



L-Università  
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION APPLIED CERTIFICATE LEVEL  
2021 SUPPLEMENTARY SESSION**

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SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Synoptic – Unit 2
DATE:	2 <sup>nd</sup> November 2021
TIME:	4:00 p.m. to 6:05 p.m.

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**THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR  
AFTER THE EXAMINATION.**

Answer **ALL** questions in the space provided. You may answer either in English or in Maltese.

**Question 1**



**K-2 (6 marks)**

a. Identify the **FOUR** signage and graphics in Table 1. Use **FOUR** items from the ones provided below.

<b>Signage and graphics for a retail outlet</b>	
Outdoor signage	Informational signage
Persuasive signage	Compliant signage
Floor signage	Illuminated signage
Pylon signage	Banners

Table 1: The different signage and graphics in a retail outlet.

	<b>Images of signage and graphics</b>	<b>Identification of signage and graphics</b>
i.	 <p style="text-align: center; font-size: small; margin-top: 5px;">Source: <a href="https://antonvisual.com/">https://antonvisual.com/</a></p>	
ii.	 <p style="text-align: center; font-size: small; margin-top: 5px;">Source: <a href="https://www.inspiredprinting.com.au/">https://www.inspiredprinting.com.au/</a></p>	

<p><b>Images of signage and graphics</b></p>	<p><b>Identification of signage and graphics</b></p>
<p>iii.</p>  <p>Source: <a href="https://retailminded.com/">https://retailminded.com/</a></p>	
<p>iv.</p>  <p>Source: <a href="https://imagegraphicsandsigns.com/">https://imagegraphicsandsigns.com/</a></p>	

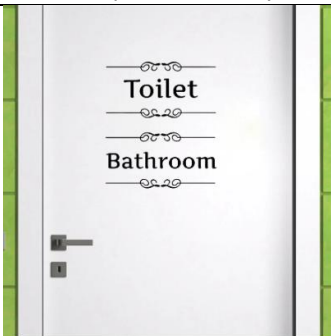
(2)

***This question continues on next page.***

b. Match the **FOUR** signage in Table 2 to the different parts of a retail outlet. Use **FOUR** items from the ones provided below.

Parts of a retail outlet			
Doors	Shelves	Entrance	Aisles

Table 2: The different signage that can be found in different parts of the retail outlet.

	Images of signage	Matching the signage to the different parts of a retail outlet
i.	 <p style="text-align: center;"><i>Source: <a href="https://www.pinterest.com/">https://www.pinterest.com/</a></i></p>	
ii.	 <p style="text-align: center;"><i>Source: <a href="https://www.ebay.com/">https://www.ebay.com/</a></i></p>	
iii.	 <p style="text-align: center;"><i>Source: <a href="https://www.alibaba.com/">https://www.alibaba.com/</a></i></p>	
iv.	 <p style="text-align: center;"><i>Source: <a href="https://www.dgsretail.com/">https://www.dgsretail.com/</a></i></p>	

(2)



**Question 2**

**K-3 (8 marks)**

a. Name **FOUR** of the different display equipment found in a retail outlet.

Display Equipment 1: \_\_\_\_\_ (0.5)

Display Equipment 2: \_\_\_\_\_ (0.5)

Display Equipment 3: \_\_\_\_\_ (0.5)

Display Equipment 4: \_\_\_\_\_ (0.5)

b. Outline the following **TWO** characteristics of different product lines.

Colour:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Size:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)





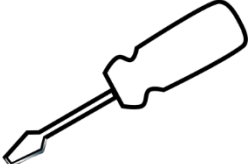
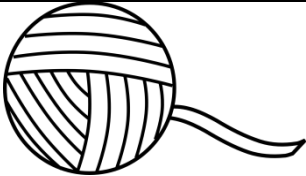
**Question 3**

**K-4 (8 marks)**

a. Identify the **FOUR** tools and equipment required to install a promotional display, from the images in Table 3. Use **FOUR** items from the ones provided below.

<b>Tools and equipment</b>	
Screwdrivers	Strings or nylon threads
Scissors	Glue and glue gun

Table 3: The tools and equipment required to install a promotional display.

<b>Images</b>	<b>Identification of tools and equipment</b>
i.   <small>CoolClips.com</small> Source of image: <a href="https://www.clipart.email/">https://www.clipart.email/</a>	
ii.   Source of image: <a href="https://clipartstation.com/">https://clipartstation.com/</a>	
iii.   Source of image: <a href="https://clipartart.com/">https://clipartart.com/</a>	
iv.   Source of image: <a href="https://webstockreview.net/">https://webstockreview.net/</a>	

(2)

b. List the **FOUR** basic principles of colours.

Principle of colours 1: \_\_\_\_\_ (0.5)

Principle of colours 2: \_\_\_\_\_ (0.5)

Principle of colours 3: \_\_\_\_\_ (0.5)

Principle of colours 4: \_\_\_\_\_ (0.5)





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Personal selling:

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(2)

'Sports for All Limited' is a retail outlet selling shoes, clothing and equipment for sports and fitness.

b. Justify the promotional scheme for **each** of the following **TWO** retail contexts:

i. 'Sports for All Limited' wants to sell more sports shoes. The store is using a contest as a promotional scheme.

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**Question 5**

**K-5 (8 marks)**

a. List the **FOUR** display elements that attract a customer to buy within a retail outlet.

Display Element 1: \_\_\_\_\_ (0.5)

Display Element 2: \_\_\_\_\_ (0.5)

Display Element 3: \_\_\_\_\_ (0.5)

Display Element 4: \_\_\_\_\_ (0.5)

b. Outline the following **TWO** effects of sensory elements on customers.

Scents:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Sound:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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**Question 6**

**K-7 (8 marks)**

a. List the **FOUR** factors to consider when packaging items.

Factor 1: \_\_\_\_\_ (0.5)

Factor 2: \_\_\_\_\_ (0.5)

Factor 3: \_\_\_\_\_ (0.5)

Factor 4: \_\_\_\_\_ (0.5)

b. List **FOUR** 'materials and containers' used for product packaging.

'Material and container' 1: \_\_\_\_\_ (0.5)

'Material and container' 2: \_\_\_\_\_ (0.5)

'Material and container' 3: \_\_\_\_\_ (0.5)

'Material and container' 4: \_\_\_\_\_ (0.5)

***This question continues on next page.***

