

**L-Università
ta' Malta**MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD**SECONDARY EDUCATION CERTIFICATE LEVEL
2022 SUPPLEMENTARY SESSION**

SUBJECT:	Retail
PAPER NUMBER:	Synoptic – Unit 1
DATE:	2 nd November 2022
TIME:	8:30 a.m. to 10:35 a.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	12	8	12	8	70

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

Scenario

- Tom owns and manages a small souvenir shop called 'The Maltese Souvenir Shop'.
- 'The Maltese Souvenir Shop' specialises in luxury products that are made in Malta.
- The souvenir shop sells edible products like honey, jams, spreads and olive oil.
- The souvenir shop also sells other items created by local artists, such as sculptures, pictures and paintings.
- The Maltese Souvenir Shop also offers delivery of its products to any country in Europe.

Question 1**K-1 (6 marks)**

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

Element 1: _____ (1)

Element 2: _____ (1)

b. Outline any **TWO** activities involved in the business process of retailing.

Activity 1: _____
_____ (1)

Activity 2: _____
_____ (1)

c. i. Describe **TWO** characteristics of products.

_____ (1)

ii. Describe **TWO** characteristics of services.

[illegible]

(1)

6

Question 2

K-2 (8 marks)

a. Department stores and vending trucks are types of retail channels within the Maltese context. List **TWO** other different types of retail channels within the Maltese context.

Retail Channel 1: _____ (1)

Retail Channel 2: _____ (1)

b. Outline the following **TWO** types of retail channels within the Maltese context.

Department stores:

(1

(1)

Vending trucks:

(1

(1)

This question continues on next page.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

Question 3

K-4 (8 marks)

- a. Warehouse supervisor and stacker are two of the retail occupations found at The Maltese Souvenir Shop. Name **TWO** other different retail occupations.

Retail Occupation 1: _____ (1)

Retail Occupation 2: _____ (1)

- b. Identify **ONE** skill required for a warehouse supervisor and **ONE** skill required for a stacker, from the ones provided below.

Skills	
problem solving	sales
cash handling	merchandising

Skill for a stacker: _____ (1)

Skill for a warehouse supervisor: _____ (1)

- c. Outline **FOUR** attributes and behaviours that a warehouse supervisor is expected to have.

[illegible]

Question 4**K-5 (8 marks)**

- a. Economic factors are one of the factors influencing customer expectations. State **TWO** other factors influencing customer expectations.

Factor 1: _____ (1)

Factor 2: _____ (1)

- b. Outline the following **FOUR** economic factors influencing customer expectations.

Disposable income: _____

_____ (0.5)

Economic stability: _____

_____ (0.5)

Consumer credit: _____

_____ (0.5)

Savings and investments: _____

_____ (0.5)

- c. • 'The Maltese Souvenir Shop' is a high-end shop;
• 'The Maltese Souvenir Shop' charges high prices for its premium quality products; and
• 'The Maltese Souvenir Shop' is located in the reception area of a luxurious 5 Star hotel.
• It is often visited by famous personalities who promote the locally made souvenirs.

Level of competition and ageing population are elements influencing customer expectations. Describe **TWO** other elements influencing customer expectations in relation to the scenario below.

(4

(4)

8

Question 5

C-2 (12 marks)

- a.
 - A repeat customer approaches the salesperson at 'The Maltese Souvenir Shop'.
 - The salesperson is to compile a customer profile.
 - Creating customer profiles help sales persons understand their customers' requirements.

Identify **FOUR** questions to compile a customer profile by underlining them in the box below.

Does the buyer dance?	What is the purchase history of this customer?
What are the desired customer's needs?	Does the buyer need a dentist?
Does the buyer have a cat?	What is the buyer's shoe size?
What is the buyer's personal background?	Who makes the buying decision?

(4)

This question continues on next page.

b. Outline the following **TWO** ways to handle customer objections.

Listen and do not interrupt: _____

_____ (2)

Agree and counter: _____

_____ (2)

c. Discuss the following **TWO** closing techniques.

- i. Summarise and ask for the order;
- ii. the alternative close.

[illegible]

Question 6**K-8 (8 marks)**

- a. Recall **TWO** positive aspects of teamwork in a retail environment.

Positive aspect 1: _____ (1)

Positive aspect 2: _____ (1)

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

Efficiency: _____ (1)

Job and customer satisfaction: _____ (1)

- c. Describe the following **TWO** effects of successful teams in retail: Higher staff morale; More successful retail business.

[illegible]

(4)

8

Question 7

C-4 (12 marks)

- a. Identify the steps (in the correct order) that can be taken to deal with a customer complaint by filling in the missing **FOUR** steps in Diagram 1. Use steps from the ones provided below.

