



L-Università
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MATSEC
Examinations Board



Marking Scheme

SEC Retail Unit 2

Main Session 2023
11th May 2022

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Marking Scheme (Main Session 2023): SEC Retail Unit 2

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
K-1			4		
	MQF 1: Define the term 'stock' in retail.	1a	1	Award 0.5 marks for each element defined.	<p>The student is expected to define stock by including any TWO of the following elements of stock: equipment and materials, inventory (goods), customer needs.</p> <p>An example of a definition which includes TWO elements of stock could be: Stock in retail is the stored accumulation of goods/ inventory that is available for sale by the retail outlet so as to satisfy customers' needs.</p> <p>Accept other valid definitions.</p>
	MQF 2: Name safety measures to be adopted when receiving and handling stock.	1b	1	Award 0.25 marks for each safety measure named.	<p>The student is expected to name any of the following FOUR safety measures to be adopted when receiving and handling stock: PPE, consideration of warning labels/signage, proper receipt and handling of goods, use of goods handling equipment, placement of goods in the right location, store housekeeping.</p> <p>Accept other valid answers.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
	MQF 3: Outline the key tasks for the receipt and processing of goods.	1c	2	Award 1 mark for each outline.	<p>The student is expected to outline the following TWO key tasks for the receipt and processing of goods: cleaning and maintaining the receiving area; checking goods.</p> <p>An example of an outline could be: A key task when receiving and processing goods is to clean the receiving area before and after processing the goods from unnecessary items and debris/trash, as well as maintain the receiving area.</p> <p>Accept other valid outlines.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
			6		
C-1	MQF 1: Outline important elements in the preparation for receiving stock.	2a	2	Award 0.5 marks for each outline.	<p>The student is expected to outline the following FOUR important elements in the preparation for receiving stock: ensuring adequate space; staff skills and knowledge to handle stock; proper equipment to handle stock safely; time-scheduling.</p> <p>An example of an outline could be: It is important for staff to ensure adequate space before receiving stock. Staff will need to know the volume of goods being received, and ensure sufficient space for the goods to be unloaded and received.</p> <p>Accept other valid outlines.</p>
	MQF 2: Explain how to verify that goods received are as ordered.	2b	2	Award 1 mark for each explanation.	<p>The student is expected to explain the following TWO ways when verifying goods: how to check the quantity of goods against documentation; How to assess the quality of goods received.</p> <p>An example of an explanation could be: Verifying that the received goods are as ordered requires staff to check the quantity of goods against documentation; i.e., that the right number or weight of items has been delivered to the receiving area as ordered by the retail outlet.</p> <p>Accept other valid explanations.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
	MQF 3: Explain how stock should be handled prior to storing.	2c	2	Award 1 mark for each way.	<p>The student is expected to explain any of the following TWO ways how stock should be handled prior to storing: check stock, mark stock, maintain stable temperature (if applicable), use appropriate equipment for transfer, assess effective methods for storing stock, prioritise handling of goods in order of future storage/use.</p> <p>An example of an explanation could be: One way how stock should be handled before storage is by prioritising the handling of goods in order of future storage/use. This means that stock needed for immediate use is given priority for transfer/handling (to the necessary location) over stock that is going to be transferred into storage.</p> <p>Accept other valid explanations.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
K-4			4		
	MQF 1: Name methods used by retailers to maintain stock levels.	3a	1	Award 0.25 marks for each method named.	The student is expected to name FOUR methods used by retailers to maintain stock levels: stock checks; stocktaking; audits; stock calculation.
	MQF 2: Outline the different stock rotation methods.	3b	1	Award 0.5 marks for each outline.	<p>The student is expected to outline the following TWO stock rotation methods: First In First Out (FIFO), First In Last Out (FILO). Supporting the answer with an <u>example is optional</u>.</p> <p>An example of an outline could be: First In First Out (FIFO) is a stock rotation method where the business first uses/sells the stock that has been the longest in storage</p> <p>Accept other valid outlines.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
	MQF 3: Describe the benefits of effective stock control.	3c	2	Award 1 mark for each description.	<p>The student is expected to describe any of the following TWO benefits of effective stock control: theft control, customer service, product tracking, financial management, warehouse space requirements, identify current stock levels, prevent wastage, improve stock turnover.</p> <p>An example of a description could be: A benefit of effective stock control is theft control and the losses arising from such theft. A firm that has effective stock control will be able to immediately identify any missing/stolen stock and investigate such loss.</p> <p>Accept other valid descriptions.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
C-2			6		
	MQF 1: Describe stock control techniques.	4a	2	Award 1 mark for each description.	<p>The student is expected to describe the following TWO stock control techniques: prepare inventory budgets and maintain an inventory system; calculate inventory turnover.</p> <p>An example of a description could be: Preparing inventory budgets and maintaining an inventory system is a stock control technique. An inventory budget establishes the plan on which the actual inventory can be based during the year. This requires maintaining an inventory system to keep track of the quantity and type of products in stock.</p> <p>Accept other valid descriptions.</p>
	MQF 2: Illustrate the elements of an inventory control chart.	4b	2	Award 0.5 marks for each correct element illustrated.	<p>The student is expected to illustrate the following FOUR elements of the inventory control chart:</p> <ol style="list-style-type: none"> i. Maximum stock levels ii. Re-order level iii. Minimum stock level iv. Lead time <p>An example of a good illustration is in the examination paper.</p>

