



L-Università  
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MATSEC  
Examinations Board



**Marking Scheme**  
SEC Retail Unit 2

**Main Session 2025**  
**14<sup>th</sup> May 2024**

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Marking Scheme (Main Session 2025): 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: 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 checking goods. The process involves checking the quantity, quality and condition of goods received from the suppliers to ensure they are presentable to customers.</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: settle receiving goods documents; ensuring adequate space; staff skills and knowledge to handle stock; proper equipment to handle stock safely.</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 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 explanation.	<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 storage/use. This means that stock needed for immediate use is given priority for transfer/handling to the required location over stock that is going to be transferred to storage.</p> <p>Accept other valid explanations.</p>

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<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.	<p>The candidates are expected to outline the following <b>TWO</b> stock rotation methods: First In First Out (FIFO), First In Last Out (FILO).</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, including an answer with a supporting example.</p>
	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, 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 apart from warehouse space requirements and identifying current stock levels.</p>

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C-2		<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; calculate inventory turnover.</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>
	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 the meaning of the following <b>FOUR</b> elements of the inventory control chart:</p> <ul style="list-style-type: none"> <li>i) Re-order level.</li> <li>iii) Safety stock level.</li> <li>iv) Minimum stock level.</li> <li>v) Lead time.</li> </ul> <p>An example of a good illustration is in the examination paper. Accept also if the elements are not specifically mentioned but the illustration is correct.</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 candidates are expected to discuss the following <b>TWO</b> best practices in stock optimisation: automating replenishment, investing in inventory optimisation systems.</p> <p>An example of a discussion could be: Automating replenishment in retail is a critical aspect of inventory management that involves using technology and data analysis to ensure that products are restocked efficiently and at the right times. This process helps retailers maintain optimal inventory levels, reduce stockouts, and improve overall operational efficiency. Automating replenishment in retail reduces manual effort, human error and enhances customer satisfaction by ensuring that products are consistently available on shelves.</p> <p>Accept other valid discussions.</p>
<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 they make when considering buying a product.</p> <p>Accept other valid definitions.</p>

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	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: dissonance-reducing; habitual.</p> <p>An example of an outline could be: Habitual buying behaviour occurs when a consumer purchases certain products or services repeatedly without much thought or deliberation.</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 any <b>TWO</b> 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 people in the community they live in. Cultural factors are also affected by the customer's belief system and social class including income, occupation and 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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		<b>Q6</b>	<b>4</b>		
<b>K-8</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 product or service design, product packaging, product positioning and distribution: price-setting, promotion, 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 candidates are expected to outline the following <b>TWO</b> marketing activities: product packaging and product positioning.</p> <p>An example of an outline could be: Product packaging can significantly influence consumer behaviour. Effective packaging not only protects the product but also communicates the brand's message, values, and benefits to the consumers.</p> <p>Accept other valid outlines.</p>
	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 any <b>TWO</b> of ways of how consumer behaviour is influenced through specific service-provision marketing activities.</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</p>

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					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.  Accept other valid descriptions.
		<b>Q7</b>	<b>6</b>		
<b>C-4</b>	MQF 1: Illustrate the basic perceptual process in consumer behaviour.	7a	2	Award 1 mark for each correct stage.	The candidates are expected to fill in the <b>TWO</b> missing stages to illustrate the basic perceptual process in consumer behaviour.  (ii) Attention (iii) Interpretation
	MQF 2: Describe the stages in the perceptual process in consumer behaviour.	7b	2	Award 1 mark for each description.	The candidates are expected to describe the following <b>TWO</b> stages in the perceptual process in consumer behaviour: Sensory reception, Perception.  An example of a description could be: With perception, the customer receives sensory input from the retail environment, focuses on specific stimuli and interprets the information. Perception can significantly influence the customer's purchasing decision.  Accept other valid descriptions.

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	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 five senses are exposed to sensory stimuli i.e., sights, sound, tastes, smells, and textures. Customers are constantly exposed to sensory stimuli. The 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>
<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 the concept of visual merchandising by including any <b>TWO</b> of the following elements: 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>

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	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: colour, communication, and décor.</p> <p>An example of an outline could be: Colour is an element of visual merchandising that attracts attention. The right colour combination creates harmony and can strongly influence the customer's perception and behaviour.</p> <p>Accept other valid outlines, apart from landscaping and texture.</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 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>