

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE EXAMINATIONS BOARD

SECONDARY EDUCATION CERTIFICATE LEVEL 2025 MAIN SESSION

SUBJECT:	Retail
PAPER NUMBER: DATE:	Controlled – Unit 1 16 th May 2023
TIME:	10:00 a.m. to 11:35 a.m.
THIS PAPER SHO	OULD BE RETURNED TO THE INVIGILATOR
Name of candidate	
I.D. number	
School	
Class	

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

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•	ce	n	3	-	\mathbf{a}

- Trendy Clothing is a chain of local shops selling clothes and accessories.
- At each of its outlets, Trendy Clothing has a customer care area.

Question 1	K-1 (4 marks)
a. Name the FIVE main elements of the retail sup	oply chain.
Element 1:	(0.2)
Element 2:	(0.2)
Element 3:	(0.2)
Element 4:	(0.2)
Element 5:	(0.2)
o. Outline the business process of retailing by refer	ring to its FIVE activities.
	(1)
c. Describe the following characteristics of produc	cts and services:
Characteristics of Products	Characteristics of Services
separate from producer	user participation
non-perishable	intangibility

		(2)
Q	uestion 2	K-4 (4 marks)
а.	Cashier and stacker are types of retail occupations. Name FOUR other different retail occupations.	
	Retail Occupation 1:	(0.25)
	Retail Occupation 2:	(0.25)
	Retail Occupation 3:	(0.25)
	Retail Occupation 4:	(0.25)
э.	Identify TWO skills required for a stacker and TWO retail store, from the ones provided below. The skills	
	Skills	
	plumbing problem solving	merchandising swimming
	physical strength	using a tower crane
	cash handling	literacy and numeracy
	Cashier	
	Skill 1:	(0.25)
	Skill 2:	(0.25)
	Stacker	
	Skill 1:	(0.25)
	Skill 2:	(0.25)

Question 3 K-6 (4 marks)

a.	Recall the stages of the selling process by filling in the remaining FOUR stages in the corder, within Diagram 1.	orrect
	Stage 1: Opening (Meet and greet)	
	Stage 2:	
	Stage 3:	
	Stage 4:	
	Stage 5:	
	Diagram 1: Selling process	
		(1)
b.	Awareness of special offers and display areas are two key aspects that can influence selling process.	e the
	State TWO other key aspects that can influence the selling process.	
	Aspect 1:	(0.5)
	Aspect 2:	(0.5)
c.	Describe how the following TWO key aspects influence stages of the selling process.	
	Awareness of special offers Display areas	

		(2
Qı	uestion 4 K-7 (4	marks)
a.	Social and personality factors and spending time investigating the product are some factors that indicate customers' interest to purchase. List FOUR other factors that indicate customers' interest to purchase.	e of the
	Factor 1:	(0.25
	Factor 2:	
	Factor 3:	
	Factor 4:	
		•
b.	Outline the following TWO factors that indicate customers' interest to purchase.	
	Social and personality factors:	
		_ (0.5)

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	(0.5
Describe TWO reasons why it is important to identify a customer's interest to purchase.	
	(2

Please turn the page.

Qı	uestion 5 K-8 (4 m	arks)
a.	Recall TWO positive aspects of teamwork in retail environment, apart from valuing team members.	other
	Positive aspect 1:	(0.5)
	Positive aspect 2:	(0.5)
b.	Outline TWO reasons for valuing other team members.	
	Reason 1:	
	Reason 2:	
c.	Describe FOUR effects of successful teams in retail.	

	(2)
	(2)
uestion 6	C-3 (6 marks)
. Outline FOUR ways how team productive below list.	vity can be improved through teamwork from the
Way 1:	
	(0.5)
Way 2:	
	(0.5)
Way 3:	
	(0.5)
Way 4:	
Wdy 4	
	(0.5)

SEC42/c1.25m

b.	Describe the following TWO ways on how teamwork can contribute to a positive customer experience.
	Creates a welcoming atmosphere:
	(1)
	Supports a positive company image:
	(1)
c.	Discuss TWO ways how teamwork contributes to business success.

		(2)
Qι	estion 7	K-9 (4 marks)
	Customer retention and feedback from the customer are two benefits o service. List TWO other benefits of good customer service.	f good customer
	Benefit 1:	(0.5)
	Benefit 2:	(0.5)
	Benefit 2.	
b.	Outline the following TWO benefits of good customer service.	
	Customer retention:	
		· · · · · · · · · · · · · · · · · · ·
		(0.5)
		(0.5)
	Feedback from the customer:	(0.5)
		(0.5)
		(0.5)
		(0.5)

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c. 'Trendy Clothing' had some problems with their customer service.
Describe ONE consequence of bad customer service in each of the following scenarios:
Scenario 1: A customer phoned the shop about a particular shirt and was told they had a large quantity of that shirt in stock. Later that day the customer arrived at the store where he was told that the shirt in question has been sold out for a couple of weeks already. The customer got very angry and left the shop without purchasing anything.

Q	uestion 8	K-10 (4 marks)
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. State TWO of the Competition and Consumer Affairs Authority (MCCAA).	ne functions of the Malta
	Function 1:	
		(0.5)
	Function 2:	
		(0.5)
c.	Outline TWO main elements found in the Consumer Affairs Act.	

	(2)
Question 9	C-5 (6 marks)
 State FOUR pieces of information that should be goods and services. 	e given to consumers prior to the sale of
Information 1:	(0.5)
Information 2:	(0.5)
Information 3:	(0.5)
Information 4:	(0.5)
b. Describe TWO pieces of information that should b	pe given to consumers prior to the sale of
	pe given to consumers prior to the sale of on 9a.
b. Describe TWO pieces of information that should be goods and services from the ones stated in Question	pe given to consumers prior to the sale of on 9a.
b. Describe TWO pieces of information that should be goods and services from the ones stated in Question i.	pe given to consumers prior to the sale of on 9a.
b. Describe TWO pieces of information that should be goods and services from the ones stated in Question	pe given to consumers prior to the sale of on 9a. (1)
b. Describe TWO pieces of information that should be goods and services from the ones stated in Question i.	pe given to consumers prior to the sale of on 9a. (1)

- c. Discuss **TWO** elements of consumer protection when buying goods or services in the following scenario:
 - Trendy Clothing sells casual and smart clothes to teenagers.
 - A customer bought a jacket to be given as a gift.
 - The customer bought the product from the store's website.
 - The product was delivered to the customer's home.
 - The product arrived without adequate packaging as was stated in the website.

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