



L-Università
ta' Malta

MATSEC
Examinations Board



Marking Scheme
SEAC Retail Unit 2

Main Session 2025
15th April 2024

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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 2025): SEAC 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
K-7		Section A			
		Q1	4		
	MQF 1: List factors to consider when packaging items.	1a	1	Award 0.25 marks for each factor listed.	The following FOUR factors to consider when packaging items should be listed: breakages, spills; safety, ethical considerations.
	MQF 2: List the various materials and containers used for product packaging.	1b	1	Award 0.2 marks for each material and container listed.	The following FIVE materials and containers used for product packaging should be listed: plastic; metal; cardboard; brick carton; glass.
	MQF 3: Describe reasons why different types of packing are used for different retail products.	1c	2	Award 0.4 marks for each description.	<p>The candidates should describe FIVE reasons why different types of packing are used for different retail products: convenience; brand recognition; product promotion; product protection; maximization of space.</p> <p>An example of a description: One reason why different types of packing are used for different retail products is brand recognition. Product packing can help distinguish the product and link it to a specific brand. Thus, the customer will perceive the product differently from competitors' products.</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 NOT to be subdivided any further than indicated below	Examples of expected answer
		Q2	4		
K-8	MQF 1: Identify the materials that are used to protect different types of products.	2a	1	Award 0.25 marks for each correct identification.	The candidate is expected to identify the following FOUR materials that are used to protect different types of products: i. Plastic ii. Carton iii. Shredded paper iv. Wood
	MQF 2: Identify the basic compliance requirements for labelling a product	2b	1	Award 0.25 marks for each correct identification.	The candidate is expected to identify the following FOUR basic compliance requirements for labelling cosmetics: i. Function of the product and particular precautions for use ii. Date of minimum durability iii. Name and address of manufacturer iv. Nominal contents at the time of packaging
	MQF 3: Outline factors to consider when selling own products.	2c	2	Award 0.4 marks for each outline.	The candidate is expected to outline the following FIVE factors to consider when selling own products: traditional factors; raw material availability; time constraints; costs; retail channel. An example of an outline could be: When selling own product, one needs to consider what raw materials are necessary to produce such products and the availability of such raw materials from suppliers in the required type and quantity. Accept other valid outlines.

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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
C-3		Q3	6		
	MQF 1: Outline reasons why products may need cleaning and polishing before being displayed.	3a	2	Award 0.5 marks for each outline.	<p>The candidate is expected to outline the following FOUR reasons why products may need cleaning and polishing before being displayed: attractiveness; protection from deterioration; hygiene; customer experience.</p> <p>An example of an outline could be: Products may need cleaning and polishing before being displayed as they would have been taken out of protective packaging or storage and may not look at their best. Thus, through polishing and cleaning the product will look more attractive.</p> <p>Accept other valid outlines.</p>
	MQF 2: Identify aspects that make a product package attractive in a given case scenario.	3b	2	Award 0.5 marks for each correct identification.	<p>The candidate is expected to identify the following FOUR correct aspects that would make packaging attractive:</p> <ul style="list-style-type: none"> • Graphics and design • Glossy • Colour • Type of material

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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
	MQF 3: Discuss how products can be promoted.	3c	2	Award 0.5 marks for each discussion.	<p>The candidate is expected to discuss the following FOUR ways how products can be promoted: shelving levels; space allocation; positioning of product within a retail outlet; labels.</p> <p>An example of a discussion could be: One way to promote products is the shelving level. Products that are placed on a shelf that is at eye-level, are more likely to attract the customer’s attention. Products that are placed slightly lower are still attractive if the product is within reach of the customer, but less likely to catch the customers’ attention than eye-level placement.</p> <p>Accept other valid discussions.</p>
		SECTION B	10		
A-5	MQF 1: Select items and packaging to create an attractive product.	1a	3	As per Observation Sheet.	As per Observation Sheet.
	MQF 2: Prepare appropriate labels for the newly compiled product.	1b	3	As per Observation Sheet.	As per Observation Sheet.
	MQF 3: Assemble items and packaging to sell a product.	1c	4	As per Observation Sheet.	As per Observation Sheet.

