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SUBJECT: **Retail**  
PAPER NUMBER: Synoptic – Unit 2  
DATE: 4<sup>th</sup> November 2024  
TIME: 11:30 a.m. to 1:35 p.m.

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

**For examiners' use only:**

<b>Question</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>Total</b>
<b>Score</b>									
<b>Maximum</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>12</b>	<b>70</b>

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-1 (6 marks)**

a. Define the term 'stock'. The definition should include **TWO** elements of stock in retail.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

b. Name **TWO** safety measures to be adopted when receiving and handling stock.

Safety Measure 1: \_\_\_\_\_ (1)

Safety Measure 2: \_\_\_\_\_ (1)

c. Outline the following **TWO** key tasks for the receipt and processing of goods:

Checking goods:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

Removing and appropriately disposing of any extra packing material:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

6

**Question 2**

**K-2 (8 marks)**

a. List **FOUR** preliminary information needed for the receipt and processing of goods.

Information 1: \_\_\_\_\_ (0.5)

Information 2: \_\_\_\_\_ (0.5)

Information 3: \_\_\_\_\_ (0.5)

Information 4: \_\_\_\_\_ (0.5)

b. Identify **TWO** documents used in the receipt and processing of goods for the statements in Table 1. Use documents from the ones provided in the box below.

<b>Documents used in the receipt and processing of goods</b>	
Delivery and supplier note	Goods returned note
Requisitions and issue note	Goods received note
Credit note	Invoice

Table 1: Documents used in the receipt and processing of goods

<b>Statements</b>	<b>Document used in the receipt and processing of goods.</b>
i. A document issued by a seller to a buyer. If a buyer returns goods to the seller, and the seller agrees to refund the purchase price, this document is issued. This document indicates that the seller owes the buyer a specific amount.	
ii. A document issued by a seller to a buyer. It indicates the products or services provided, the quantity, agreed-upon prices, and the total amount owed.	

(2)

c. A purchase order is used for the receipt and processing of goods. Outline **TWO** details in a purchase order.

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(4)

8

**Question 3**

**K-4 (8 marks)**

a. Stock checks and stock calculation are two methods used by retailers to maintain stock levels. Name **TWO** other methods used by retailers to maintain stock levels.

Method 1: \_\_\_\_\_ (1)

Method 2: \_\_\_\_\_ (1)

***This question continues on next page.***







Evaluation of alternatives:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (1)

c. Identify **TWO** cognitive and personal biases influencing the buyer’s decision-making process from the scenarios in Table 2. Use **TWO** biases from the box below.

<b>Cognitive and personal biases</b>		
selective search for evidence	optimism	faulty generalisations
repetition bias	source credibility bias	recent information
role fulfilment	experiential limitations	

Table 2: Identification of cognitive and personal biases influencing the buyer's decision-making process.

<b>Scenarios</b>	<b>Cognitive and personal biases</b>
i. A consumer is in the market for a new laptop. He believes that he is less likely to buy a bad product compared to other consumers. The consumer is confident about his purchase and expects a positive result.	
ii. A consumer is looking to purchase a new mobile phone. She is influenced by the latest reviews on a mobile phone model. She ignores the long-term performance or the experiences of previous consumers. She prioritises latest trends and reviews about the mobile phone.	

(4)

<b>8</b>

***Please turn the page.***



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Proper equipment to handle stock safely:

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(2)

b. Explain the following **TWO** ways how to verify that goods received are as ordered.

Check quantity of goods against documentation: \_\_\_\_\_

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(2)

Assess the quality of goods received: \_\_\_\_\_

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(2)

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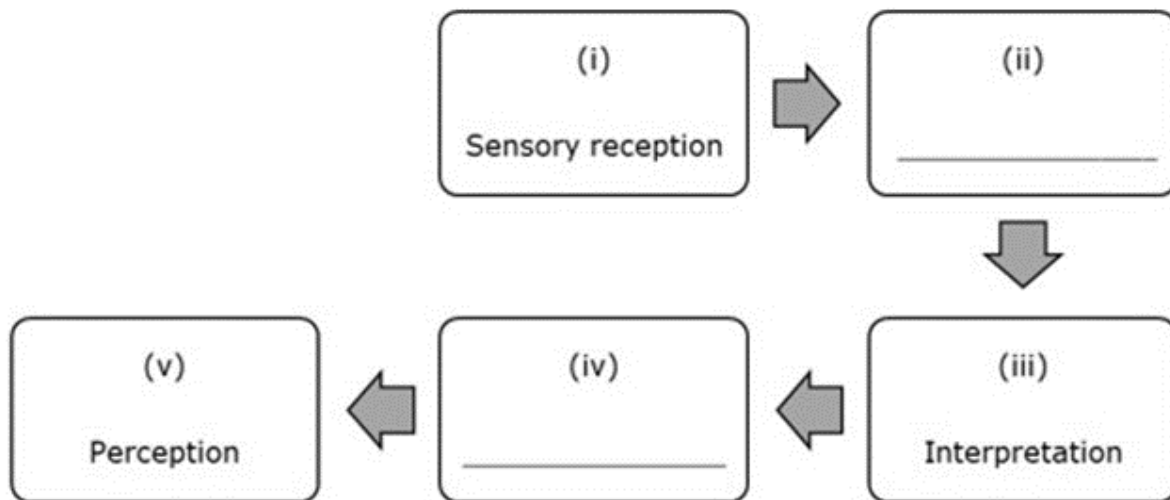


**Question 8**

**C-4 (12 marks)**

a. Figure 2 shows an incomplete illustration of the basic perceptual process in consumer behaviour. Fill in the **TWO** missing stages, in Figure 2, to illustrate the basic perceptual process in consumer behaviour.

The stages need to be in the correct sequence.



(4)

Figure 2: The basic perceptual process in consumer behaviour. (Source: <https://www.researchgate.net/>)

b. Describe the following **TWO** stages in the perceptual process in consumer behaviour.

Sensory reception: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

Interpretation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (2)

***This question continues on next page.***

