



L-Università  
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2021 SUPPLEMENTARY SESSION**

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SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Synoptic – Unit 1
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.

**Scenario**

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

**Question 1**

**K-1 (6 marks)**

a. Name **TWO** main elements of the retail supply chain.

Element 1: \_\_\_\_\_ (1)

Element 2: \_\_\_\_\_ (1)

b. Outline the following **TWO** activities in the business process of retailing.

Service during the sale:

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

After-sale service:

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

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c. Describe **ONE** characteristic of products and **ONE** characteristic of services.

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**Question 2**

**K-2 (8 marks)**

- a. List **TWO** types of retail channels within the Maltese context apart from high-street shops and vending machines.

Retail Channel 1: \_\_\_\_\_ (1)

Retail Channel 2: \_\_\_\_\_ (1)

- b. Outline the following **TWO** types of retail channels within the Maltese context.

High-street shop:

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

Vending machine:

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

c. Describe **ONE** benefit and **ONE** drawback of physical retail channels, and **ONE** benefit and **ONE** drawback of online retail channels.

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**Question 3**

**K-3 (8 marks)**

a. List **TWO** characteristics of the local retail environment.

Characteristic 1: \_\_\_\_\_ (1)

Characteristic 2: \_\_\_\_\_ (1)

b. Outline the **TWO** characteristics of the local retail environment, that were listed in the answer for Question 3a.

Characteristic 1:

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

Characteristic 2:

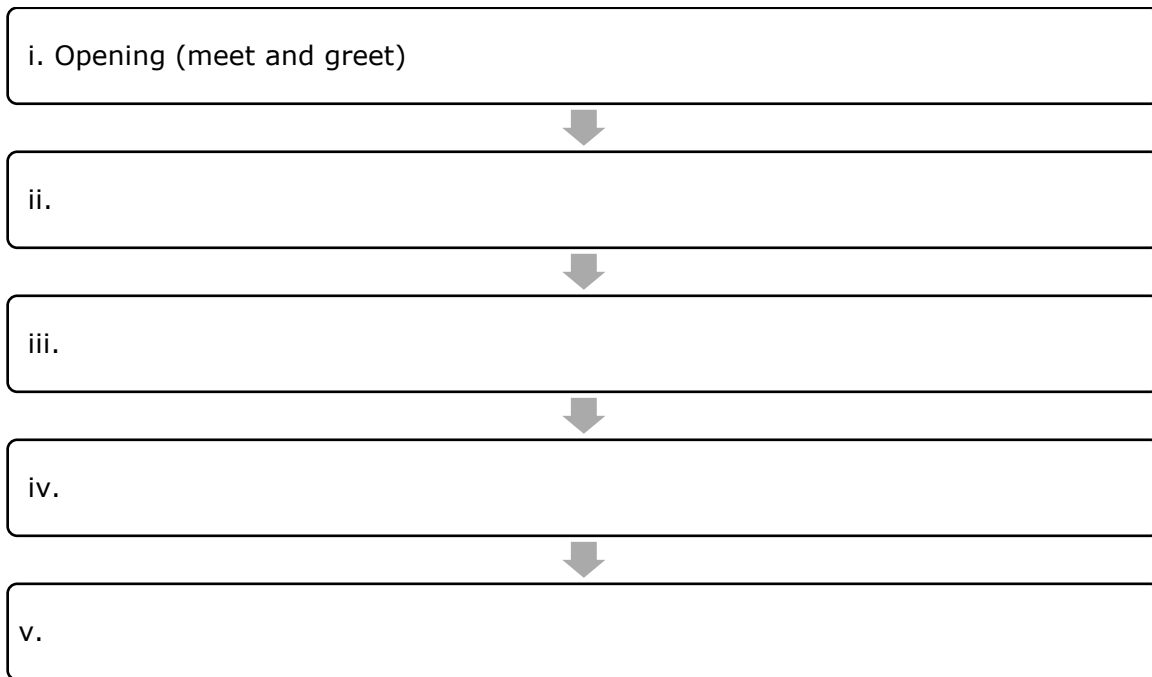
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)



**Question 4**

**K-6 (8 marks)**

a. Recall the stages of the selling process by filling in the missing **FOUR** stages in diagram 1.



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Diagram 1: The stages of the selling process

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

Aspect 1: \_\_\_\_\_ (0.5)

Aspect 2: \_\_\_\_\_ (0.5)

Aspect 3: \_\_\_\_\_ (0.5)

Aspect 4: \_\_\_\_\_ (0.5)





**Question 5**

**K-8 (8 marks)**

Teamwork is given a lot of importance at 'Sports for All Limited'.

a. Recall **FOUR** positive aspects of teamwork.

Positive aspect 1: \_\_\_\_\_ (0.5)

Positive aspect 2: \_\_\_\_\_ (0.5)

Positive aspect 3: \_\_\_\_\_ (0.5)

Positive aspect 4: \_\_\_\_\_ (0.5)

b. Outline **TWO** reasons for valuing other team members.

Reason 1:

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

Reason 2:

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

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c. Describe **TWO** effects of successful teams in retail.

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**Question 6**

**C-3 (12 marks)**

'Sports for All Limited' employs a large workforce at each of its outlets.

a. Outline **TWO** ways how team productivity can be improved through teamwork.

