



L-Università
ta' Malta

MATSEC
Examinations Board



Marking Scheme
SEC Retail Unit 1

Main Session 2026
14th May 2024

Marking schemes published by the MATSEC Examination Board are not intended to be standalone documents. They are an essential resource for markers who are subsequently monitored through a verification process to ensure consistent and accurate application of the marking scheme.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with the MATSEC Examinations Board when in doubt.

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
K-1		Q1	4		
	MQF 1: Name the main elements of the retail supply chain.	1a	1	Award 0.2 marks for each element named.	The candidates are expected to name the following FIVE main elements of the retail supply chain: <ul style="list-style-type: none"> • supplier; • manufacturer; • wholesaler; • retailer; and • customer.
	MQF 2: Outline the business process of retailing.	1b	1	Award 0.2 marks for each activity included as part of the outline.	The candidates are expected to outline the business process of retailing through its FIVE activities. An example of an outline could be: The business process of retailing includes these five activities, namely incoming good from wholesalers, breaking bulk, pre-sale service, service during sale, and after sale service. Accept other valid outlines.
	MQF 3: Describe the different characteristics of products and services.	1c	2	Award 0.5 marks for each characteristic described.	The candidates are expected to describe the following TWO characteristics of products and TWO characteristics of services: <ul style="list-style-type: none"> • product characteristics: non-variable provision, no user participation; • service characteristics: inseparability; perishability. An example of a description could be: Service perishability refers to the unique characteristic of services that makes them time-sensitive and, unable to be stored or resold once the time period for their delivery has passed. Accept other valid descriptions.

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
K-4		Q2	4		
	MQF 1: Name different retail occupations.	2a	1	Award 0.25 marks for each retail occupation named.	The candidates are expected to name any FOUR different retail occupations, except stock controller sales assistant and delivery person, from the following: store manager; supervisor (or team leader); warehouse supervisor; cashier; stacker; or customer service representative. Accept other valid answers.
	MQF 2: Identify the skills required by different retail occupations.	2b	1	Award 0.25 marks for each skill identified.	The candidates are expected to identify TWO skills required for a stock controller and TWO skills required for a delivery person from the given scenarios. i. For a Stock controller TWO from the following skills: literacy and numeracy; time management; problem solving. ii. For a Delivery person TWO from the following skills: customer relationship and service provision; problem solving. Accept other valid answers.
	MQF 3: Outline attributes and behaviours linked to a particular retail occupation.	2c	2	Award 0.5 marks for each outline.	The candidates are expected to outline any FOUR attributes and behaviours linked to a sales assistant from the following: good personal appearance, flexibility and adaptability, ability to multi-task, proactivity, honesty and integrity, empathy and compassion, courteousness and politeness, positive attitude, confidence.

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
					An example of an outline could include: A sales assistant is expected to have good personal appearance as the overall appearance will reflect on the store's image and brand. Accept any other valid outlines.
		Q3	4		
K-6	MQF 1: Recall the stages of the selling process.	3a	1	Award 0.25 marks for each stage recalled in its correct order.	The candidates are expected to recall the following missing FOUR stages of the selling process in the correct order: Step 1: Opening (meet and greet). Step 2: Understand customer needs. Step 4: Handle objections, negotiation and summarise Step 5: Close the sale The wording of the answers can be different if all the information is given.
	MQF 2: State key aspects that can influence the selling process.	3b	1	Award 0.5 marks for each aspect stated.	The candidates are expected to state any TWO key aspects that can influence the selling process, from the following: Awareness of special offers, interdepartmental relations; display areas; stock availability. Accept any other valid aspects apart from product and service knowledge; and market awareness.