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	MQF 3: Discuss best practices in stock optimisation.	4c	2	Award 1 mark for each best practice discussed.	<p>The student is expected to discuss and refer to any TWO of the following best practices in stock optimisation: categorising inventory; automating replenishments; adopting demand forecasting techniques; investing in inventory optimisation systems.</p> <p>An example of a discussion could be: Categorising inventory into priority groups can facilitate understanding which products sell rapidly, or which have high re-ordering costs, or which generate more revenue. The group with the highest priority will need to have better stock optimisation than lower ranking priority groups. The business still needs to pay attention to lower ranking priority groups. Thus, the business will prioritise its stock control efforts according to the inventory categories.</p> <p>Accept other valid discussions.</p>
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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation marks of	Examples of expected answer
K-6			4		
	MQF 1: Define the term 'consumer behaviour'.	5a	1	Award 0.5 marks for each element defined.	<p>The student is expected to define consumer behaviour including TWO of the following elements: psychology; actions; buying decisions; satisfaction.</p> <p>An example of a definition incorporating TWO elements of consumer behaviour could be: Consumer behaviour is defined as the psychological factors influencing customers and the decisions that people make when considering buying a product.</p> <p>Accept other valid definitions.</p>
	MQF 2: Outline types of consumer behaviour in relation to involvement and brands.	5b	1	Award 0.5 marks for each outline.	<p>The student is expected to outline the following TWO types of consumer behaviour in relation to involvement and brands: dissonance-reducing; habitual.</p> <p>An example of an outline could be: Dissonance reducing buying behaviour occurs when the customer is buying a high involvement product and there is little difference between the brands of such products.</p> <p>Accept other valid outlines.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
	MQF 3: Describe factors affecting consumer behaviour.	5c	2	Award 1 mark for each description.	<p>The student is expected to describe TWO of the following factors affecting consumer behaviour: marketing factors, personal factors, social factors, psychological factors, situational factors, cultural factors.</p> <p>An example of a description could be: Cultural factors are the values, perceptions, and behaviours that an individual observes and learns from the important people around them (i.e., the community). Cultural factors are also affected by the customer’s religion (the belief system) and social class (such as income, occupation, family background). The community/cultural background of the customer has a strong impact on consumer behaviour.</p> <p>Accept other valid descriptions.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation marks of	Examples of expected answer
			4		
K-8	MQF 1: List marketing activities influencing consumer behaviour.	6a	1	Award 0.25 marks for each activity listed.	<p>The student is expected to list any FOUR of the following marketing activities influencing consumer behaviour, apart from product packaging and product positioning: product or service design, price-setting, promotion, distribution, physical evidence, processes, people.</p> <p>Accept other valid answers.</p>
	MQF 2: Outline marketing activities influencing consumer behaviour.	6b	1	Award 0.5 marks for each outline.	<p>The student is expected to outline the following TWO marketing activities influencing consumer behaviour: product packaging; product positioning.</p> <p>An example of an outline could be: The purpose of product packaging is to provide convenience, through product information [e.g., instructions, ingredients]; and communicate the brand's message through the logo, shape, texture, colours and labelling of the packaging.</p> <p>Accept other valid outlines apart from product packaging and product positioning.</p>

