



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION APPLIED CERTIFICATE LEVEL
2022 SUPPLEMENTARY SESSION**

SUBJECT: **Retail**
PAPER NUMBER: Synoptic – Unit 2
DATE: 2nd November 2022
TIME: 11:30 a.m. to 1:35 p.m.

**THIS PAPER SHOULD BE RETURNED TO THE INVIGILATOR
AFTER THE EXAMINATION.**

For examiners' use only:

Question	1	2	3	4	5	6	Total
Score							
Maximum	6	8	12	8	8	8	50

General Scenario

- 'The Maltese Souvenir Shop' is a small speciality store owned and managed by Tom.
- 'The Maltese Souvenir Shop' specialises in luxury and edible products that are made in Malta, like honey, jams, spreads and olive oil.
- The souvenir shop also sells other items created by local artists, such as jewellery.
- 'The Maltese Souvenir Shop' offers delivery of its products to any country in Europe.
- 'The Maltese Souvenir Shop' is located near the reception area of a 5-star hotel in central Valletta.

Question 1

K-1 (6 marks)

a. Present **FOUR** characteristics of a speciality store such as 'The Maltese Souvenir Shop'.

Characteristic 1: _____ (0.5)

Characteristic 2: _____ (0.5)

Characteristic 3: _____ (0.5)

Characteristic 4: _____ (0.5)

b. Illustrate the **TWO** different retail outlet layouts and design given in Figure 1 and Figure 2 by adding in the counters and aisles and the possible customer flow.

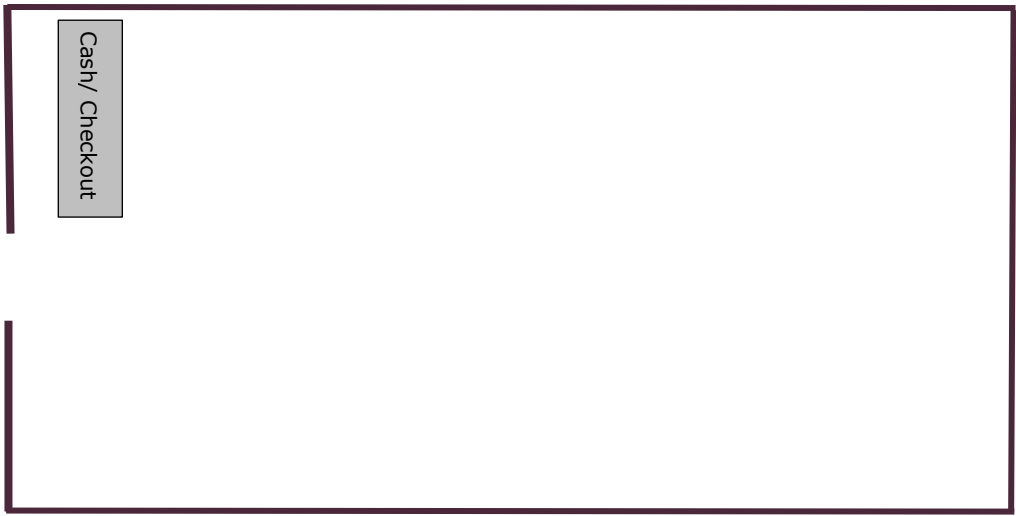


Figure 1: Diagonal plan

(1)

