



SUBJECT: **Retail**
 PAPER NUMBER: Synoptic – Unit 1
 DATE: 4th November 2024
 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	8	8	12	12	70

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

Scenario

- 'ElectroTech' is a retail outlet selling good quality affordable electronic products.
- 'ElectroTech' has a customer care area offering servicing and repairs of electronic products.

Question 1

K-2 (6 marks)

a. List **TWO** types of retail channels, apart from shopping complexes and supermarkets, 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.

Shopping complexes: _____

_____ (1)

Supermarkets: _____

_____ (1)

c. i. Describe **ONE** benefit and **ONE** drawback of physical retail channels.

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

Requesting more product information or details: _____

_____ (1)

Experiencing the product: _____

_____ (1)

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

_____ (4)

8

Question 5

K-9 (8 marks)

a. Increased sales and feedback from the customer are two of the benefits of good customer service. List **TWO** other benefits of good customer service.

Benefit 1: _____ (1)

Benefit 2: _____ (1)

b. Outline the following **TWO** benefits of good customer service.

Increased sales: _____

_____ (1)

Feedback from the customer: _____

_____ (1)

c. Describe **ONE** consequence of bad customer service before purchase and **ONE** consequence of bad customer service after purchase.

Consequence of bad customer service before purchase:

_____ (2)

Consequence of bad customer service after purchase:

_____ (2)

Please turn the page.

Question 6

K-10 (8 marks)

a. List **TWO** consumer rights.

Consumer right 1: _____ (1)

Consumer right 2: _____ (1)

b. Different regulatory bodies deal with consumer rights. State **TWO** functions of the Malta Communications Authority (MCA).

Function 1: _____
_____ (1)

Function 2: _____
_____ (1)

c. The Product Safety Act is one of the legislations that affect consumer rights in Malta. Outline **TWO** main elements found in the Product Safety Act.

Element 1: _____

_____ (2)

Element 2: _____

_____ (2)

8

Skill 2: _____

_____ (2)

c. Discuss **TWO** reasons why effective retail communication with customers is important during the sales process.

