



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2023 SUPPLEMENTARY SESSION**

SUBJECT: **Retail**
PAPER NUMBER: Synoptic – Unit 2
DATE: 1st November 2023
TIME: 5:30 p.m. to 7:35 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	8	8	12	8	8	12	8	70

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

Scenario

- John owns and manages a chain of electronics shops called 'TLC' standing for 'The Local Tech'.
- 'TLC' specialises in good quality affordable electronic products.
- 'TLC' sells a wide range of products from laptops to mobiles, TV's, printers and Audio equipment.
- 'TLC' also offers a number of services including servicing and repairs of electronic products.

Question 1

K-1 (6 marks)

a. Define the term 'stock'. The definition should include **TWO** elements of stock in retail.

(2)

b. Name **TWO** safety measures to be adopted when receiving and handling stock.

Safety Measure 1: _____ (1)

Safety Measure 2: _____ (1)

c. Outline the following **TWO** key tasks for the receipt and processing of goods:

- i. cleaning and maintaining the receiving area;
- ii. unpacking and inspecting goods.

6

(2)

Question 2

K-2 (8 marks)

a. List **FOUR** preliminary information needed for the receipt and processing of goods.

Information 1: _____ (0.5)

Information 2: _____ (0.5)

Information 3: _____ (0.5)

Information 4: _____ (0.5)

b. Identify **TWO** documents used in the receipt and processing of goods for the statements in Table 1. Use documents from the ones provided in the box below.

Documents used in the receipt and processing of goods	
Delivery and supplier notes	Goods returned note
Invoices	Goods received note
Credit notes	Purchase orders

Table 1: Documents used in the receipt and processing of goods

Statements	Document used for the receipt and processing of goods.
i. A document that lists the total items bought by a client. This document details the items' unit price and the total price that the buyer needs to pay for the goods received.	
ii. A document listing products required for purchase and the quantities for each product.	

(2)

This question continues on next page.

c. Outline **TWO** details in a credit note, which is used for the receipt and processing of goods.

(4)

8

Question 3

K-5 (8 marks)

a. Identify the properties of slow-moving goods and the properties of fast-moving goods by underlining the correct answer for each of the following **TWO** goods.

Good A has an extremely high turnover due to its high demand. This is a (slow-moving good/
fast-moving good). (1)

Good B has a low turnover due to its variable demand. This is a (slow-moving good/fast-
moving good). (1)

b. Outline the following **TWO** challenges that retailers can face when controlling stock.

Low product turnover: _____

(1)

Losing track of actual inventory:

(1)

Question 4

C-2 (12 marks)

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

Prepare inventory budgets and maintain an inventory system:

(2)

Calculate inventory turnover:

(2)

b. Figure 1 shows an inventory control chart, which highlights issues relating to inventory management.

Illustrate the meaning of the **FOUR** elements in the following inventory control chart in Figure 1. Element E was given to you as an example.

