



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2026 MAIN SESSION**

---

SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Controlled – Unit 2
DATE:	12 <sup>th</sup> May 2025
DURATION:	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** \_\_\_\_\_



**Question 2**

**C-1 (6 marks)**

a. Outline the following **FOUR** important elements required in the preparation for receiving stock.

Ensuring adequate space: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Staff skills and knowledge to handle stock: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Proper equipment to handle stock safely: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Time-scheduling for improved process efficiency and customer service: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. 'Paper & Pen' just unpacked a large box of stationery.  
Explain the following **TWO** ways to verify that goods received are as ordered:

How to check quantity of goods against documentation: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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



**Question 3**

**K-4 (4 marks)**

a. Name **FOUR** methods used by retailers to maintain stock levels.

Method 1: \_\_\_\_\_ (0.25)

Method 2: \_\_\_\_\_ (0.25)

Method 3: \_\_\_\_\_ (0.25)

Method 4: \_\_\_\_\_ (0.25)

b. Outline the following **TWO** stock rotation methods.

Last In First Out (LIFO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

First In Last Out (FILO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** different benefits of effective stock control, apart from financial management and prevent wastage.

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

**Question 4**

**C-2 (6 marks)**

a. Describe the following **TWO** stock control techniques.

Establish annual stock policy and an optimised purchasing procedure: \_\_\_\_\_

---

---

---

---

(1)

Calculate inventory turnover: \_\_\_\_\_

---

---

---

---

(1)

b. Figure 1 presents an inventory control chart. By referring to Figure 1, illustrate the meaning of the missing **FOUR** elements. Element (i) was given to you as an example.

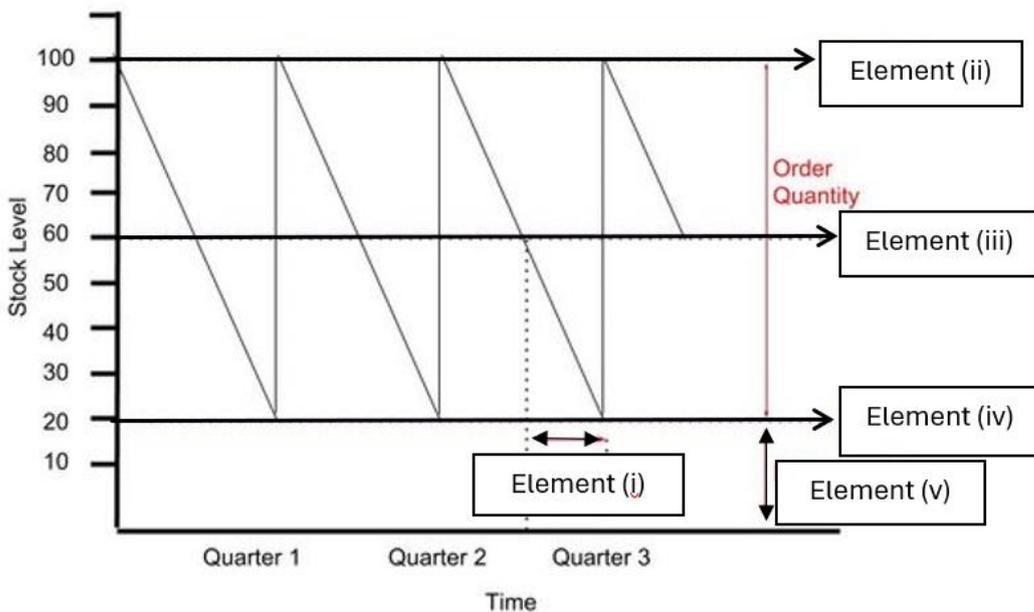


Figure 1: Inventory control chart.  
(Source: <https://senecalearning.com/en-GB/revision-notes/a-level/business/aqa/4-5-2-inventory>)







**Question 6**

**K-8 (4 marks)**

- a. Marketing activities which influence consumer behaviour include distribution, physical evidence, processes and people.

List **FOUR** other marketing activities influencing consumer behaviour.

Marketing activity 1: \_\_\_\_\_ (0.25)

Marketing activity 2: \_\_\_\_\_ (0.25)

Marketing activity 3: \_\_\_\_\_ (0.25)

Marketing activity 4: \_\_\_\_\_ (0.25)

- b. Outline the following **TWO** marketing activities influencing consumer behaviour.

Distribution: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

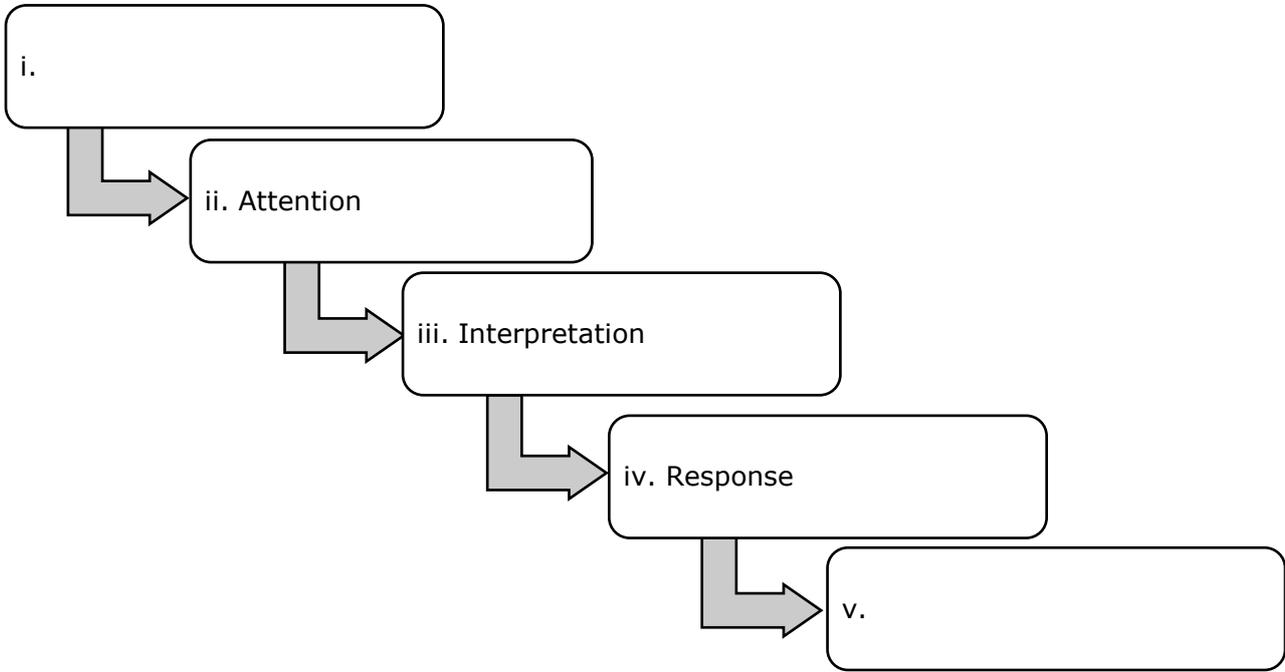
Physical evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)



**Question 7**

**C-4 (6 marks)**

a. Fill in the **TWO** missing stages in Figure 2, to illustrate the basic perceptual process in consumer behaviour.



(2)

Figure 2: The basic perceptual process.

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

Attention: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)



b. Apart from colour and communication, outline **TWO** other elements of visual merchandising.

Element 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Element 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** roles and skills of a visual merchandiser.

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

Blank Page

Blank Page