



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2021 SUPPLEMENTARY SESSION**

SUBJECT:	Retail
PAPER NUMBER:	Synoptic – Unit 2
DATE:	2 nd November 2021
TIME:	4:00 p.m. to 6:05 p.m.

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

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

Question 1

K-2 (6 marks)

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

Preliminary Information 1: _____ (0.5)

Preliminary Information 2: _____ (0.5)

Preliminary Information 3: _____ (0.5)

Preliminary Information 4: _____ (0.5)

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

Documents	
Delivery and Supplier Note (for incoming goods)	Credit Note
Requisitions and Issue Note (for outgoing goods)	Invoice
Goods Received Note	Receipt
Purchase Order	Goods Returned Note

Table 1: The documents used for the receipt and processing of goods.

Statements	Document used for the receipt and processing of goods
i. A document that records payment being received by the seller for goods sold. This document is generated by the seller and given to the buyer.	
ii. A document that lists all the goods included in a delivery. This document lists the quantities of goods. This document is generated by the seller. A copy is returned to the seller as proof of delivery.	

(2)

Question 2

C-1 (12 marks)

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

Settle receiving goods documents:

(2)

Staff skills and knowledge to handle stock:

(2)

b. Explain how to verify the quality of goods received are as ordered.

(4)

Question 5

C-3 (12 marks)

- 'Sports for All Limited' is a retail outlet selling shoes, clothing and equipment for sports and fitness.
- 'Sports for All Limited' is carrying out an ABC analysis.
- Table 2 contains the information required to carry out an ABC analysis.

Table 2: ABC Analysis

	Set of information 1	Set of information 2	Set of information 3	Set of information 4
	(in €)	(in units)	(in €)	(as a percentage)
DX11	€ 5.20	10,000	€ 52,000.00	50%
CN31	€ 1.90	14,500	€ 27,550.00	26%
WP42	€ 1.10	8,000	€ 8,800.00	8%
WP52	€ 0.45	14,000	€ 6,300.00	6%
SC45	€ 4.00	900	€ 3,600.00	3%
SB02	€ 0.40	5,000	€ 2,000.00	2%
ZE21	€ 0.30	7,000	€ 2,100.00	2%
PB12	€ 0.50	2,000	€ 1,000.00	1%
WP21	€ 0.10	8,000	€ 800.00	1%
OR21	€ 0.70	1,000	€ 700.00	1%
Total		70,400	€ 104,850.00	100%

- a. Identify the **FOUR** sets of information for the provided ABC analysis in Table 2. This ABC Analysis is based on value. Use **FOUR** items from the ones provided below.

Information required for analysis	
Product Code	Number of items used
Unit Cost	Total cost of items
Percentage cost per item of total cost	Rank
Percentage total number of items used	

- Set of information 1: _____ (1)
- Set of information 2: _____ (1)
- Set of information 3: _____ (1)
- Set of information 4: _____ (1)

This question continues on next page.

b. Classify the missing **FOUR** ranks by filling in Table 3 into ABC categories based on the following company policy:

76% of total usage value for **Class A**;
17% of total usage value for **Class B**; and,
7% of total usage value for **Class C**.

Table 3: ABC Analysis with missing information

Product code					Rank
	(in €)	(in units)	(in €)	(as a percentage)	
DX11	€ 5.20	10,000	€ 52,000.00	50%	A
CN31	€ 1.90	14,500	€ 27,550.00	26%	
WP42	€ 1.10	8,000	€ 8,800.00	8%	
WP52	€ 0.45	14,000	€ 6,300.00	6%	
SC45	€ 4.00	900	€ 3,600.00	3%	
SB02	€ 0.40	5,000	€ 2,000.00	2%	C
ZE21	€ 0.30	7,000	€ 2,100.00	2%	C
PB12	€ 0.50	2,000	€ 1,000.00	1%	C
WP21	€ 0.10	8,000	€ 800.00	1%	C
OR21	€ 0.70	1,000	€ 700.00	1%	C
Total		70,400	€ 104,850.00	100%	

(4)

Question 6

K-6 (8 marks)

a. Define 'consumer behaviour'. The definition needs to include **TWO** elements of consumer behaviour.

_____ (2)

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

Complex: _____

_____ (1)

Variety-seeking: _____

_____ (1)

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

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

Problem recognition:

(1)

Post-purchase evaluation and divestment:

(1)

c. Identify **FOUR** cognitive and personal biases influencing the buyer’s decision-making process in the given scenarios in Table 4. Use **FOUR** items from below.

Cognitive and Personal Biases	
Selective search for evidence	Experiential limitations
Source credibility bias	Colourings
Stressfulness	Repetition bias
Role fulfilment	Optimism
Faulty generalisations	Recent information

Table 4: The cognitive and personal biases influencing the buyer’s decision-making process.

Scenarios	Identification of cognitive and personal biases influencing the buyer’s decision-making process
i. Mario always buys the same brand of tennis shoes. He has bought several pairs over these last ten years. He will not consider buying from a different brand. This is the only brand he has tried.	
ii. Matthew thinks poorly of all sports equipment that is made in China.	
iii. Mina needs to buy a treadmill. She is in a hurry. She does not test the different treadmills at the shop before buying one.	
iv. Martha wants to buy a set of weights. She chooses a brand that was recommended by her grandmother.	

(4)

Question 8

K-10 (8 marks)

a. List **FOUR** factors to be considered when displaying products.

Factor 1: _____ (0.5)

Factor 2: _____ (0.5)

Factor 3: _____ (0.5)

Factor 4: _____ (0.5)

b. State **TWO** methods used to enhance retail outlets for the ‘Back to School’ period.

Method 1: _____

_____ (1)

Method 2: _____

_____ (1)

This question continues on next page.