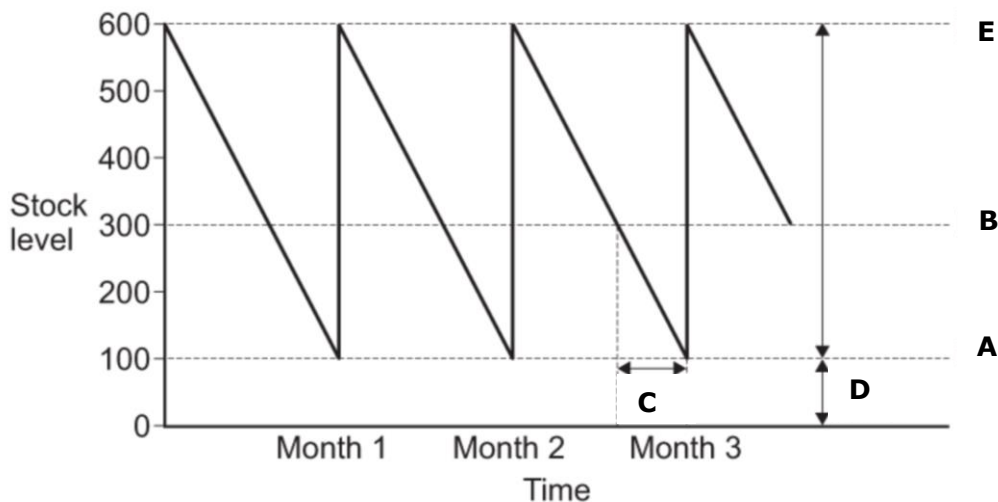


Figure 1: Inventory control chart. Adapted from: <https://www.aqa.org.uk/resources/business/as-and-a-level/business-7131-7132/teach/teaching-guide-inventory-control-chart>

Question 5

K-7 (8 marks)

- a. Figure 2 shows an incomplete diagram with the steps of the buyer’s decision-making process. Label Figure 2 with the missing **TWO** steps of the buyer’s decision-making process. The steps need to be in the correct sequence.

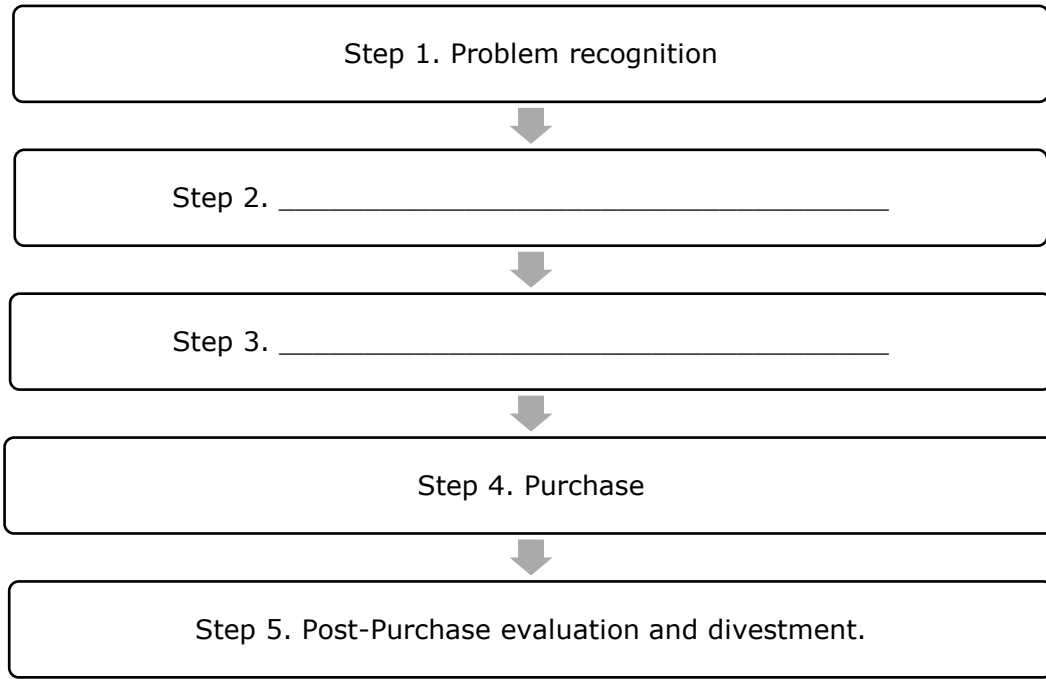


Figure 2: Steps of the buyer's decision-making process.

(2)

- b. Outline the following **TWO** steps of the buyer’s decision-making process.

Purchase:

(1)

Post-Purchase evaluation and divestment:

(1)

c. Identify **TWO** cognitive and personal biases influencing the buyer’s decision-making process from the scenarios in Table 1. Use **TWO** biases from the box below.

Cognitive and personal biases		
selective search for evidence	optimism	faulty generalisations
repetition bias	source credibility bias	recent information
role fulfilment	experiential limitations	

Table 1: Identification of cognitive and personal biases influencing the buyer's decision-making process.

