



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2022 MAIN SESSION**

SUBJECT:	Retail
PAPER NUMBER:	Controlled – Unit 2
DATE:	19 th May 2021
TIME:	10:00 a.m. to 11:35 a.m.

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

Name of candidate _____

I.D. number _____

School _____

Class _____

Answer **ALL** questions in the space provided.

Scenario

- Bargain Supermarket is a chain of local supermarkets.
- Bargain Supermarket has a department that deals with stock and visual merchandising.

Question 1

K-1 (4 marks)

a. Define the term 'stock'. The definition should include **TWO** elements of stock in retail.

(1)

b. Name **FOUR** safety measures to be adopted when receiving and handling stock.

Safety Measure 1: _____ (0.25)

Safety Measure 2: _____ (0.25)

Safety Measure 3: _____ (0.25)

Safety Measure 4: _____ (0.25)

c. Outline **TWO** key tasks for the receipt and processing of goods, apart from checking goods.

(2)

Question 2

C-1 (6 marks)

a. Outline the following **FOUR** elements required when preparing to receive stock.

Settle receiving goods documents: _____

_____ (0.5)

Ensuring adequate space: _____

_____ (0.5)

Proper equipment to handle stock safely: _____

_____ (0.5)

Time-scheduling: _____

_____ (0.5)

This question continues on next page.

Question 3

K-4 (4 marks)

a. Name **FOUR** methods used by retailers to maintain stock levels.

Method 1: _____ (0.25)

Method 2: _____ (0.25)

Method 3: _____ (0.25)

Method 4: _____ (0.25)

b. Outline the following **TWO** stock rotation methods. An example may be used to support your answer.

First In First Out (FIFO): _____

_____ (0.5)

Last In First Out (LIFO): _____

_____ (0.5)

Question 4

K-6 (4 marks)

a. Define the term 'consumer behaviour'. The definition should include **TWO** elements of consumer behaviour.

(1)

b. Outline the following **TWO** types of consumer behaviour in relation to involvement and brands.

Complex: _____

(0.5)

Habitual: _____

(0.5)

Question 5

K-8 (4 marks)

a. List **FIVE** marketing activities influencing consumer behaviour.

Marketing activity 1: _____ (0.2)

Marketing activity 2: _____ (0.2)

Marketing activity 3: _____ (0.2)

Marketing activity 4: _____ (0.2)

Marketing activity 5: _____ (0.2)

b. Outline **TWO** of the marketing activities listed in Question 5a above, influencing consumer behaviour.

Marketing activity: _____

_____ (0.5)

Marketing activity: _____

_____ (0.5)

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