



L-Università  
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MATSEC  
Examinations Board



# Marking Scheme

## SEC Retail Unit 2

**Main Session 2024**  
**16<sup>th</sup> May 2023**

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Marking Scheme (Main Session 2024): SEC Retail Unit 2

Criteria Reference	The candidate should be able to:	Section & Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
<b>K-1</b>		<b>Q1</b>	<b>4</b>		
	MQF 1: Define the term 'stock' in retail.	1a	1	Award 0.5 marks for each element defined.	<p>The candidates are expected to define stock by including any <b>TWO</b> of the following elements of stock: equipment and materials, inventory (goods), customer needs.</p> <p>An example of a definition which includes <b>TWO</b> 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 0.5 marks for each safety measure named.	<p>The candidates are expected to name any of the following <b>TWO</b> 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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	MQF 3: Outline the key tasks for the receipt and processing of goods.	1c	2	Award 1 mark for each outline.	<p>The candidates are expected to outline the following <b>TWO</b> key tasks for the receipt and processing of goods: unpacking &amp; inspecting goods; removing &amp; appropriately disposing of any extra packing material.</p> <p>An example of an outline could be: A key task when receiving and processing goods is to unpack and inspect goods received. This is done by removing items from all their packaging and checking that all items and/or parts are in good condition without any missing parts/items if applicable.</p> <p>Accept other valid outlines.</p>
<b>C-1</b>		<b>Q2</b>	<b>6</b>		
	MQF 1: Outline important elements in the preparation for receiving stock.	2a	2	Award 0.5 marks for each outline.	<p>The candidates are expected to outline the following <b>FOUR</b> important elements in the preparation for receiving stock: ensuring adequate space; settle receiving goods documents; proper equipment to handle stock safely; time-scheduling.</p> <p>An example of an outline could be: It is important for staff to know the volume of goods being received, and ensure there is sufficient clear/vacant space for the goods to be unloaded and received.</p> <p>Accept other valid outlines.</p>

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	MQF 2: Explain how to verify that goods received are as ordered.	2b	2	Award 1 mark for each explanation.	<p>The candidates are expected to explain the following <b>TWO</b> 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. This involves counting each item and ensuring that the right number of items has been delivered to the receiving area as ordered by the retail outlet. In some cases, checking can be done by weight or dimension.</p> <p>Accept other valid explanations.</p>
	MQF 3: Explain how stock should be handled prior to storing.	2c	2	Award 1 mark for each way.	<p>The candidates are expected to explain any <b>TWO</b> of the following 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/</p>

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					handling (to the necessary location) over stock that is going to be transferred into storage.  Accept other valid explanations.
<b>K-4</b>		<b>Q3</b>	<b>4</b>		
	MQF 1: Name methods used by retailers to maintain stock levels.	3a	1	Award 0.25 marks for each method named.	The candidates are expected to name <b>FOUR</b> 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.	The candidates are expected to outline the following <b>TWO</b> stock rotation methods: First In First Out (FIFO), Last In First Out (LIFO).  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  Accept other valid outlines, including an answer with a supporting example.

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	MQF 3: Describe the benefits of effective stock control.	3c	2	Award 1 mark for each description.	<p>The candidates are expected to describe any <b>TWO</b> of the following 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>
<b>C-2</b>		<b>Q4</b>	<b>6</b>		
	MQF 1: Describe stock control techniques.	4a	2	Award 1 mark for each description.	<p>The candidates are expected to describe the following <b>TWO</b> stock control techniques: prepare inventory budgets and maintain an inventory system; establish annual stock policy and an optimised purchasing procedure.</p> <p>An example of a description could be: Preparing inventory budgets and maintaining an inventory system: In this 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>

