Retail Operations

General Instructions
• Reading time – 5 minutes
• Working time – 2 hours
• Write using black or blue pen
• Board-approved calculators may be used
• Write your Centre Number and Student Number at the top of pages 9, 11 and 15

Total marks – 80

Section I Pages 2–5
15 marks
• Attempt Questions 1–15
• Allow about 15 minutes for this section

Section II Pages 9–16
35 marks
• Attempt Questions 16–21
• Allow about 45 minutes for this section

Section III Page 17
30 marks
• Attempt TWO questions from Questions 22–24
• Allow about 1 hour for this section
Section I

15 marks
Attempt Questions 1–15
Allow about 15 minutes for this section

Use the multiple-choice answer sheet for Questions 1–15.

1 What is the purpose of a cash float?
   (A) To give point-of-sale operators cash handling skills
   (B) To have cash on hand to commence the day’s trading
   (C) To reconcile with non-cash transactions at the end of the day
   (D) To allow supervisors/managers to draw money from the till when required

2 Which term describes a modern method of selling goods or services?
   (A) Phishing
   (B) Scamming
   (C) Spamming
   (D) Telemarketing

3 By which term is an employee of a retail outlet also known?
   (A) A client
   (B) A vendor
   (C) An internal customer
   (D) An external customer

4 Which statement most likely relates to a lay-by sale?
   (A) ‘I can give you a raincheck on that item.’
   (B) ‘A merchant fee of 1% will apply if you don’t pay by cash.’
   (C) ‘Vouchers are available in denominations of $10, $20 or $50.’
   (D) ‘A deposit of 10% is required with the balance to be paid within 3 months.’
What type of employee is not entitled to sick pay?

(A) Casual employee
(B) Full-time trainee
(C) Part-time employee
(D) Permanent employee

Which trade union represents sales assistants in the retail industry?

(A) The Australian Services Union (ASU)
(B) The Australian Retailers Association (ARA)
(C) The Shop, Distributive and Allied Employees’ Association (SDA)
(D) The Australian Competition and Consumer Commission (ACCC)

A store purchases sunglasses for $175 and retails them for $325. What is the percentage mark up?

(A) 46.15%
(B) 53.84%
(C) 85.71%
(D) 185.71%

What is the main purpose of a safety audit?

(A) To identify risks in the workplace
(B) To highlight staff emergency procedures
(C) To eliminate injury and damage in the workplace
(D) To make all staff aware that safety is their responsibility

Which of the following sequences is the most environmentally responsible waste-disposal practice for a retail outlet?

(A) Re-use, Recycle, Replace
(B) Re-use, Recycle, Dispose of safely
(C) Recycle, Dispose of safely, Destroy
(D) Repackage, Re-use, Dispose of safely
10 With which of the following does a retail merchandiser work most closely?

(A) The buyer
(B) The manufacturer
(C) The point-of-sale operator
(D) The administration manager

11 The following sign may be seen near the counter in a shop.

Please don’t ask for credit, as refusal often offends

What message does this sign communicate?

(A) Credit cards are not accepted.
(B) Store discounts are not provided.
(C) The store has a visible cash handling policy.
(D) Payment must be made at the time of purchase.

12 Which of the following would be the most likely causes of stock shrinkage?

(A) Incorrect pricing, mark-downs and short deliveries
(B) Theft, waste and errors caused by poor work practices
(C) Regular stock rotation and damage caused by poor handling
(D) Poor signage and inadequate security equipment to observe shoppers

13 Which of the following should the retailer check before authorising a credit card transaction?

(A) The expiry date of the card
(B) The credit limit on the card
(C) The name of the card holder
(D) The first three digits on the signature panel
14 What is the most likely reason a store would encourage dissatisfied customers to complain?

(A) To improve publicity for the store
(B) To ensure all staff are aware of the service process
(C) To gather information and determine customer needs
(D) To allow managers to effectively monitor staff behaviour

15 Which of the following are rational buying motives for a customer purchasing a car with leather seats and a powerful engine?

(A) Safety and peace of mind
(B) Driver comfort and protection
(C) Appearance and fuel economy
(D) Durability and capacity for heavy loads
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Retail Operations

Section II

35 marks
Attempt Questions 16–21
Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (4 marks)

(a) Give an example of how incorrect data entry can occur in a retail organisation.  
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(b) Explain the impacts of incorrect data entry on a retail organisation.  
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Marks
Question 17 (8 marks)

(a) Describe the functions of the Human Resources department in a retail organisation.
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(b) Organisational charts and time sheets are documents often used in retail businesses. Describe the purpose of each of these documents.
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**Question 18** (6 marks)

Listed in the table below are three types of workplace hazards that an employee working in the receiving bay of a large supermarket could encounter.

Identify an example of each type of hazard and suggest a strategy to overcome each hazard.

<table>
<thead>
<tr>
<th>Type of workplace hazard</th>
<th>Hazard in the receiving bay</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td></td>
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<tr>
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<tr>
<td>Psychological</td>
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<tr>
<td>Ergonomic</td>
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</tbody>
</table>
**Question 19** (10 marks)

(a) Calculate the missing amounts and write them in the shaded areas of the invoice below.


<table>
<thead>
<tr>
<th>Description of goods</th>
<th>Quantity</th>
<th>Unit price ($)</th>
<th>Total ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three-person tent</td>
<td>10</td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td>Head torch</td>
<td>24</td>
<td></td>
<td>1080.00</td>
</tr>
<tr>
<td>Camping mat</td>
<td></td>
<td>25.00</td>
<td>900.00</td>
</tr>
<tr>
<td>Backpack (small)</td>
<td>48</td>
<td>50.00</td>
<td>2400.00</td>
</tr>
</tbody>
</table>

Subtotal

GST

Total

(b) Sam puts a 75% markup on the three-person tents. What would be the retail price of each tent, including GST? (Show working.)

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Question 19 (continued)

(c) When Sam unpacked the tents he noticed that one was damaged.

Complete the credit claim form for the damaged tent.

<table>
<thead>
<tr>
<th>Description of goods</th>
<th>Quantity</th>
<th>Unit price</th>
<th>TOTAL price (inc. GST)</th>
<th>Reason for return</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

(d) Outline other actions that Sam should take to solve this problem.

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End of Question 19
Question 20 (4 marks)

(a) Define the term cost price.
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(b) Explain the factors that influence retailers to discount the retail price of their stock.
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Please turn over
Question 21 (3 marks)

(a) Distinguish between internal and vendor theft.  
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(b) Recommend a strategy to minimise external theft.  
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Retail Operations

Section III

30 marks
Attempt TWO questions from Questions 22–24
Allow about 1 hour for this section

Answer each question in a SEPARATE writing booklet. Extra writing booklets are available.

In your answers you will be assessed on how well you:
■ demonstrate relevant knowledge and understanding
■ communicate ideas and information, using precise industry terminology and appropriate workplace examples
■ organise information in a well-reasoned and cohesive response
■ solve proposed issues or problems

Question 22 (15 marks)
Assess the costs and benefits of suburban shopping centres for society.

Question 23 (15 marks)
Explain how a retail organisation can encourage safe work practices. In your answer, refer to the following:

• communication and consultation
• equipment maintenance
• risk management.

Question 24 (15 marks)
A customer requires a new pair of shoes for a fitness class. The customer has limited product knowledge and appears to be in a hurry.

Discuss how a professional salesperson would effectively serve this customer. In your answer refer to the following:

• methods of approach
• ascertaining and meeting customer needs
• communicating features and benefits of the product.

End of paper