



L-Università  
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2025 MAIN SESSION**

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SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Controlled – Unit 2
DATE:	14 <sup>th</sup> May 2024
TIME:	10:00 a.m. to 11:35 a.m.

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

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(1)

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

Safety Measure 1: \_\_\_\_\_ (0.5)

Safety Measure 2: \_\_\_\_\_ (0.5)

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

- i) cleaning and maintaining the receiving area; and
- ii) checking goods.

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(2)

**Question 2**

**C-1 (6 marks)**

a. Outline the following **FOUR** important elements required in the preparation for receiving stock.

Settle receiving goods documents: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Ensuring adequate space: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Staff skills and knowledge to handle stock: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Proper equipment to handle stock safely: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

b. 'ElectroTech' received a shipment of new goods.  
Explain the following **TWO** ways to verify that goods received are as ordered.

How to check quantity of goods against documentation: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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How to assess the quality of goods received: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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

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

**Question 3**

**K-4 (4 marks)**

a. Name **FOUR** methods used by retailers to maintain stock levels.

Method 1: \_\_\_\_\_ (0.25)  
Method 2: \_\_\_\_\_ (0.25)  
Method 3: \_\_\_\_\_ (0.25)  
Method 4: \_\_\_\_\_ (0.25)

b. Outline the following **TWO** stock rotation methods.

First In First Out (FIFO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

First In Last Out (FILO): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** different benefits of effective stock control, apart from warehouse space requirements and identifying current stock levels.

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

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**Question 4**

**C-2 (6 marks)**

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

Prepare inventory budgets and maintain an inventory system: \_\_\_\_\_

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(1)

Calculate inventory turnover: \_\_\_\_\_

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(1)

b. Figure 1 presents an inventory control chart. By referring to Figure 1, illustrate the meaning of the following **FOUR** elements. Element (ii) was given to you as an example.

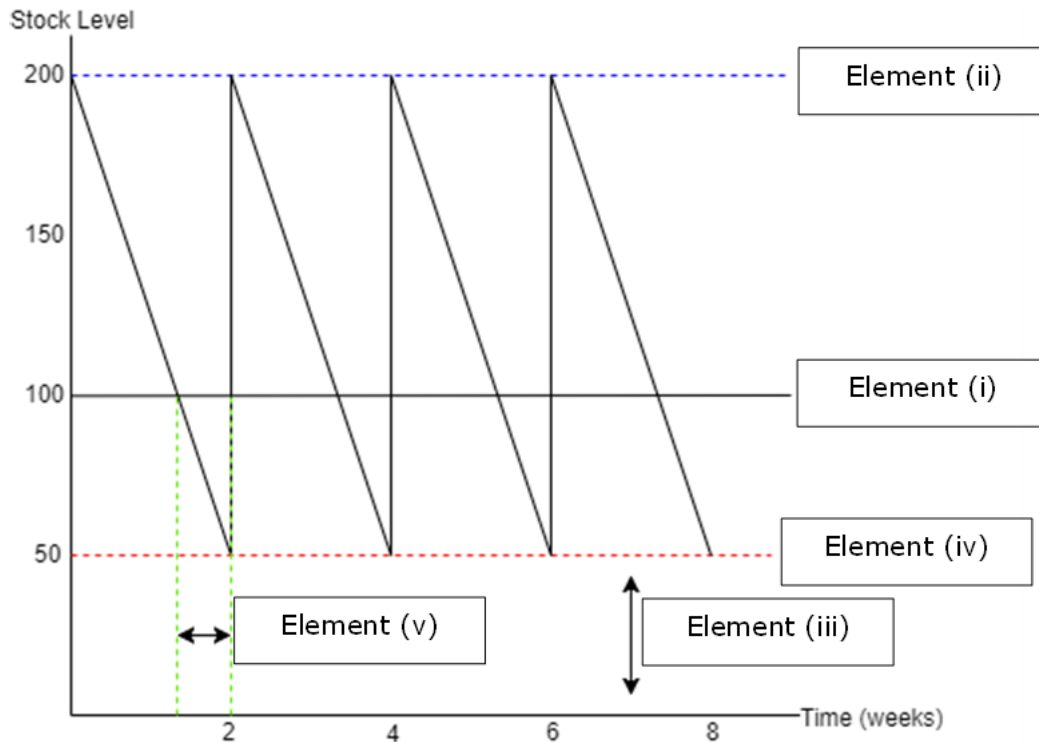


Figure 1: Stock control chart.  
 (Source: <https://edexcelconomicsrevision.com/2017/11/20/2-4-3-stock-control/>)

Element (i): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (ii): Maximum stock level: This illustrates the highest quantity of goods that a retail outlet keeps in stock at any given time.

