

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

2007

**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 15

Total marks – 80

Section I Pages 2–5

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 for Questions 1–15.

- 1 What is the purpose of a cash float?
 - (A) To give point-of-sale operators cash handling skills
 - (B) To have cash on hand to commence the day's trading
 - (C) To reconcile with non-cash transactions at the end of the day
 - (D) To allow supervisors/managers to draw money from the till when required

- 2 Which term describes a modern method of selling goods or services?
 - (A) Phishing
 - (B) Scamming
 - (C) Spamming
 - (D) Telemarketing

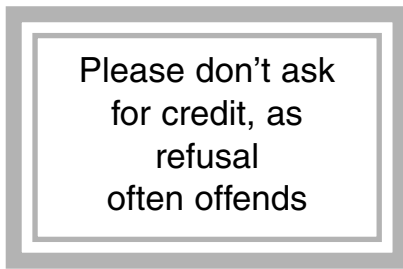
- 3 By which term is an employee of a retail outlet also known?
 - (A) A client
 - (B) A vendor
 - (C) An internal customer
 - (D) An external customer

- 4 Which statement most likely relates to a lay-by sale?
 - (A) 'I can give you a raincheck on that item.'
 - (B) 'A merchant fee of 1% will apply if you don't pay by cash.'
 - (C) 'Vouchers are available in denominations of \$10, \$20 or \$50.'
 - (D) 'A deposit of 10% is required with the balance to be paid within 3 months.'

- 5** What type of employee is not entitled to sick pay?
- (A) Casual employee
 - (B) Full-time trainee
 - (C) Part-time employee
 - (D) Permanent employee
- 6** Which trade union represents sales assistants in the retail industry?
- (A) The Australian Services Union (ASU)
 - (B) The Australian Retailers Association (ARA)
 - (C) The Shop, Distributive and Allied Employees' Association (SDA)
 - (D) The Australian Competition and Consumer Commission (ACCC)
- 7** A store purchases sunglasses for \$175 and retails them for \$325.
- What is the percentage mark up?
- (A) 46.15%
 - (B) 53.84%
 - (C) 85.71%
 - (D) 185.71%
- 8** What is the main purpose of a safety audit?
- (A) To identify risks in the workplace
 - (B) To highlight staff emergency procedures
 - (C) To eliminate injury and damage in the workplace
 - (D) To make all staff aware that safety is their responsibility
- 9** Which of the following sequences is the most environmentally responsible waste-disposal practice for a retail outlet?
- (A) Re-use, Recycle, Replace
 - (B) Re-use, Recycle, Dispose of safely
 - (C) Recycle, Dispose of safely, Destroy
 - (D) Repackage, Re-use, Dispose of safely

- 10** With which of the following does a retail merchandiser work most closely?
- (A) The buyer
 - (B) The manufacturer
 - (C) The point-of-sale operator
 - (D) The administration manager

- 11** The following sign may be seen near the counter in a shop.



What message does this sign communicate?

- (A) Credit cards are not accepted.
 - (B) Store discounts are not provided.
 - (C) The store has a visible cash handling policy.
 - (D) Payment must be made at the time of purchase.
- 12** Which of the following would be the most likely causes of stock shrinkage?
- (A) Incorrect pricing, mark-downs and short deliveries
 - (B) Theft, waste and errors caused by poor work practices
 - (C) Regular stock rotation and damage caused by poor handling
 - (D) Poor signage and inadequate security equipment to observe shoppers
- 13** Which of the following should the retailer check before authorising a credit card transaction?
- (A) The expiry date of the card
 - (B) The credit limit on the card
 - (C) The name of the card holder
 - (D) The first three digits on the signature panel

- 14** What is the most likely reason a store would encourage dissatisfied customers to complain?
- (A) To improve publicity for the store
 - (B) To ensure all staff are aware of the service process
 - (C) To gather information and determine customer needs
 - (D) To allow managers to effectively monitor staff behaviour
- 15** Which of the following are rational buying motives for a customer purchasing a car with leather seats and a powerful engine?
- (A) Safety and peace of mind
 - (B) Driver comfort and protection
 - (C) Appearance and fuel economy
 - (D) Durability and capacity for heavy loads

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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 (4 marks)

Marks

- (a) Give an example of how incorrect data entry can occur in a retail organisation. **1**

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- (b) Explain the impacts of incorrect data entry on a retail organisation. **3**

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Question 17 (8 marks)

- (a) Describe the functions of the Human Resources department in a retail organisation. **4**

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- (b) Organisational charts and time sheets are documents often used in retail businesses. Describe the purpose of each of these documents. **4**

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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)

Listed in the table below are three types of workplace hazards that an employee working in the receiving bay of a large supermarket could encounter.

6

Identify an example of each type of hazard and suggest a strategy to overcome each hazard.

<i>Type of workplace hazard</i>	<i>Hazard in the receiving bay</i>	<i>Strategy</i>
Physical	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
Psychological	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
Ergonomic	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Question 19 (10 marks)

- (a) Calculate the missing amounts and write them in the shaded areas of the invoice below. 4

UNREAL OUTDOOR GEAR SHOP 10 SANDY BAY ROAD FOREST WAY 1450 PH: (07) 954 263 INVOICE			
INVOICE NO: 114 ORDERED BY: SAM'S CAMPING STORE SHOP 1 HEADLAND ROAD ZINCTOWN 1768		ORDER NO: 67	
Description of goods	Quantity	Unit price (\$)	Total (\$)
Three-person tent	10	250.00	
Head torch	24		1080.00
Camping mat		25.00	900.00
Backpack (small)	48	50.00	2400.00
		Subtotal	
		GST	
		Total	

- (b) Sam put a 75% markup on the three-person tents. What would be the retail price of each tent, including GST? (Show working.) 2

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Question 19 continues on page 13

Question 19 (continued)

- (c) When Sam unpacked the tents he noticed that one was damaged. 2

Complete the credit claim form for the damaged tent.

<p>UNREAL OUTDOOR GEAR</p> <p>SHOP 10 SANDY BAY ROAD FOREST WAY 1450 PH: (07) 954 263</p> <p>Credit Claim Form</p> <p>INVOICE NO: ORDER NO:</p> <p>COMPANY NAME:</p>				
Description of goods	Quantity	Unit price	TOTAL price (inc. GST)	Reason for return
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- (d) Outline other actions that Sam should take to solve this problem. 2

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End of Question 19

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Retail Operations

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Centre Number

Section II (continued)

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Student Number

Marks

Question 20 (4 marks)

- (a) Define the term *cost price*. **1**

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- (b) Explain the factors that influence retailers to discount the retail price of their stock. **3**

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Question 21 (3 marks)

- (a) Distinguish between *internal* and *vendor* theft. **1**

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- (b) Recommend a strategy to minimise external theft. **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)

Assess the costs and benefits of suburban shopping centres for society.

Question 23 (15 marks)

Explain how a retail organisation can encourage safe work practices. In your answer, refer to the following:

- communication and consultation
- equipment maintenance
- risk management.

Question 24 (15 marks)

A customer requires a new pair of shoes for a fitness class. The customer has limited product knowledge and appears to be in a hurry.

Discuss how a professional salesperson would effectively serve this customer. In your answer refer to the following:

- methods of approach
- ascertaining and meeting customer needs
- communicating features and benefits of the product.

End of paper

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