



**L-Università  
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE  
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL  
2024 MAIN SESSION**

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SUBJECT:	<b>Retail</b>
PAPER NUMBER:	Controlled – Unit 1
DATE:	11 <sup>th</sup> May 2022
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**

- Fun Toy Shop is a chain of local shops selling toys and games.
- At each of its outlets, Fun Toy Shop has a warehouse set up for storage.

**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.

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

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

c. Describe **TWO** characteristics of products and **TWO** characteristics of services from the following:

Characteristics of Products	Characteristics of Services
product ownership	service variability
non-user participation in a product	service inseparability
product tangibility	service perishability

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**Question 2**

**K-4 (4 marks)**

a. Store manager and sales assistant are two of the retail occupations found at Fun Toy Shop warehouse and outlets. 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)

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

b. Identify **THREE** skills required for a store manager and **TWO** skills required for a sales assistant working at Fun Toy Shop, from the ones provided below.

<b>Skills</b>	
plumbing	merchandising
problem solving	gardening
time management	using a tower crane
dancing	sales
digital literacy	driving and parking

Store manager

Skill 1: \_\_\_\_\_ (0.2)

Skill 2: \_\_\_\_\_ (0.2)

Skill 3: \_\_\_\_\_ (0.2)

Sales assistant

Skill 1: \_\_\_\_\_ (0.2)

Skill 2: \_\_\_\_\_ (0.2)

c. Outline **FIVE** attributes and behaviours that a sales assistant is expected to have.

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**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.

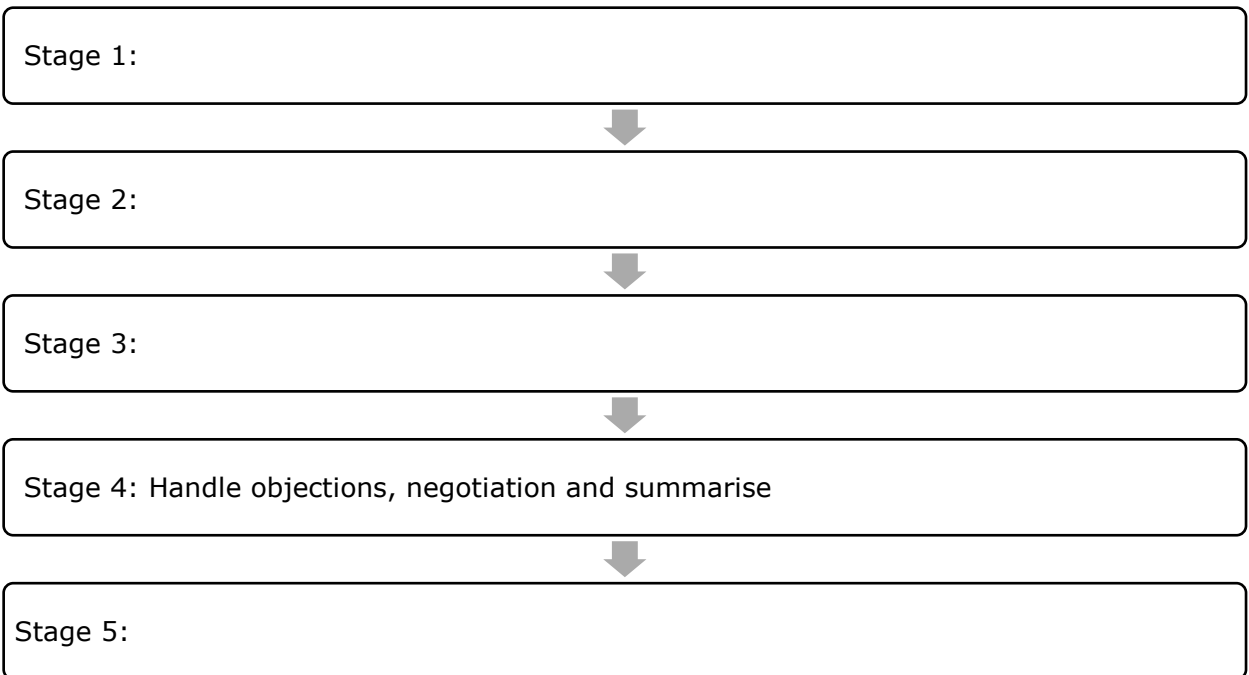


Diagram 1: Selling process

(1)

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**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 **FOUR** reasons why it is important to identify a customer's interest to purchase.

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**Question 5**

**K-8 (4 marks)**

- a. Recall **TWO** positive aspects of teamwork in retail environment, apart from valuing other team members.

Positive aspect 1: \_\_\_\_\_ (0.5)

Positive aspect 2: \_\_\_\_\_ (0.5)

- b. Outline **TWO** reasons for valuing other team members.

Reason 1: \_\_\_\_\_

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

Reason 2: \_\_\_\_\_

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





**Question 6**

**C-3 (6 marks)**

a. Outline **FOUR** ways how team productivity can be improved through teamwork.

Way 1: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Way 2: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Way 3: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

Way 4: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

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

Creates a welcoming atmosphere: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

Develops a positive customer relationship: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (1)

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

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***Please turn the page.***

**Question 7**

**K-9 (4 marks)**

a. List **FOUR** benefits of good customer service.

Benefit 1: \_\_\_\_\_ (0.25)

Benefit 2: \_\_\_\_\_ (0.25)

Benefit 3: \_\_\_\_\_ (0.25)

Benefit 4: \_\_\_\_\_ (0.25)

b. Outline **TWO** of the benefits of good customer service listed in Question 7a.

i. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

ii. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

- c. • Fun Toy Shop had some problems with their customer service. Describe **ONE** consequence of bad customer service in **each** of the following scenarios:
- Scenario 1: A customer was angry as he phoned the shop about a model train and was told it is in stock. However, when the customer arrived at the store, he was told that the shop does not sell model trains.
  - Scenario 2: A customer bought a couple of toys from the store’s online website. However, the store did not deliver his order.

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b. Describe **TWO** pieces of information that should be given to consumers prior to the sale of goods and services.

i. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

ii. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (0.5)

c. Discuss **TWO** elements of consumer protection when buying goods or services in this scenario:

- Fun Toy Shop sells robotic toys.
- A customer bought a robotic toy as a gift.
- The customer bought the product from the store’s website.
- The product was delivered to the customer’s home.
- The product arrived without its original packaging.

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