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	MQF 2: Illustrate the elements of an inventory control chart.	4b	2	Award 0.5 marks for each correct element illustrated.	<p>The candidates are expected to illustrate meaning of the following <b>FOUR</b> elements of the inventory control chart:</p> <ul style="list-style-type: none"> <li>i. Maximum stock levels</li> <li>ii. Re-order level</li> <li>iii. Minimum stock level</li> <li>v. Safety Stock Level</li> </ul> <p>An example of a good illustration is in the examination paper.</p>
	MQF 3: Discuss best practices in stock optimisation.	4c	2	Award 1 mark for each best practice discussed.	<p>The candidates are expected to discuss the following <b>TWO</b> best practices in stock optimisation: categorising inventory and adopting demand forecasting techniques.</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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<b>K-6</b>		<b>Q5</b>	<b>4</b>		
	MQF 1: Define the term 'consumer behaviour'.	5a	1	Award 0.5 marks for each element defined.	<p>The candidates are expected to define consumer behaviour including <b>TWO</b> of the following elements: psychology; actions; buying decisions; satisfaction.</p> <p>An example of a definition incorporating <b>TWO</b> 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 candidates are expected to outline the following <b>TWO</b> types of consumer behaviour in relation to involvement and brands: complex; variety-seeking.</p> <p>An example of an outline could be: Complex buying behaviour occurs when a consumer is highly involved with the purchase and when there are significant differences between brands.</p> <p>Accept other valid outlines.</p>
	MQF 3: Describe factors affecting consumer behaviour.	5c	2	Award 1 mark for each description.	<p>The candidates are expected to describe <b>TWO</b> of the following factors affecting consumer behaviour: marketing factors, personal factors, social factors, psychological factors, situational factors, cultural factors.</p>

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					<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>
<b>K-8</b>		<b>Q6</b>	<b>4</b>		
	MQF 1: List marketing activities influencing consumer behaviour.	6a	1	Award 0.25 marks for each activity listed.	<p>The candidates are expected to list any <b>FOUR</b> of the following marketing activities influencing consumer behaviour, apart from price setting, physical evidence, processes, and promotion: product or service design, product packaging, product positioning, distribution, 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 candidates are expected to outline the following <b>TWO</b> marketing activities: price setting and promotion.</p> <p>An example of an outline could be: Price Setting involves deciding on what price a product will be sold for based on product quality and market positioning.</p> <p>Accept other valid outlines.</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 candidates are expected to describe the following <b>TWO</b> ways of how consumer behaviour is influenced through specific service-provision marketing activities: physical evidence, processes.</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 service.</p> <p>Accept other valid descriptions.</p>
C-4		<b>Q7</b>	<b>6</b>		
	MQF 1: Illustrate the basic perceptual process in consumer behaviour.	7a	2	Award 1 mark for each correct stage.	<p>The candidates are expected to fill in the <b>TWO</b> missing stages to illustrate the basic perceptual process in consumer behaviour.</p> <p>(i) Sensory reception/receptors (iv) Response</p>
	MQF 2: Describe the stages in the perceptual process in consumer behaviour.	7b	2	Award 1 mark for each description.	<p>The candidates are expected to describe the following <b>TWO</b> stages in the perceptual process in consumer behaviour: Attention, Interpretation.</p> <p>An example of a description could be: Once a customer pays attention to a stimulus, the customer gives meaning to it by organising/</p>

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					<p>categorising and interpreting the incoming information. Interpretation is personal and influenced by previous experiences.</p> <p>Accept other valid descriptions.</p>
	MQF 3: Explain how sensory stimuli influence perception.	7c	2	Award 1 mark for each way.	<p>The candidates are expected to explain the following <b>TWO</b> 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 or message.</p> <p>Accept other valid explanations.</p>

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<b>K-9</b>		<b>Q8</b>	<b>4</b>		
	MQF 1: Define the concept of visual merchandising.	8a	1	Award 0.5 marks for each element.	<p>The candidates are expected to define any <b>TWO</b> 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 <b>TWO</b> elements could be: Visual merchandising is a practice in the retail industry that uses floor plans and other methods to facilitate customer purchases.</p> <p>Accept other valid answers.</p>
	MQF 2: Outline the main elements of visual merchandising.	8b	1	Award 0.5 marks for each outline.	<p>The candidates are expected to outline any <b>TWO</b> elements of visual merchandising from the following: landscaping, texture and 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.</p> <p>Accept other valid outlines, apart from colour and communication.</p>
	MQF 3: Describe the roles and skills of a visual merchandiser.	8c	2	Award 1 mark for each description.	<p>The candidates are expected to describe any of the following <b>TWO</b> roles and skills of a visual merchandiser: design skills, window and in-store</p>

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<b>Criteria Reference</b>	<b>The candidate should be able to:</b>	<b>Section &amp; Question Number</b>	<b>Maximum marks that can be achieved</b>	<b>Allocation of marks NOT to be subdivided any further than indicated below</b>	<b>Examples of expected answer</b>
					<p>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>