the value of stock a retailer actually has and the value of stock a retailer should have
- 6 Which would most benefit a retailer expanding into e-commerce?
- (A) Increased lead time
 - (B) A paperless office environment
 - (C) Attracting a broader customer base
 - (D) Improved payment security for customers

- 7** Which procedure best demonstrates a cyclical stocktake?
- (A) A quarterly review of purchases and sales
 - (B) An ongoing partial count of stock in the store
 - (C) Monitoring stock movement when the store is open
 - (D) Preparing and training staff for thorough spot checks
- 8** Which of the following processes would be the most appropriate to use in problem solving and conflict resolution when working in a team?
- (A) Listening with empathy, limiting negotiations, and reviewing processes
 - (B) Conducting performance appraisals, issuing official warnings, and using negotiation techniques
 - (C) Identifying issues, compromising, bargaining, and negotiating assistance
 - (D) Identifying issues, collecting opinions, negotiating, and implementing outcomes
- 9** Which statement is an example of an assumptive closing technique?
- (A) ‘So you’ll take the blue one?’
 - (B) ‘That will be \$19.95, thank you.’
 - (C) ‘Would you like the blue, or the black one?’
 - (D) ‘If you pay for it now, we could deliver it today.’
- 10** Which of the following best illustrates the use of electronic data interchange in relation to stock control?
- (A) All kinds of inter-store communication
 - (B) Customer ordering and paying ‘on-line’
 - (C) Ordering directly from suppliers by point-of-sale
 - (D) Wages being credited electronically into employee bank accounts
- 11** What is the purpose of superannuation?
- (A) To pay for medical expenses if injured at work
 - (B) To provide a source of funds for retirement
 - (C) To participate in an employee share ownership scheme
 - (D) To ensure union representation when issues arise in the workplace

- 12** Establishing rapport with a customer is a crucial part of the selling process.
- Which statement best describes the term *rapport*?
- (A) Implementing individualised action
 - (B) Correctly identifying customer needs
 - (C) Building a relationship with a customer
 - (D) Creating a customer profile to encourage loyalty
- 13** Which of the following statements is correct?
- (A) A rational buying motive usually satisfies an appearance need.
 - (B) An emotional buying motive usually satisfies a functional need.
 - (C) A rational buying motive is a want and an emotional buying motive is a need.
 - (D) An emotional buying motive is a want and a rational buying motive is a need.
- 14** Which statement reflects an environmentally responsible practice used by a retailer?
- (A) The use of high wattage globes in the store
 - (B) The use of coin-return supermarket trolleys
 - (C) The free hire of trailers to transport bulky goods home
 - (D) The insistence that suppliers package goods individually to minimise breakages
- 15** Which factors must be considered when identifying risks for a manual handling task?
- (A) Weight and dimensions of goods
 - (B) Urgency and importance of the task to be completed
 - (C) The value and purpose of merchandise being handled
 - (D) Capacity and willingness of the customer to transport goods

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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.

Marks

Question 16 (4 marks)

Calculate the missing amounts for this invoice.

4

Write your answers in the shaded boxes.

<p>X-CITE COMPUTER GAMES SHOP 13 WINNING CIRCUIT RALLYVILLE 3256 PH: (03) 715 2535</p> <p style="text-align: center;">INVOICE</p> <p>INVOICE NO: 763 ORDER NO: 511 ORDERED BY: MONSTER GAMES SKATERS BOULEVARD THE BOWL 3050</p>				
Description of goods	Codes	Quantity	Unit price	Total
Skate City	213	8	\$24.00	\$192.00
Basketball Fever	218	12	\$29.00	\$348.00
Surfing Safari	221	26	\$21.50	\$559.00
Motorcross Madness	219	10	\$10.10	\$
				<p>Subtotal \$1200.00</p> <p>5% Store discount \$60.00</p> <p>Subtotal \$ </p> <p>Plus 10% GST \$ </p> <p>Total \$ </p>

Question 17 (6 marks)

Recommend training options for employees planning a career in the retail industry.

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 18 (6 marks)

Superfruits organic produce store has a high standard of housekeeping practices. However, a customer has complained that the store has no rubbish bins visible.

- (a) Identify TWO reasons why a retailer would not want to put rubbish bins inside the store for customers to use. **2**

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The manager of Superfruits is concerned that many customers come into the fruit shop and pick off grapes and strawberries to eat as they shop.

- (b) Identify TWO problems that this might cause for the manager, and recommend ONE strategy to overcome each of these problems. **4**

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Question 19 (8 marks)

- (a) Identify TWO tasks the point-of-sale operator would need to perform when balancing the register. **2**

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- (b) Explain a reporting procedure the point-of-sale operator should follow after witnessing an accident involving a customer. **2**

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- (c) Use examples to explain the purpose of TWO typical function keys that the point-of-sale operator would find on the keyboard of the cash register. **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)

Responding to customer complaints is an important skill for a professional salesperson in the retail industry.

- (a) Outline how a professional salesperson would respond effectively to a customer complaint using the AQUA method. **6**

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- (b) Identify reasons why retail businesses encourage dissatisfied customers to make complaints. **2**

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Question 21 (3 marks)

Define the term *sole trader* and explain its relationship to business liability.

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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)

Discuss the precautions that employees and employers can take to reduce risks in the workplace in relation to:

- storage of stock
- housekeeping practices
- point-of-sale procedures.

Question 23 (15 marks)

Evaluate procedures for the receipt and processing of incoming stock in relation to:

- minimisation of theft
- use of retail equipment in stock control.

Question 24 (15 marks)

Explain how a professional salesperson can develop product knowledge and apply this knowledge to ascertain and meet customer needs.

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