**PRACTICAL ASSESSMENT GUIDELINES
FOR TEACHERS**

SECTION B – Question 1

Criterion A-5

Assumptions

1. The whole group consists of 16 students.
2. Each student should be assessed individually.

Recommended Estimated Time for Completion

Total Time: 240 minutes

Per-student: 20 minutes (Students could be working concurrently)

Preparation

The proper setting and following resources are to be provided as follows:

For Part (a): The following items should be made available by the teacher:

- 1) A variety of items that can be used to assemble a suitable product that students can select (such as crayons, coloured pens, drawing paper, canvasses).
 - These items should have the necessary product information: (such as product's name, manufacturer's name, specific warnings (if applicable), cost price, etc.).
 - These items should be mixed with **FOUR** other items/tools that are not suitable/complementary for this exercise (such as textbooks/magazines not related to art, water bottles, super glue and whiteboard erasers);
- 2) A variety of containers and materials (may be recycled/recyclable) that can be used for packaging the product:
(such as plastic, metal, cardboard, brick carton, glass);
- 3) A variety of protective materials (may be recycled/recyclable) that can be used to wrap the product:
(such as polypropylene, bubble wraps, carton, wood, plastic, plastic wrap (including cling film), shredded paper).

For Part (b): The following items should be made available by the teacher:

- 1) Pens/ markers and blank labels, or a labelling machine.
- 2) Calculator.

For Part (c): The following items should be made available by the teacher:

- 1) a variety of tools that can be used to assemble the product (such as scissors, strings, nylon thread or ribbon, glue and glue-gun, etc).

Information to be conveyed to students

Before starting the practical assessment, the teacher should communicate the duration of the task to all students.

OBSERVATION SHEET			
NOT TO BE DISTRIBUTED TO STUDENTS			
School:		Cohort:	2022-2025
Subject:	Retail	Level:	SEAC
Unit:	2 – Practical merchandising	Assignment:	3 of 3
Student's Name/ID:			
Teacher's Name:			
Task & Question:	Section B – Question 1	Criterion:	A-5
Activity requirements to meet grading criterion			
A-5	MQF 1	Select items and packaging to create an attractive product.	3 Marks
<i>The proper setting and resources should be provided, allowing each student to individually select items and packaging to create an attractive product:</i>		Comments	Mark
Selected complementary items	<input type="checkbox"/>		1
Selected appropriate container and material	<input type="checkbox"/>		1
Selected appropriate wrap	<input type="checkbox"/>		1
<i>Student's accumulated mark for A-5 [MQF1]:</i>			
A-5	MQF 2	Prepare appropriate labels for the newly compiled product.	3 Marks
<i>The proper setting and resources should be provided, allowing each student to individually prepare appropriate labels for the newly compiled product:</i>		Comments	Mark
Prepared labels with compliancy information	<input type="checkbox"/>		1
Prepared an appropriately sized label	<input type="checkbox"/>		1
Prepared a label that is attractive and legible	<input type="checkbox"/>		1
<i>Student's accumulated mark for A-5 [MQF2]:</i>			

A-5	MQF 3	Assemble items and packaging to sell a product.	4 Marks
<i>The proper setting and resources should be provided, allowing each student to individually assemble items and packaging to sell a product.</i>		Comments	Mark
Assembled the product		<input type="checkbox"/>	1
Shown creativity when assembling the product (i.e. the items and packaging)		<input type="checkbox"/>	1
Ensured that the product looks attractive		<input type="checkbox"/>	1
Prepared mark-up pricing		<input type="checkbox"/>	1
<i>Student's accumulated mark for A-5 [MQF3]:</i>			
TOTAL MARK FOR A-5 (OUT OF 10 MARKS):			

Other comments: _____

Assessor's Signature:		Date:	
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Name: _____

Class: _____

SECTION B - Practical

Background Information

- 'The Arts and Crafts Store' wants to put together a product for children.
- This product will consist of different items that will be packaged together to be sold as an arts kit for children.
- You started to work in this shop and you are to select, compile and pack the product for display settings.
- In this task you will be required to:
 - a. Select items and packaging to create an attractive product.
 - b. Prepare appropriate labels for the newly compiled product.
 - c. Assemble items and packaging to sell a product.
- The teacher will provide you with the necessary tools and materials to conduct this exercise.
- During this practical task, you should observe all Health and Safety Procedures.

Question 1

A-5 (10 marks)

- a. Select complementary items and appropriate packaging to wrap and create an arts kit for children.
- b. Prepare appropriately sized and legible labels for the newly compiled product.
- c. Assemble the items and packaging to sell this product. Remember that the product should be creative, attractive and includes a mark-up price.

**THIS SHEET SHOULD BE RETURNED TO THE TEACHER
AFTER THE PRACTICAL SESSION/S**