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	MQF 3: Describe how consumer behaviour is influenced through specific service-provision marketing activities.	6c	2	Award 1 mark for each description.	<p>The student is expected to describe any TWO of the following ways of how consumer behaviour is influenced through specific service-provision marketing activities: physical evidence, processes, people.</p> <p>An example of a description could be: Physical evidence is noted by the customer before getting the service, through the store signage and store design. The customer cannot judge the service prior to consuming it but can take tangible cues from the physical evidence provided by the business. Thus, physical evidence will serve to make an impression on the customer's perception, and their willingness to buy the product.</p> <p>Accept other valid descriptions.</p>
			6		
C-4	MQF 1: Illustrate the basic perceptual process in consumer behaviour.	7a	2	Award 0.5 marks for each correct stage.	<p>The student is expected to fill in the FOUR missing stages to illustrate the basic perceptual process in consumer behaviour.</p> <ul style="list-style-type: none"> i. Sensory reception/receptors ii. Attention iii. Interpretation iv. Response
	MQF 2: Describe the stages in the perceptual process in consumer behaviour.	7b	2	Award 1 mark for each description.	<p>The student is expected to describe the following TWO stages in the perceptual process in consumer behaviour: Interpretation; response.</p> <p>An example of a description could be: Once a customer pays attention to a stimulus, the perceptual process focuses on organising/categorising and interpreting the incoming information. Interpretation is individual and influenced by internal psychological factors [i.e. cognitive and behavioural processing].</p> <p>Accept other valid descriptions.</p>

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	<p>MQF 3: Explain how sensory stimuli influence perception.</p>	<p>7c</p>	<p>2</p>	<p>Award 1 mark for each way.</p>	<p>The student is expected to explain the following TWO ways how sensory stimuli influence perception: sensation; meaning.</p> <p>An example of an explanation could be: One way how sensory stimuli influence perception is by sensation. The perceptual process begins through sensation when a customer's sensory receptors [i.e., our five senses] are exposed to sensory stimuli [i.e., sights, sound, tastes, smells, and textures]. Customers are constantly exposed to sensory stimuli, but only pay attention to some of these stimuli. What starts as sensation undergoes the perceptual process, and ultimately develops a consumer's perception of a brand/ product.</p> <p>Accept other valid explanations.</p>
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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks	Examples of expected answer
K-9			4		
	MQF 1: Define the concept of visual merchandising.	8a	1	Award 0.25 marks for each element.	<p>The student is expected to define any FOUR of the following elements of the concept of visual merchandising: retail industry, floor plans, attract, customer purchases, target market, sales activity.</p> <p>An example of a definition incorporating FOUR elements could be: Visual merchandising is a practice in the retail industry that sets up the floor plan to best attract customer attention and to generate more sales.</p> <p>Accept other valid answers.</p>
	MQF 2: Outline the main elements of visual merchandising.	8b	1	Award 0.25 marks for each outline.	<p>The student is expected to outline the following FOUR elements of visual merchandising: colour; landscaping; texture; décor.</p> <p>An example of an outline could be: Landscaping is an element of visual merchandising that creates interest through interesting composition. Landscaping can help the customer’s better view the product or focus the customer’s attention on specific products.</p> <p>Accept other valid outlines.</p>

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Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation marks of	Examples of expected answer
	MQF 3: Describe the roles and skills of a visual merchandiser.	8c	2	Award 0.5 marks for each description.	<p>The student is expected to describe any of the following TWO roles and TWO skills of a visual merchandiser: design skills, window and in-store display management, creativity, visual/special awareness, communication skills, team player.</p> <p>An example of a description could be: A visual merchandiser has the role of managing window and in-store displays. These displays should be appealing to the target customer and lead the customer through the entire store.</p> <p>Accept other valid descriptions.</p>