



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2026 MAIN SESSION**

---

SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Controlled – Unit 1
DATE:	14 <sup>th</sup> May 2024
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**

- 'ElectroTech' is a chain of local shops selling electronic gadgets, appliances, and accessories.
- At each of its outlets, 'ElectroTech' 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
non-variable provision	inseparability
no user participation	perishability

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Question 2**

**K-4 (4 marks)**

- a. Stock controller, sales assistant and delivery person 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)

- b. Identify **TWO** skills required for a stock controller and **TWO** skills required for a delivery person working in a retail store, from the following scenarios:
- Scenario for Stock Controller:
- John is a stock controller at ElectroTech.
  - John needs to calculate stock regularly and resolve stock inventory issues.
- Skill 1: \_\_\_\_\_ (0.25)
- Skill 2: \_\_\_\_\_ (0.25)

- Scenario for Delivery Person:
- Peter is a delivery person at ElectroTech.
  - Peter is always kind and friendly with the customers, even when unexpected challenges are presented.
- Skill 1: \_\_\_\_\_ (0.25)
- Skill 2: \_\_\_\_\_ (0.25)

**This question continues in 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.

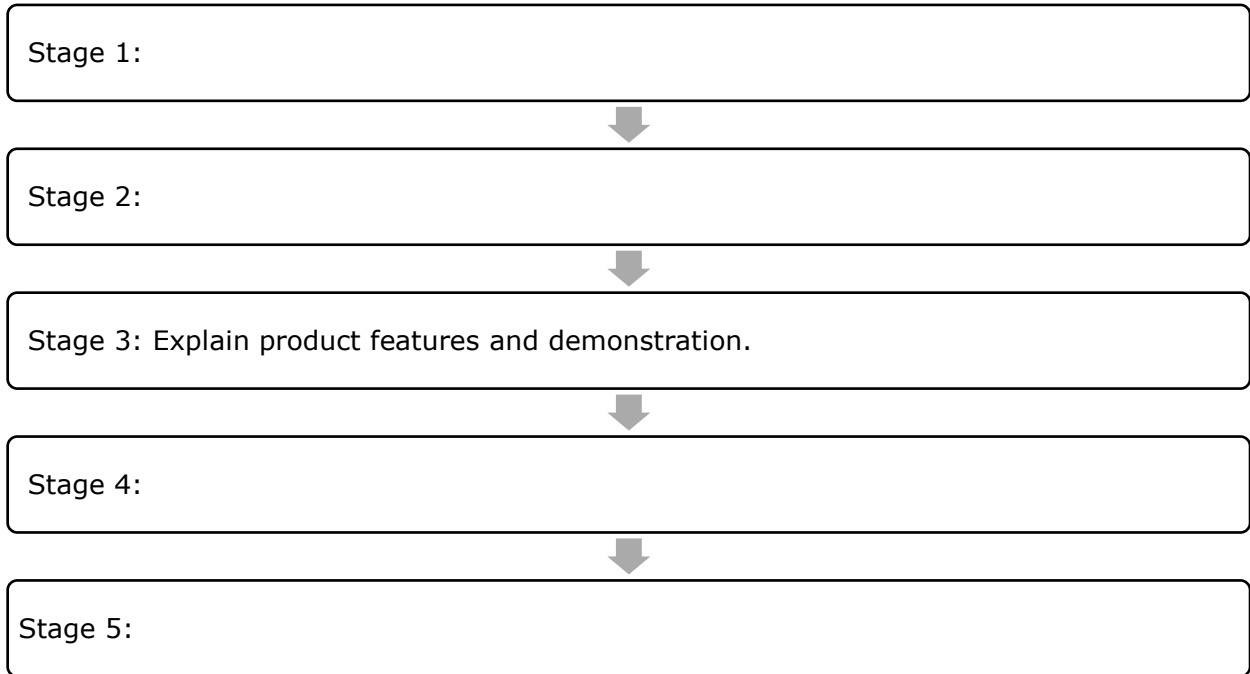


Diagram 1: Selling process

(1)

b. Product and service knowledge and market awareness 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.

Product and service knowledge	Market awareness
-------------------------------	------------------

---

---

---

---

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

---

---

---

---

---

---

---

---

---

---

(2)

**Question 4**

**K-7 (4 marks)**

a. Asking about price and asking for payment details are some of the factors that indicate customers' interest to purchase.

List **FOUR** other factors that indicate customers' interest to purchase.

Factor 1: \_\_\_\_\_ (0.25)

Factor 2: \_\_\_\_\_ (0.25)

Factor 3: \_\_\_\_\_ (0.25)

Factor 4: \_\_\_\_\_ (0.25)

b. Outline the following **TWO** factors that indicate customers' interest to purchase.

Asking about price:

---

---

(0.5)

Asking for payment details:

---

---

(0.5)

c. Describe **TWO** reasons why it is important to identify a customer's interest to purchase.

---

---

---



Reason 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)



**Question 6**

**C-3 (6 marks)**

- a. Outline the following **TWO** ways on how team productivity can be improved through teamwork.

Avoidance of task duplication: \_\_\_\_\_

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

Team-members motivation: \_\_\_\_\_

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

- b. Describe the following **TWO** ways on how teamwork can contribute to a positive customer experience.

Develops a positive customer relationship: \_\_\_\_\_

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

Creates a welcoming atmosphere: \_\_\_\_\_

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

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

c. Discuss the following **TWO** ways how teamwork contributes to business success.

Process efficiency and effectiveness	Stimulating innovative thought
--------------------------------------	--------------------------------

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

(2)

**Question 7**

**K-9 (4 marks)**

- a. Customer engagement and increased sales are two benefits of good customer service.  
List **TWO** other benefits of good customer service.

Benefit 1: \_\_\_\_\_ (0.5)

Benefit 2: \_\_\_\_\_ (0.5)

- b. Outline the following **TWO** benefits of good customer service.

Customer engagement:

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

Increased sales:

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

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

c. ElectroTech' had some problems with their customer service.

Describe **ONE** consequence of bad customer service in **each** of the following scenarios:

- Scenario 1: A customer entered the shop to buy a product. The customer was not approached by the salespersons. The customer asked for information about a product and the salesperson appeared disinterested and gave the wrong information. The customer left the shop without making a purchase.
  
- Scenario 2: A customer bought a kitchen appliance from the shop's website. Delivery should have been within 2-3 business days. A week passed and the customer phoned to inquire about the order. The staff member was unaware of the order and no other explanation was given to the customer.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

(2)

**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 Environment and Resources Authority (ERA).

Function 1: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

Function 2: \_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Outline **TWO** main elements found in the Distance Selling Regulations.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (2)

***Please turn the page.***

**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)



# Blank Page