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
	MQF 3: Describe how key aspects influence stages of the selling process.	3c	2	Award 1 mark for each description.	<p>The candidates are expected to describe how the following TWO key aspects influence stages of the selling process: Product and service knowledge; and market awareness.</p> <p>An example of a description would include: When salespeople have product and service knowledge, they can communicate the features and benefits of the product more effectively. This will facilitate the selling process as they are likely to meet the needs of the potential customers.</p> <p>Accept other valid descriptions for these aspects.</p>
		Q4	4		
K-7	MQF 1: List factors that indicate customers' interest to purchase.	4a	1	Award 0.25 marks for each factor listed.	<p>The candidates are expected to list any FOUR of the following factors that indicate customers' interest to purchase: spending time investigating the product, requesting more product information or details, emotional messages and body language, social and personality factors, experiencing the product.</p> <p>Accept any other valid answers apart from asking about price and asking for payment details.</p>
	MQF 2: Outline factors that indicate customers' interest to purchase.	4b	1	Award 0.5 marks for each reason outlined.	<p>The candidates are expected to outline the following TWO factors that indicate customers' interest to purchase: asking about price and asking for payment details.</p> <p>An example of an outline could include: Asking about price indicates a customer's interest to purchase as the customer is analysing the cost of the product to see if it fits their planned budget.</p> <p>Accept any other valid outlines.</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
	MQF 3: Describe why it is important to identify a customer's interest to purchase.	4c	2	Award 1 mark for each description.	<p>The candidates are expected to describe any TWO reasons from the following why it is important to identify a customer's interest to purchase: to avoid annoying the customer with unnecessary information, to offer alternatives to satisfy needs, to identify opportunities to upsell, to close the sale at an appropriate time for customer satisfaction, to enhance customer's product/service experience, to empower customers to take control of the retail interaction.</p> <p>An example of a description could include: It is important to identify a customer's interest to purchase so to avoid annoying the customer with unnecessary information. A customer that is not interested in purchasing will feel that the sales assistant is providing him/her with unnecessary information and that the sales assistant is trying to force them to buy (aka aggressive selling). This may irritate the customer.</p> <p>Accept any other valid descriptions.</p>
K-8		Q5	4		
	MQF 1: Recall the positive aspects of teamwork in a retail environment.	5a	1	Award 0.5 marks for each aspect recalled.	<p>The candidates are expected to recall any TWO positive aspects of teamwork from the following: listening to colleagues; accepting advice; providing support through training colleagues.</p> <p>Accept any other valid answers apart from working towards common goals.</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
	MQF 2: Outline reasons for valuing other team members.	5b	1	Award 0.5 marks for each reason outlined.	<p>The candidates are expected to outline any TWO of the following reasons for valuing other team members: reciprocal respect; team spirit; efficiency; job and customer satisfaction.</p> <p>An example of an outline could include: Valuing other team members will lead to being respected and such respect could be reciprocated and valued in return.</p> <p>Accept any other valid outlines.</p>
	MQF 3: Describe the effects of successful teams in retail.	5c	2	Award 0.5 marks for each description.	<p>The candidates are expected to describe any FOUR points from the following effects of successful teams in retail: higher staff morale; job satisfaction; improved customer satisfaction; more successful retail business.</p> <p>An example of a description could include: Good teamwork will lead to staff feeling valued in their work (by their colleagues). The feeling of being respected will increase confidence and enthusiasm, which in the end leads to improved staff morale and increased workplace performance.</p> <p>Accept any other valid descriptions.</p>
		Q6	6		
C-3	MQF 1: Outline how team productivity can be improved through teamwork.	6a	2	Award 1 mark for each outline.	<p>The candidates are expected to outline the following TWO ways on how team productivity can be improved through teamwork from the below: avoidance of task duplication, team-members motivation.</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
					<p>An example of an outline could include: Avoiding task duplication among staff is essential for productivity. Clearly defined roles and responsibilities prevent overlap and confusion.</p> <p>Accept any other valid outlines.</p>
	MQF 2: Describe how teamwork can contribute to a positive customer experience.	6b	2	Award 1 mark for each description.	<p>The candidates are expected to describe the following TWO ways on how teamwork can contribute to a positive customer experience: creates a welcoming atmosphere, develops a positive customer relationship.</p> <p>An example of a description could include: Staff who work together as part of a team will be more consistent in their work and will agree on the approach they have to take with customers. The team will strive to consistently offer a pleasant and welcoming experience for customers which leads to a positive customer experience.</p> <p>Accept any other valid descriptions.</p>
	MQF 3: Discuss how teamwork contributes to business success.	6c	2	Award 1 mark for each valid discussion.	<p>The candidates are expected to discuss the following TWO ways on how teamwork contributes to business success: process efficiency and effectiveness, stimulating innovative thought.</p> <p>An example of a discussion could include: Teamwork plays an important role in improving both process efficiency and effectiveness. Teamwork leads to higher efficiency as tasks are completed more quickly and with a higher level of quality. Through open communication and the sharing of</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
					ideas, team members can identify innovative solutions to problems, which can lead to more effective processes. Accept any other valid way/element discussed.
		Q7	4		
K-9	MQF 1: List the benefits of good customer service.	7a	1	Award 0.5 marks for each benefit listed.	The candidates are expected to list TWO benefits of good customer service from the following: customer retention; positive image; feedback from the customer. Accept any other similar/valid benefits apart from customer engagement and increased sales.
	MQF 2: Outline the benefits of good customer service.	7b	1	Award 0.5 marks for each benefit outlined.	The candidates are expected to outline the following TWO benefits of good customer service: Customer engagement and increased sales. An example of an outline could include: Good customer service will increase sales, as the customer will become loyal to the brand and will return for future purchases from the firm. Accept any other similar/valid benefits.
	MQF 3: Describe the consequences of bad customer service in different instances.	7c	2	Award 1 mark for each correct description.	The candidates are expected to describe any ONE of the following consequences of bad customer service for each scenario given from the following: <ul style="list-style-type: none"> • Scenario 1: instance before purchase: loss of potential sales, lack of synergy between team members, negative influence on other customers • Scenario 2: instance after purchase: negative word of mouth, difficulty in attracting new customers, remedy cost in response to customer claims, loss of customers, legal action by regulatory bodies, decrease in employee pride.