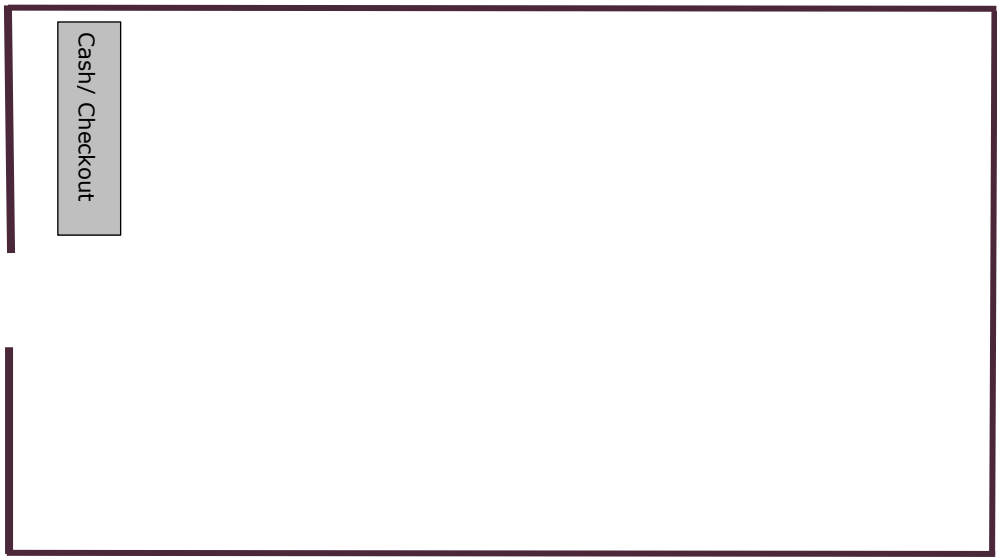


Figure 2: Geometric plan

(1)

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c. Identify **FOUR** basic compliance requirements in relation to a retail outlet, by underlining them in the box below.

Basic Compliance Requirements	
Accessibility	Slippery steps
Rest room	Ventilation
Locked Cupboards	Safe shelving
Helpful salesperson	Glass Displays

(2)

6

Question 2

K-3 (8 marks)

The products at 'The Maltese Souvenir Shop' are displayed in different areas of the store.

a. Name **FOUR** of the different display equipment found in a retail outlet.

Display Equipment 1: _____ (0.5)

Display Equipment 2: _____ (0.5)

Display Equipment 3: _____ (0.5)

Display Equipment 4: _____ (0.5)

b. Outline the following **TWO** characteristics of different product lines.

Design: _____

_____ (1)

Price: _____

_____ (1)

Question 3

C-1 (12 marks)

- a. Identify the **FOUR** obstructions to various retail-displays, for the scenarios in Table 2. Use items from the ones provided below.

Obstructions for product display	
Unsecured cases or shelves	Incorrectly placed signage
Aisle obstructions	Outside furniture

Table 1: The possible obstructions to various retail displays.

Scenarios	Identification of the possible obstructions that could develop through the position of various displays
i. At the souvenir shop, a customer could not see the children’s history books as a large bench was placed in front of the window display shelf.	
ii. An employee was unpacking boxes for a display. He left for his break, leaving the boxes in the middle of the aisle.	
iii. A glass shelf for the miniature souvenirs has one of its holding clips missing and became wobbly.	
iv. A customer complained that he could not reach a product. A huge sign was blocking the product display.	

(4)

b. Describe the following **TWO** ways how to make optimal use of space allocation for display to maximise sales.

Dimensions: _____


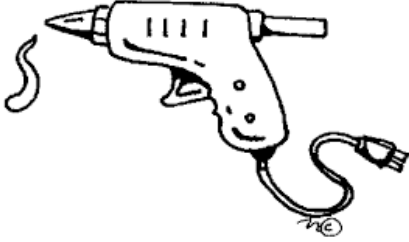
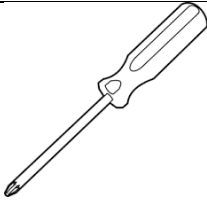

_____ (2)

Rate of sale and aesthetics: _____

_____ (2)

c. Discuss **TWO** basic principles when preparing fixtures and fittings and installing props safely.

Table 2: The tools and equipment required to install a promotional display.

Tools and Equipment	Name
i.  Source of image: https://www.haakpret.nl/	
ii.  Source of image: http://clipart-library.com/	
iii.  Source of image: http://clipart-library.com/	
iv.  Source of image: http://clipart-library.com/	

(2)

'The Maltese Souvenir Shop' is planning to assemble a promotional display and need to decide on the colours to be used.

b. List the **FOUR** basic principles of colours.

Principle 1: _____ (0.5)

Principle 2: _____ (0.5)

Principle 3: _____ (0.5)

Principle 4: _____ (0.5)

This question continues on next page.

b. Outline the effect of the following **FOUR** sensory elements on customers.

Scents: _____

_____ (0.5)

Sound: _____

_____ (0.5)

Taste: _____

_____ (0.5)

Touch: _____

_____ (0.5)

c. Outline the **FOUR** different elements that enhance the customer experience within a retail outlet.

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