



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2023 MAIN SESSION**

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SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Controlled – Unit 2
DATE:	11 <sup>th</sup> May 2022
TIME:	10:00 a.m. to 11:35 a.m.

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**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**

- Fun Toy Shop is a chain of local shops selling toys and games.
- Fun Toy Shop 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.

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(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 the following **TWO** key tasks for the receipt and processing of goods:

- i) cleaning and maintaining the receiving area; and
- ii) checking goods.

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Proper equipment to handle stock safely: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Time-scheduling: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. Explain the following **TWO** ways to verify that goods received are as ordered.

How to check quantity of goods against documentation: \_\_\_\_\_

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

How to assess the quality of goods received: \_\_\_\_\_

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



**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.

First In First Out (FIFO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

First In Last Out (FILO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** benefits of effective stock control.

\_\_\_\_\_  
\_\_\_\_\_  
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**Question 4**

**C-2 (6 marks)**

- a. Describe the following **TWO** stock control techniques.

Prepare inventory budgets and maintain an inventory system: \_\_\_\_\_

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(1)

Calculate inventory turnover: \_\_\_\_\_

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(1)

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b. Figure 1 presents an inventory control chart for Fun Toy Shop. By referring to Figure 1, illustrate the meaning of the following **FOUR** elements. Element v. was given to you as an example.

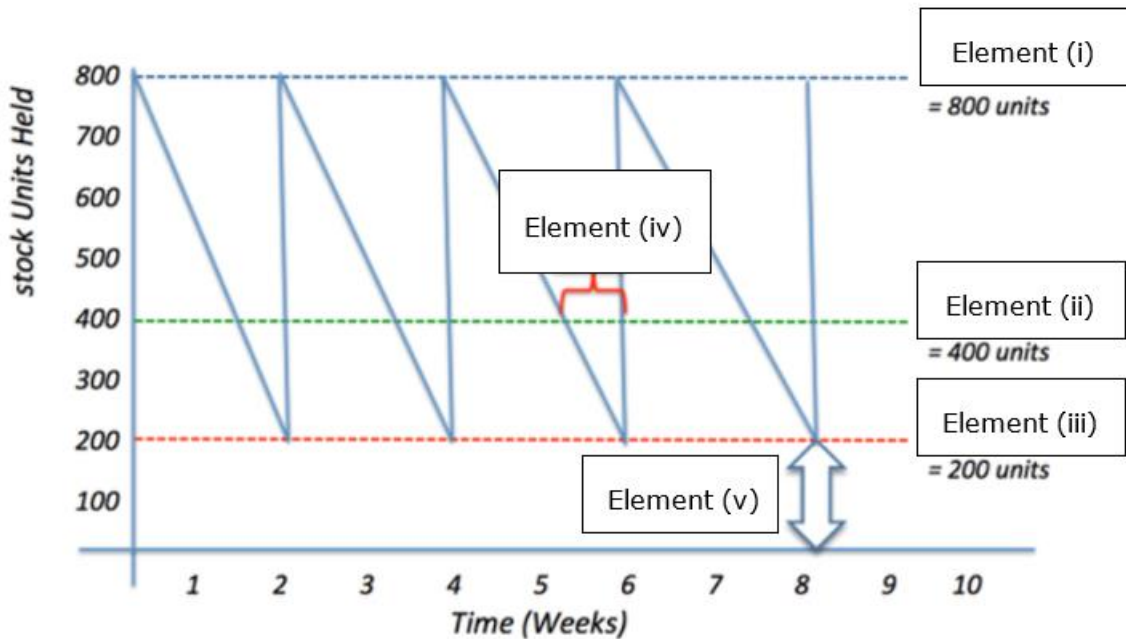


Figure 1: Stock control chart. Source: <https://www.tutor2u.net/business/reference/stock-control-charts>.

Element (i): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (ii): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (iii): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (iv): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (v) Safety stock level: This illustrates the amount of stock held in case of unexpected demand and in case of any delays from the suppliers.