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
					<p>An example of a description could include: Bad customer service can lead to a loss of potential sales. The customer was going to make a purchase but when they met unfriendly, unhelpful, or indifferent staff, they decided to leave without making a purchase. If the salesperson was not able to provide the correct information about a product the customer was discouraged from buying.</p> <p>Accept any other valid descriptions.</p>
K-10		Q8	4		
	MQF 1: List consumer rights.	8a	1	Award 0.25 marks for each consumer right listed.	The candidates are expected to list any FOUR consumer rights from the following: right to choose, right to safety, right to be informed, right to be heard, right to redress, right to environmental health, right to service, right to consumer education.
	MQF 2: State the functions of a regulatory body affecting consumers in the retail industry.	8b	1	Award 0.5 marks for each function stated.	<p>The candidates are expected to state any TWO of the following functions for the Environment and Resources Authority (ERA): safeguards the natural environment; manages and regulates the use of natural resources; plays a role in the planning and development process of projects; oversees waste management, the conservation and protection of Malta's biodiversity; monitors and regulates air and water quality; climate change mitigation; educates the public and stakeholders about environmental issues; develops and enforces environmental regulations and policies; research and data collection to support environmental decision making.</p> <p>Accept any other similar/valid functions.</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
	MQF 3: Outline a legislation or regulation affecting consumers' rights within the local retail industry.	8c	2	Award 1 mark for each correct outline.	<p>The candidates are expected to outline any TWO of the following main elements of the Distance Selling Regulation: consumers have the right to cancel an order without giving a reason (the 14 days cooling-off period); sellers are required to provide certain information to consumers before and after the purchase; sellers have an obligation to deliver goods within 30 days unless otherwise agreed; consumers have the right to return goods within a specified period for full refund.</p> <p>An example of an outline could include: The Distance Selling Regulation requires sellers to provide certain information to consumers before and after the purchase, including their contact details, the total price of the goods or services, and details of the right to cancel. This means that companies need to provide clear and accurate information to consumers in a fair and honest way.</p> <p>Accept any other similar/ valid elements.</p>
C-5		Q9	6		
	MQF 1: State the information that should be given to consumers prior to the sale of goods and services.	9a	2	Award 0.5 marks for each piece of information.	<p>The candidates are expected to state any FOUR from the following pieces of information that should be given to consumers prior to the sale of goods and services: the main characteristics of the goods or services; contact information; the total price of the goods and services; arrangements for payment and delivery where applicable; contract conditions if applicable.</p> <p>Accept any other suitable answer.</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
	MQF 2: Describe information that should be given to consumers prior to the sale of goods and services.	9b	2	Award 1 mark for each description.	<p>The candidates are expected to describe any TWO pieces of information that should be given to consumers prior to the sale of goods and services stated in Question 9a:</p> <p>An example of a description could include: Consumers should be informed about the main characteristics of the goods or services prior to the sale such as the material the item is made of and any related care instructions. This enables the customer to make the best choice of good/service with regards to his/her requirements for such purchase.</p> <p>Accept any other valid descriptions.</p>
	MQF 3: Discuss elements of consumer protection when buying goods or services in a given scenario.	9c	2	Award 1 mark for each way/element discussed.	<p>The candidates are expected to discuss any TWO from the following elements of consumer protection when buying goods or services in the given scenario: rights related to the delivery of goods, rights related to returns of unwanted goods, rights related to distance selling.</p> <p>An example of a discussion could include: The consumer has rights related to the delivery of goods. The packaging protects against damages and provides information on product use. However since the consumer received the item/product without its adequate packaging, the product did not arrive in</p>

Marking Scheme (Main Session 2026): SEC Retail Unit 1

Criteria Reference	The candidate should be able to:	Question Number	Maximum marks that can be achieved	Allocation of marks NOT to be subdivided any further than indicated below	Examples of expected answer
					<p>the best condition. Moreover, this product was intended as a gift, so the product was not in a suitable condition. The customer had the right to receive the product in the specified colour, which did not occur in this instance. Thus, the customer has the right to expect a replacement product to be delivered without incurring extra charges.</p> <p>Accept any other valid element discussed.</p>