Steps to deal with a customer complaint	
Listen actively to the customer	Question further the customer for better understanding
Identify the nature of the complaint (product or service) and remain calm	Apologise, show empathy and professionalism

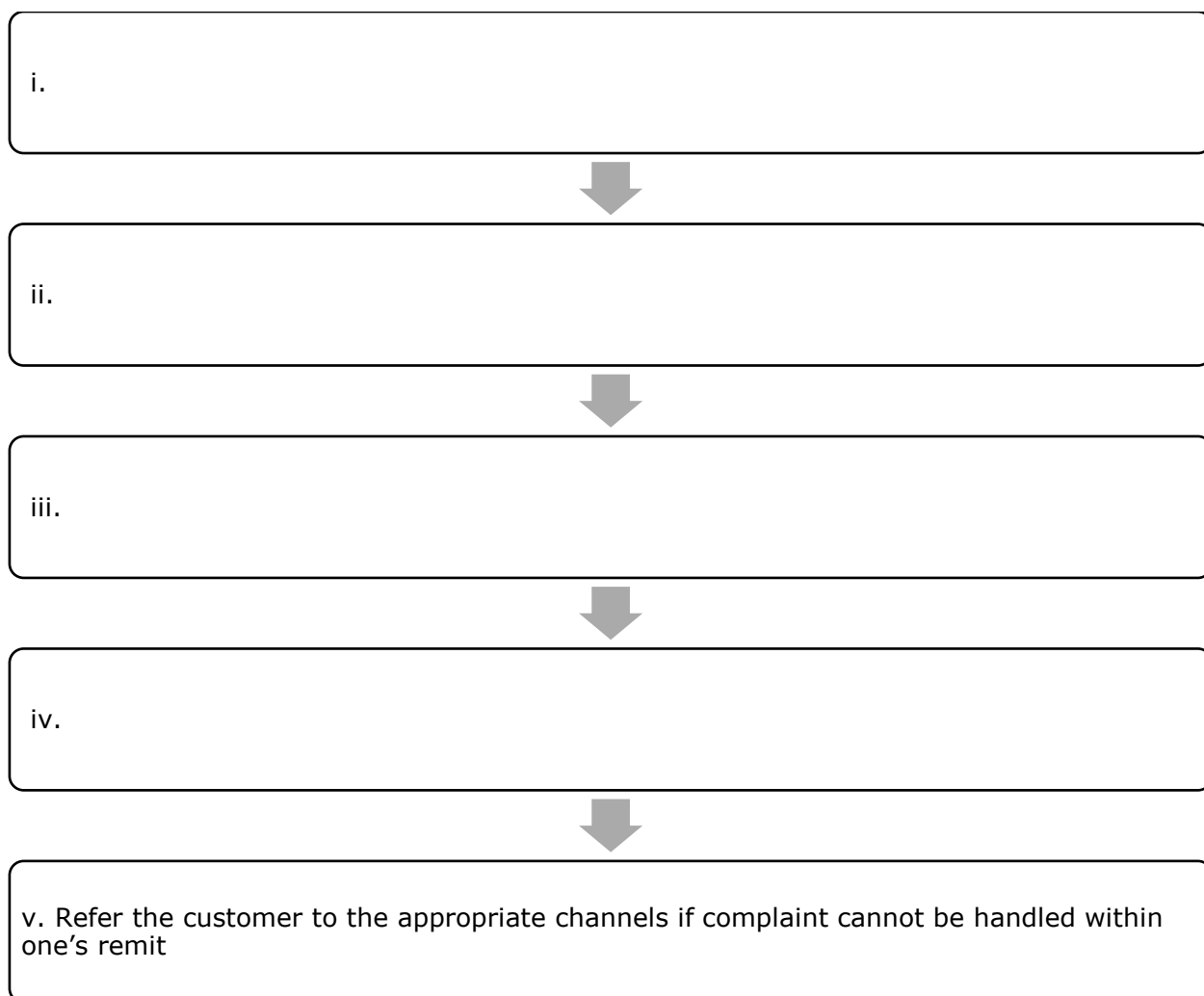


Diagram 1: Steps to deal with a customer complaint

(4)

b. Describe the following **TWO** steps on how to deal with a customer complaint.

Refer the customer to the appropriate channels if complaint cannot be handled within one's remit:

(2)

This question continues on next page.

Apologise, show empathy and professionalism:

(2)

- c. Explain **ONE** way of dealing with a challenging situation in a retail environment, apart from the ones given in Question 7b.

[illegible]

Question 8

K-10 (8 marks)

- a. List **TWO** consumer rights.

Consumer right 1: _____ (1)

Consumer right 2: _____ (1)

- b. Different regulatory bodies protect consumer rights. State **TWO** of the functions of the Malta Financial Services Authority (MFSA).

Function 1:

(1)

Function 2:

(1)

- c. The Package Holidays and Package Tour Regulations is one of the regulations that affects consumer rights in Malta.

Outline **TWO** main elements found in the Package Holidays and Package Tour Regulations.

8

Blank Page

Blank Page

Blank Page