Index Number: _____ SEC42/s2.22s



MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

SECONDARY EDUCATION CERTIFICATE LEVEL 2022 SUPPLEMENTARY SESSION

SUBJECT: Retail

PAPER NUMBER: Synoptic - Unit 2
DATE: 2nd November 2022
TIME: 11:30 a.m. to 1:35 p.m.

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

For examiners' use only:

Question	1	2	3	4	5	6	7	8	Total
Score									
Maximum	6	12	8	8	8	8	8	12	70

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

Scenario

Question 1

- 'The Maltese Souvenir Shop' specialises in luxury products that are made in Malta.
- The souvenir shop sells edible products like honey, jams, spreads and olive oil.
- The souvenir shop also sells other items created by local artists, such as sculptures, pictures and paintings.

K-1 (6 marks)

. Name TWO safety i	measures to be adopted when receiving and handling stoc	k.
Safety Measure 1: _		(

	·	
	·	
		(2)
		(-)
_		
Qι	uestion 2 C-1 (12 mar	KS)
_	Outling the following TWO important elements in the propagation for receiving stock	
a.	Outline the following TWO important elements in the preparation for receiving stock.	
	Ensuring adequate space:	
	Liisui iiig adequate space	
	,	
		(2)
	Settle receiving goods documents:	
		(2)

This question continues on next page.

Explain the following TWO ways to verify that goods received are as ordered.	
Check quantity of goods against documentation:	
	(
Assess the quality of goods received:	

Explain TWO ways how stock should be handled prior to storing.	
	 12

Please turn the page.

Q١	Question 3 K-3	(8 marks)
a.	. Define the term 'stock management'. The definition should include TWO element management.	nts of stock
		(2)
b.	. State TWO reasons why a retail business retains stock.	
	Reason 1:	
	Reason 2:	
c.	. Outline TWO ways to maintain stock appropriately in a retail business.	

uestion 4					K-5 (8	(
	slow-moving good	ds and TWO	properties o	of fast-m		8 marks
Identify TWO properties of		ds and TWO		of fast-m		8 marks
Identify TWO properties of	Propert	ies of Good			oving go	3 mark s
Identify TWO properties of the ones provided below.	Propert rnover	i es of Good : Ge	s nerally low Regular		oving go	3 mark s
Identify TWO properties of the ones provided below.	Propert rnover rnover	i es of Good : Ge	s nerally low Regular	and var	oving go	3 mark s
Identify TWO properties of the ones provided below. Low tue High tu	Properti rnover rnover goods	i es of Good : G€	s nerally low Regular	and var	oving go	3 marks
Identify TWO properties of the ones provided below. Low tue High tue Properties of slow-moving	Properti rnover rnover goods	ies of Good	s nerally low Regular	and var	oving go	B marks boods fro emand
Identify TWO properties of the ones provided below. Low turn High tu Properties of slow-moving Property 1:	Properti rnover rnover goods	ies of Good	s nerally low Regular	and var	oving go	B marks boods fro emand
Identify TWO properties of the ones provided below. Low turn High turn Properties of slow-moving Property 1: Property 2:	Properti rnover rnover goods	ies of Good	s enerally low Regular	and var	iable de	3 marks boods fro emand (0

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b.	Retailers can face challenges in controlling sock. Outline the following TWO challenges.					
	Stocking too much of same product:					
	Stockouts:					
c.	Describe TWO methods for efficient inventory storage.	_ (1)				
-						

	(4)
uestion 5	-6 (8 marks)
. Define the term 'consumer behaviour'. The definition should include TWC consumer behaviour.	elements of
	(2)
. Outline the following TWO types of consumer behaviour in relation to involveme	nt and brands.
Variety-seeking:	
	(1)
Complex:	
	(1)

This question continues on next page.

	 	 	
 	 	 	
 	 	 	
 	 		
	 	 	
 	 	 	

Qı	uestion 6 K-8 (8 marks)
Э.	Promotion and distribution are marketing activities influencing consumer behaviour. List TWO other marketing activities influencing consumer behaviour.
	Marketing activity 1: (1)
	Marketing activity 2:(1)
э.	Outline the following TWO marketing activities influencing consumer behaviour.
	Promotion:
	(1)
	Distribution:
	(1)
С.	Describe TWO ways how consumer behaviour is influenced through specific service-provision marketing activities.

	(4)
	V 10 (0 montes)
uestion 7	K-10 (8 marks)
List TWO factors to be considered when disp	playing products.
·	, .
Factor 1:	(1)
Factor 2:	(1)
ne 'Maltese Souvenir Shop' wants to enhance	the shop for Christmas.
State TWO methods used to enhance retail of	outlets for the Christmas season.
Mothod 1:	
Metriod 1:	
	(1)
Method 2:	
	(1)

estion 8	Outline TWO ways how seasonal tr	ends arreas a retain basiness.
Describe the following TWO ways how products are displayed for sales maximisation. Proper labelling:		
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Proper labelling:		
Maximising product exposure:		
Maximising product exposure:		
faximising product exposure:		
Maximising product exposure:		
flaximising product exposure:		
Maximising product exposure:		
Taximising product exposure.	Maximising product exposure:	
	raximising product exposure.	

b.	Outline TWO features of retail space optimisation planning.	
		(2
		(2
c.	Discuss TWO benefits of retail space optimisation planning.	

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	12
- 1	12
(4)	1

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