Element (iii): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (iv): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

Element (v): \_\_\_\_\_  
 \_\_\_\_\_ (0.5)

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**Question 5**

**K-6 (4 marks)**

a. Define the term 'consumer behaviour'. The definition should include **TWO** elements of consumer behaviour.

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(1)

b. Outline the following **TWO** types of consumer behaviour in relation to involvement and brands.

Dissonance-reducing: \_\_\_\_\_

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(0.5)

Habitual: \_\_\_\_\_

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(0.5)

c. Describe **TWO** factors affecting consumer behaviour.

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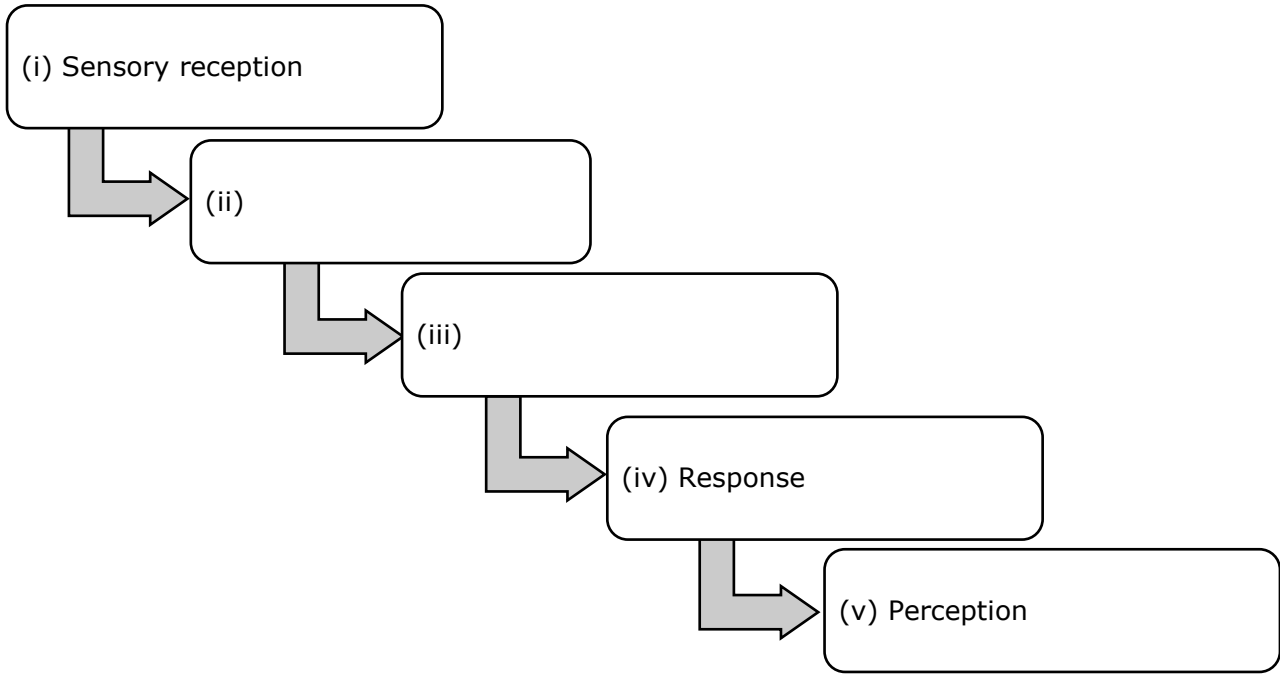




**Question 7**

**C-4 (6 marks)**

a. Fill in the **TWO** missing stages in Figure 2, to illustrate the basic perceptual process in consumer behaviour.



(2)

Figure 2: The basic perceptual process.

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

Sensory reception: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Perception: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)



b. Apart from landscaping and texture, outline **TWO** other elements of visual merchandising.

Element 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Element 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Describe **TWO** roles and skills of a visual merchandiser.

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

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