



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2025 MAIN SESSION**

| | |
|---------------|---------------------------|
| SUBJECT: | Retail |
| PAPER NUMBER: | Controlled – Unit 1 |
| DATE: | 16 th May 2023 |
| 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

- 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 supply chain.

Element 1: _____ (0.2)

Element 2: _____ (0.2)

Element 3: _____ (0.2)

Element 4: _____ (0.2)

Element 5: _____ (0.2)

b. Outline the business process of retailing by referring to its **FIVE** activities.

(1)

c. Describe the following characteristics of products and services:

| Characteristics of Products | Characteristics of Services |
|-----------------------------|-----------------------------|
| separate from producer | user participation |
| non-perishable | intangibility |

This question continues on next page.

Question 3

K-6 (4 marks)

a. Recall the stages of the selling process by filling in the remaining **FOUR** stages in the correct order, within Diagram 1.

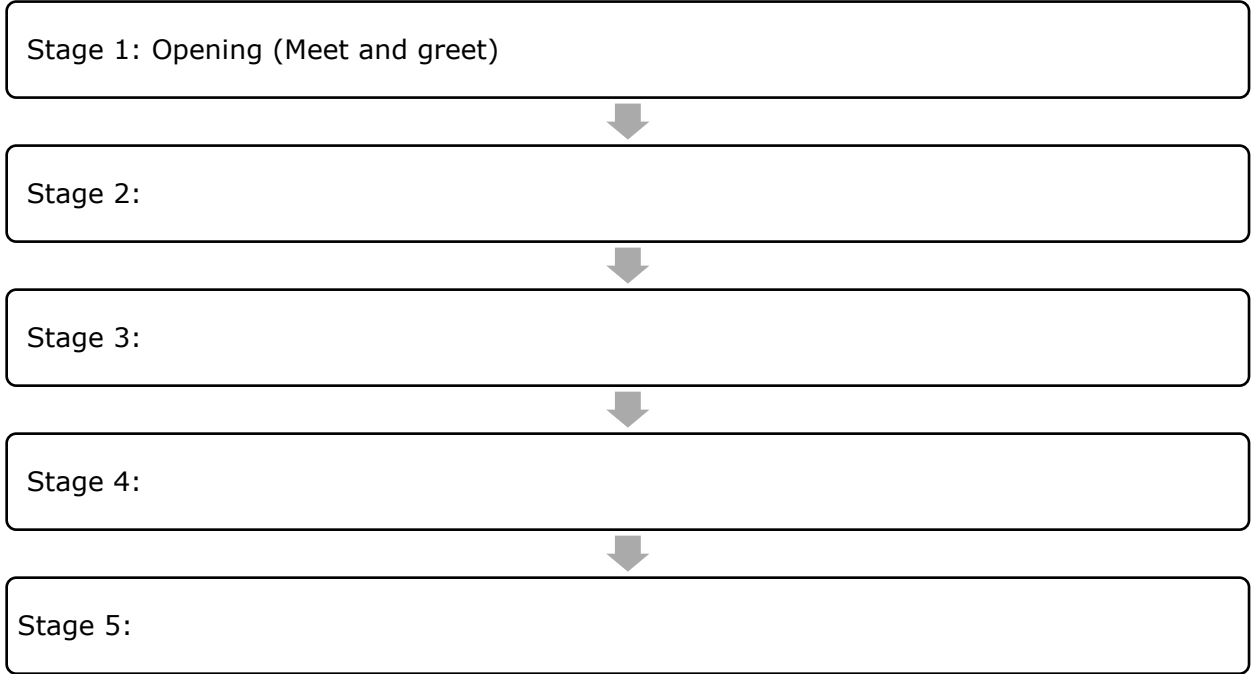


Diagram 1: Selling process

(1)

b. Awareness of special offers and display areas are two key aspects that can influence the selling process.

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 |
|-----------------------------|---------------|

Question 5

K-8 (4 marks)

a. Recall **TWO** positive aspects of teamwork in retail environment, apart from valuing other team members.

Positive aspect 1: _____ (0.5)

Positive aspect 2: _____ (0.5)

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

Reason 1: _____

_____ (0.5)

Reason 2: _____

_____ (0.5)

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

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.

Question 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 functions of the Malta Competition and Consumer Affairs Authority (MCCAA).

Function 1: _____
_____ (0.5)

Function 2: _____
_____ (0.5)

c. Outline **TWO** main elements found in the Consumer Affairs Act.

This question continues on next page.

(2)

Question 9

C-5 (6 marks)

a. State **FOUR** pieces of information that should be given to consumers prior to the sale of goods and services.

Information 1: _____ (0.5)

Information 2: _____ (0.5)

Information 3: _____ (0.5)

Information 4: _____ (0.5)

b. Describe **TWO** pieces of information that should be given to consumers prior to the sale of goods and services from the ones stated in Question 9a.

i. _____

(1)

ii. _____

(1)

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