



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2025 SUPPLEMENTARY SESSION**

SUBJECT: **Retail**
 PAPER NUMBER: Synoptic – Unit 1
 DATE: 3rd November 2025
 TIME: 5:30 p.m. to 7:35 p.m.

**THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR
AFTER THE EXAMINATION.**

For examiners' use only:

Question	1	2	3	4	5	6	7	8	Total
Score									
Maximum	6	8	8	8	8	8	12	12	70

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_____ (2)

6

Question 2

K-3 (8 marks)

a. Online shopping and Multi-brand stores are characteristics of the local retail environment. List **TWO** other characteristics of the local retail environment.

Characteristic 1: _____ (1)

Characteristic 2: _____ (1)

b. Outline the following **TWO** characteristics of the local retail environment.

Online shopping: _____

_____ (1)

Multi-brand stores: _____

_____ (1)

c. The Economic Survey of Malta shows that the retail sector has grown, with retail sales increasing by 0.5% in November 2024 compared to the previous month. Describe **TWO** reasons why retail is important for the Maltese economy.

This question continues on next page.

Question 7

C-2 (12 marks)

- a. • A regular customer walks into 'Paper & Pen' stationery looking for printer paper and pens.
- The retail assistant checks the past purchases and notices that this customer often buys in bulk during special promotions.

From the scenario above, identify **TWO** questions to compile a customer profile by underlining the correct ones in the list below.

Who makes the buying decision?
What is the purchase history of this customer?
What could competitors offer in terms of similar products or services?
What is the buyer's personal background?
Does the customer buy special offer promotions?

(4)

- b. Outline **TWO** ways to handle customer objections.

Way 1: _____

_____ (2)

Way 2: _____

_____ (2)

- c. Discuss the following closing techniques.

summarise and ask for the order	the objection close
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