Way 1:

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Way 2:

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b. Describe **TWO** ways of how teamwork can contribute to a positive customer experience.

Way 1:

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Way 2:

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c. Discuss **TWO** ways how teamwork contributes to business success.

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**Question 7**

**C-4 (12 marks)**

a. Identify the steps that can be taken when dealing with a customer complaint by filling in the missing **FOUR** steps in Diagram 2. Use items from the ones provided below.

Listen actively to the customer	Question further the customer for better understanding
Refer the customer to the appropriate channels if complaint cannot be handled within one's remit	Identify the nature of the complaint (product or service) and remain calm

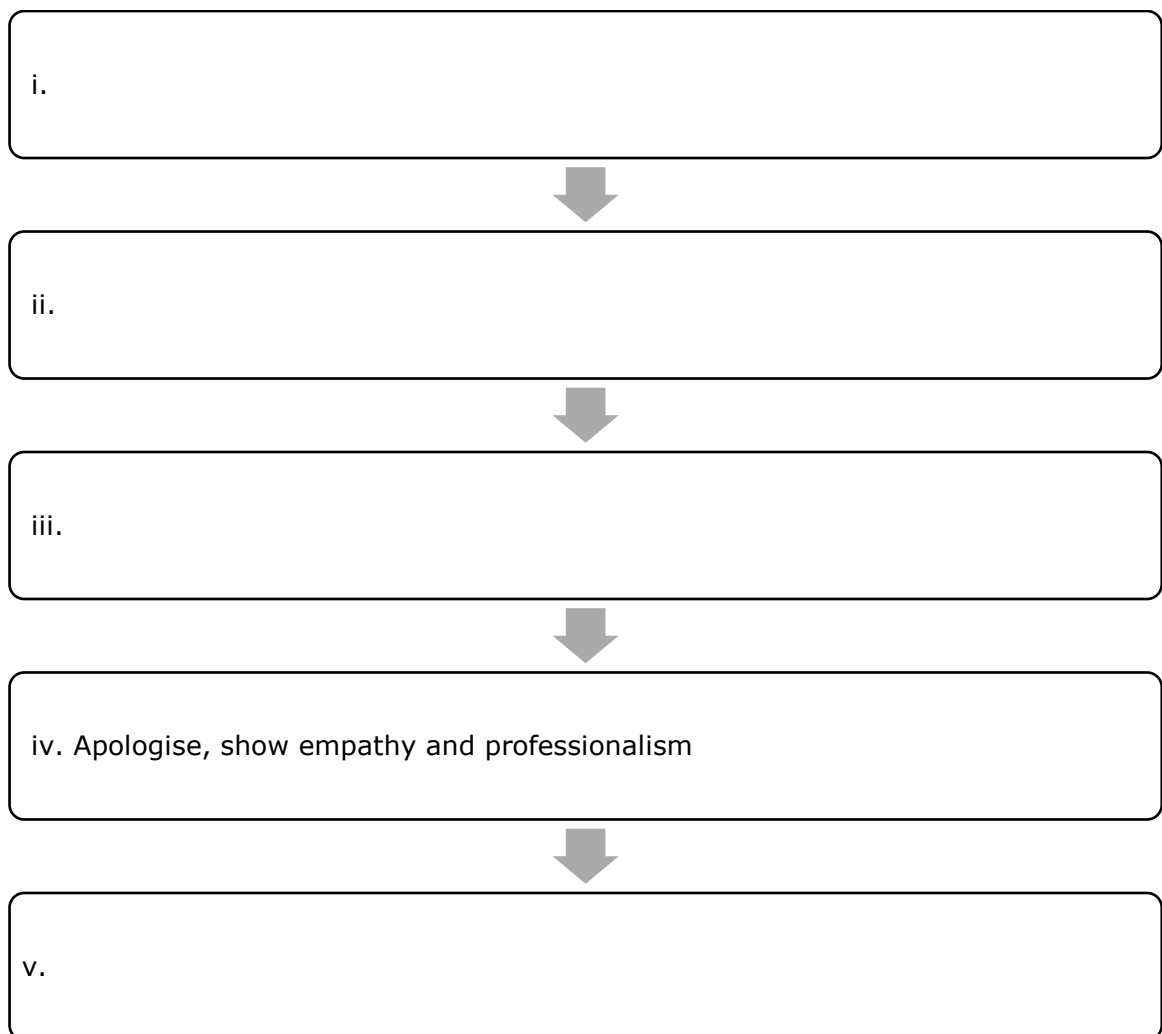


Diagram 2: Steps to deal with a customer complaint

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b. Describe the following **TWO** steps on how to deal with a customer complaint.

Question further the customer for better understanding:

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Apologise, show empathy and professionalism:

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**Question 8**

**K-10 (8 marks)**

'Sports for All Limited' and its employees need to be aware of consumer rights.

a. List **FOUR** consumer rights.

Consumer right 1: \_\_\_\_\_ (0.5)

Consumer right 2: \_\_\_\_\_ (0.5)

Consumer right 3: \_\_\_\_\_ (0.5)

Consumer right 4: \_\_\_\_\_ (0.5)

b. State **TWO** of the functions of the Malta Communications Authority (MCA).

Function 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Function 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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