**Question 5**

**K-6 (4 marks)**

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

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(1)

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

Dissonance-reducing: \_\_\_\_\_

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(0.5)

Habitual: \_\_\_\_\_

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(0.5)

c. Describe **TWO** factors affecting consumer behaviour.

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b. Outline the following **TWO** marketing activities which influence consumer behaviour.

Product packaging: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Product positioning: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** ways how consumer behaviour is influenced through specific service-provision marketing activities.

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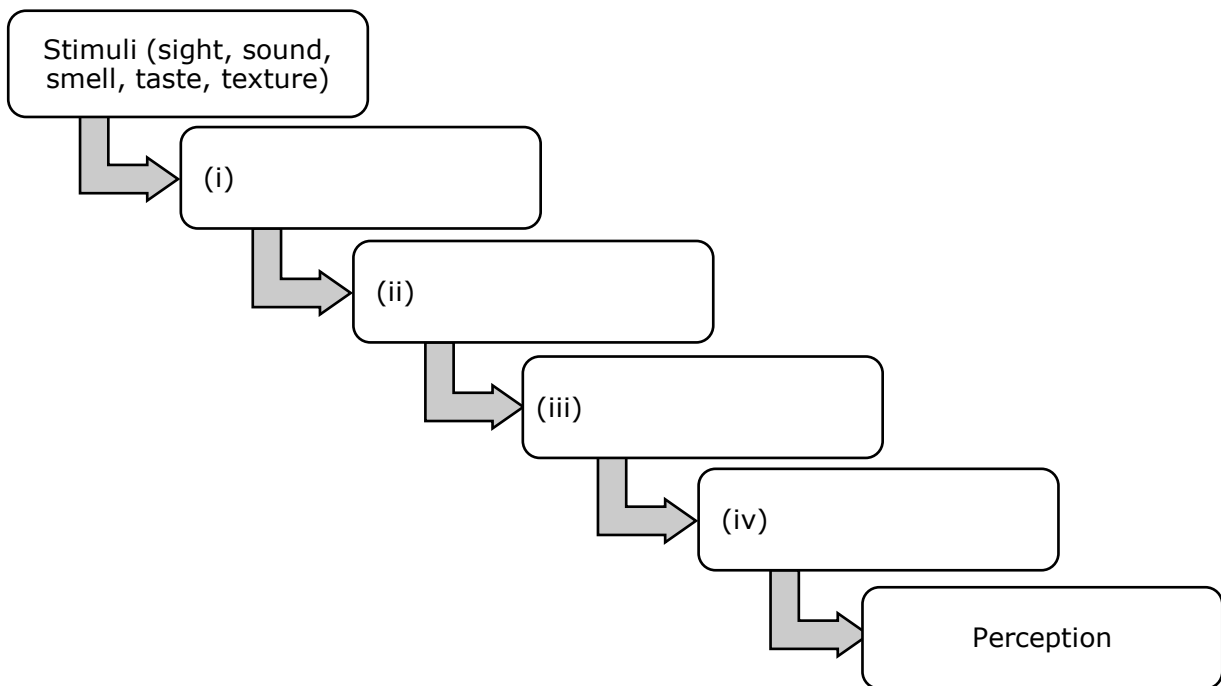
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(2)

**Question 7**

**C-4 (6 marks)**

a. Fill in the **FOUR** missing stages in Figure 2, to illustrate the basic perceptual process in consumer behaviour.



(2)

Figure 2: The basic perceptual process. (Source: <https://www.researchgate.net/>)

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

b. Describe the following **TWO** stages in the perceptual process in consumer behaviour.

Interpretation: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Response: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

c. Explain the **TWO** ways how sensory stimuli influence perception.

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**Question 8**

**K-9 (4 marks)**

a. Define the concept of visual merchandising. The definition should include **FOUR** elements of the concept of visual merchandising.

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(1)

b. Outline the following **FOUR** elements of visual merchandising.

Colour: \_\_\_\_\_

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(0.25)

Landscaping: \_\_\_\_\_

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(0.25)

Texture: \_\_\_\_\_

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(0.25)

Décor: \_\_\_\_\_

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(0.25)

