

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

SECONDARY EDUCATION CERTIFICATE LEVEL 2023 MAIN SESSION

	Retail
	Controlled – Unit 1
	19 th May 2021
TIME:	10:00 a.m. to 11:35 a.m.
THIS PAPER SHO	ULD BE RETURNED TO THE INVIGILATOR NATION.
Name of candidate	
I.D. number	
School	
Class	

Answer $\boldsymbol{\mathsf{ALL}}$ questions in the space provided.

Scenario

•	Bargain	Supermarket	is a	chain	of local	supermarkets.
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•	At each of	its outlets,	Bargain S	Supermarl	ket l	has a	ware	house	set u	o for	storage.
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Qı	uestion 1			K-1 (4 marks)
a.	Name the F	IVE main elements of the retail	supply chain.	
	Element 1:			(0.2)
	Element 2:			(0.2)
	Element 3:			(0.2)
	Element 4:			(0.2)
	Element 5:			(0.2)
b.		business process of retailing. You		
				(1)

c. Describe the following characteristics of products and services.

	product tangibility	service inseparability	
	non-variable product provision	service perishability	
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_			(2)

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Question 2

a. Delivery person and cashier are just two of the retail occupations found at Bargain Supermarket. Name **FOUR** other different retail occupations. Retail Occupation 1: _______(0.25) Retail Occupation 2: ______(0.25) Retail Occupation 3: ______(0.25) b. Identify **TWO** skills required for the following retail occupations from the ones provided below. customer relationship and service provision time management cooking cash handling (including reconciliation) painting sales Delivery person Skill 1: ______(0.25) (0.25) Cashier Skill 1: ______(0.25)

Skill 2: ______(0.25)

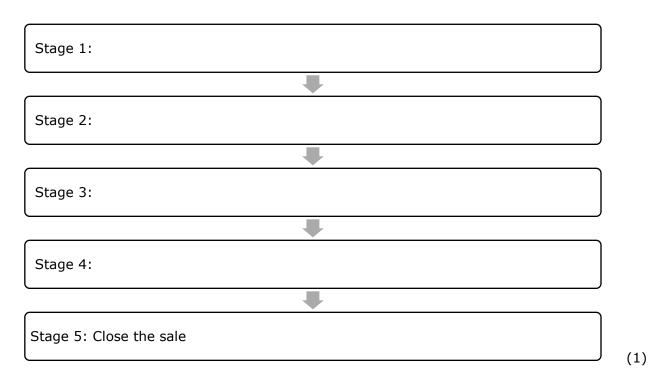
K-4 (4 marks)

Outline FOUR attributes and behaviours that a delivery person i	is expected to flave.

Please turn the page.

Question 3 K-6 (4 marks)

a. Recall the stages of the selling process by filling in the missing **FOUR** stages in the correct order, within the diagram below.



b. State **FOUR** key aspects that can influence the selling process.

Aspect 1:	(0.25)
Aspect 2:	(0.25)
Aspect 3:	(0.25)
Aspect 4:	(0.25)

c.	Describe process.	how	any	TWO	key	aspects,	stated	in	Question	3b,	influence	stages	of	the	selling
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Q	uestion 4 K-8	(4 marks)
Τe	eamwork is given a lot of importance at Bargain Supermarket.	
a.	Recall TWO positive aspects of teamwork, apart from valuing other team member	s.
	Positive aspect 1:	(0.5)
	Positive aspect 2:	(0.5)
b.	Outline FOUR reasons for valuing other team members.	
	Reason 1:	
	Reason 2:	
	Reason 3:	
	Reason 4:	
		(0.25)
c.	Describe TWO effects of successful teams in retail.	
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	(2)
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Question 5	C-3 (6 marks)
Bargain Supermarket employs a large workforce	at each of its outlets.
a Outline TWO ways how team productivity can	be improved through teamwork
a. Outline TWO ways how team productivity can	be improved through teamwork.
Way 1:	
	(1)
Way 2:	
	(1)

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Describe TWO ways how teamwork can contribute to a positive customer experience.						
Way 1:						
	(1)					
Way 2:						
	(1)					
Discuss TWO ways how teamwork contributes to business success.						

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	(2)
Question 6	K-10 (4 marks)
Bargain Supermarket and its employees need to be aware	e of consumer rights.
a. List FOUR consumer rights.	
Consumer right 1:	(0.25)
Consumer right 2:	(0.25)
Consumer right 3:	(0.25)
Consumer right 4:	(0.25)
b. Different regulatory bodies protect consumer rights. St Competition & Consumer Affairs Authority (MCCAA).	
Function 1:	
Figuretian 2:	
Function 2:	(0.5)
	(0.5)

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