



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2024 MAIN SESSION**

SUBJECT:	Retail
PAPER NUMBER:	Controlled – Unit 1
DATE:	11 th May 2022
TIME:	10:00 a.m. to 11:35 a.m.

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

Name of candidate _____

I.D. number _____

School _____

Class _____

Answer **ALL** questions in the space provided.

Scenario

- Fun Toy Shop is a chain of local shops selling toys and games.
- At each of its outlets, Fun Toy Shop has a warehouse set up for storage.

Question 1

K-1 (4 marks)

a. Name the **FIVE** main elements of the retail supply chain.

Element 1: _____ (0.2)

Element 2: _____ (0.2)

Element 3: _____ (0.2)

Element 4: _____ (0.2)

Element 5: _____ (0.2)

b. Outline the business process of retailing by referring to its **FIVE** activities.

c. Describe **TWO** characteristics of products and **TWO** characteristics of services from the following:

Characteristics of Products	Characteristics of Services
product ownership	service variability
non-user participation in a product	service inseparability
product tangibility	service perishability

(2

Question 2

K-4 (4 marks)

- a. Store manager and sales assistant are two of the retail occupations found at Fun Toy Shop warehouse and outlets. Name **FOUR** other different retail occupations.

Retail Occupation 1: _____ (0.25)

Retail Occupation 2: _____ (0.25)

Retail Occupation 3: _____ (0.25)

Retail Occupation 4: _____ (0.25)

This question continues on next page.

b. Identify **THREE** skills required for a store manager and **TWO** skills required for a sales assistant working at Fun Toy Shop, from the ones provided below.

Skills	
plumbing	merchandising
problem solving	gardening
time management	using a tower crane
dancing	sales
digital literacy	driving and parking

Store manager

Skill 1: _____ (0.2)

Skill 2: _____ (0.2)

Skill 3: _____ (0.2)

Sales assistant

Skill 1: _____ (0.2)

Skill 2: _____ (0.2)

c. Outline **FIVE** attributes and behaviours that a sales assistant is expected to have.

[illegible]

[illegible]

(2)

Question 3

K-6 (4 marks)

- a. Recall the stages of the selling process by filling in the remaining **FOUR** stages in the correct order, within Diagram 1.

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graph TD; S1[Stage 1:] --> S2[Stage 2:]; S2 --> S3[Stage 3:]; S3 --> S4[Stage 4: Handle objections, negotiation and summarise]; S4 --> S5[Stage 5:];
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Stage 1:

Stage 2:

Stage 3:

Stage 4: Handle objections, negotiation and summarise

Stage 5:

Diagram 1: Selling process

(1)

This question continues on next page.

- b. Product and service knowledge and market awareness are two of the key aspects that can influence the selling process.

State **FOUR** other key aspects that can influence the selling process.

Aspect 1: _____ (0.25)

Aspect 2: _____ (0.25)

Aspect 3: _____ (0.25)

Aspect 4: _____ (0.25)

- c. Describe how the following **TWO** key aspects influence stages of the selling process:

product and service knowledge	market awareness
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[illegible]

Question 4

K-7 (4 marks)

- a. Asking about price and asking for payment details are some of the factors that indicate customers' interest to purchase. List **FOUR other** factors that indicate customers' interest to purchase.

Factor 1: _____ (0.25)

Factor 2: _____ (0.25)

Factor 3: _____ (0.25)

Factor 4: _____ (0.25)

- b. Outline the following **TWO** factors that indicate customers' interest to purchase.

Asking about price:

 _____ (0.5)

Asking for payment details:

 _____ (0.5)

- c. Describe **FOUR** reasons why it is important to identify a customer's interest to purchase.

[illegible]

Question 5

K-8 (4 marks)

- a. Recall **TWO** positive aspects of teamwork in retail environment, apart from valuing other team members.

Positive aspect 1: _____ (0.5)

Positive aspect 2: _____ (0.5)

- b. Outline **TWO** reasons for valuing other team members.

Reason 1: _____

Reason 2: _____

(0.5)

c. Describe **FOUR** effects of successful teams in retail.

[illegible]

Please turn the page.

Question 6**C-3 (6 marks)**

a. Outline **FOUR** ways how team productivity can be improved through teamwork.

Way 1: _____

_____ (0.5)

Way 2: _____

_____ (0.5)

Way 3: _____

_____ (0.5)

Way 4: _____

_____ (0.5)

b. Describe the following **TWO** ways on how teamwork can contribute to a positive customer experience.

Creates a welcoming atmosphere: _____

_____ (1)

Develops a positive customer relationship: _____

_____ (1)

c. Discuss **TWO** ways how teamwork contributes to business success.

[illegible]

Please turn the page.

Question 7**K-9 (4 marks)**a. List **FOUR** benefits of good customer service.

Benefit 1: _____ (0.25)

Benefit 2: _____ (0.25)

Benefit 3: _____ (0.25)

Benefit 4: _____ (0.25)

b. Outline **TWO** of the benefits of good customer service listed in Question 7a.

i. _____

 _____ (0.5)

ii. _____

 _____ (0.5)

- c. • Fun Toy Shop had some problems with their customer service. Describe **ONE** consequence of bad customer service in **each** of the following scenarios:
- Scenario 1: A customer was angry as he phoned the shop about a model train and was told it is in stock. However, when the customer arrived at the store, he was told that the shop does not sell model trains.
 - Scenario 2: A customer bought a couple of toys from the store's online website. However, the store did not deliver his order.

[illegible]

Question 8

K-10 (4 marks)

- a. List **FOUR** consumer rights.

Consumer right 1: _____ (0.25)

Consumer right 2: _____ (0.25)

Consumer right 3: _____ (0.25)

Consumer right 4: _____ (0.25)

- b. Different regulatory bodies protect consumer rights. State **TWO** of the functions of the Environment and Resources Authority (ERA).

Function 1:

(0.5)

Function 2:

(0.5)

This question continues on next page.

c. The Price Indication Regulations is one of the regulations that affects consumer rights in Malta. Outline **FOUR** main elements found in the Price Indication Regulations.

[illegible]

Question 9

C-5 (6 marks)

a. State **FOUR** pieces of information that should be given to consumers prior to the sale of goods and services.

Information 1: _____ (0.5)

Information 2: _____ (0.5)

Information 3: _____ (0.5)

Information 4: _____ (0.5)

b. Describe **TWO** pieces of information that should be given to consumers prior to the sale of goods and services.

i. _____

(0.5)

(0.5)

c. Discuss **TWO** elements of consumer protection when buying goods or services in this scenario:

- Fun Toy Shop sells robotic toys.
- A customer bought a robotic toy as a gift.
- The customer bought the product from the store's website.
- The product was delivered to the customer's home.
- The product arrived without its original packaging.