Scenarios	Cognitive and personal biases
i. A consumer is in the market for a new car. He only researches the positive reviews for a particular brand. The consumer ignores negative feedback that suggests the brand may not be the best option.	
ii. A consumer is looking to purchase a new laptop. She only considers brands that she has used in the past. She ignores other brands with better features due to her past experiences. She also ignores reviews from other sources.	

(4)

8

Question 6

K-8 (8 marks)

a. Product or Service design and Price-setting are marketing activities influencing consumer behaviour. List **TWO** other marketing activities influencing consumer behaviour.

Marketing activity 1: _____ (1)

Marketing activity 2: _____ (1)

b. Outline the following **TWO** marketing activities influencing consumer behaviour.

Product or service design:

_____ (1)

Price-setting: _____

_____ (1)

Question 7

C-4 (12 marks)

- a. Figure 3 shows the basic perceptual process in consumer behaviour. Figure 3 is incomplete. Illustrate the missing **TWO** stages in the basic perceptual process in consumer behaviour. Use stages from the box below. The stages need to be in the correct sequence.

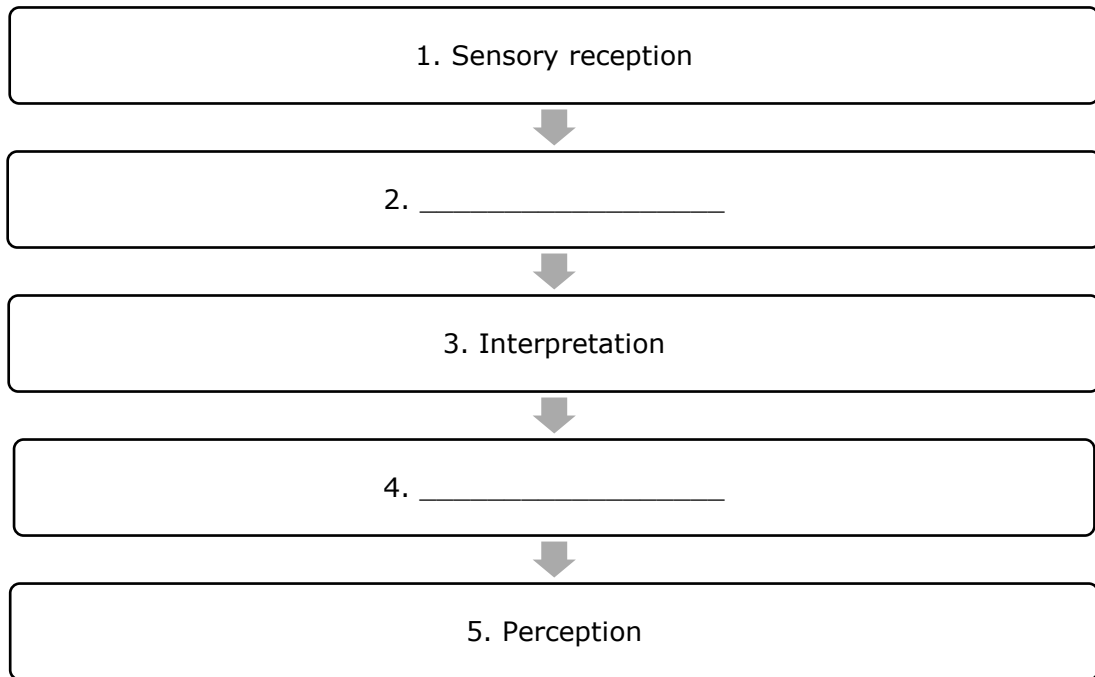


Figure 3: The basic perceptual process in consumer behaviour

(4)

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

Sensory reception: _____

_____ (2)

Interpretation: _____

_____ (2)

This question continues on next page.

c. Explain **ONE** way how sensory stimuli influence perception in consumer behaviour.

(4)

12

Question 8

K-9 (8 marks)

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

(2)

b. Outline **TWO** elements of visual merchandising.

Element 1: _____

(1)

Element 2: _____

(1)

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