



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2022 SUPPLEMENTARY SESSION**

SUBJECT: Retail
PAPER NUMBER: Synoptic – Unit 1
DATE: 2nd November 2022
TIME: 8:30 a.m. to 10:35 a.m.

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

For examiners' use only:

Question	1	2	3	4	5	6	7	8	Total
Score									
Maximum	6	8	8	8	12	8	12	8	70

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

Scenario

- Tom owns and manages a small souvenir shop called 'The Maltese Souvenir Shop'.
- 'The Maltese Souvenir Shop' specialises in luxury products that are made in Malta.
- The souvenir shop sells edible products like honey, jams, spreads and olive oil.
- The souvenir shop also sells other items created by local artists, such as sculptures, pictures and paintings.
- The Maltese Souvenir Shop also offers delivery of its products to any country in Europe.

Question 1

K-1 (6 marks)

a. Name **TWO** main elements of the retail supply chain.

Element 1: _____ (1)

Element 2: _____ (1)

b. Outline any **TWO** activities involved in the business process of retailing.

Activity 1: _____
_____ (1)

Activity 2: _____
_____ (1)

c. i. Describe **TWO** characteristics of products.

_____ (1)

ii. Describe **TWO** characteristics of services.

(1)

6

Question 2

K-2 (8 marks)

a. Department stores and vending trucks are types of retail channels within the Maltese context. List **TWO** other different types of retail channels within the Maltese context.

Retail Channel 1: _____ (1)

Retail Channel 2: _____ (1)

b. Outline the following **TWO** types of retail channels within the Maltese context.

Department stores:

(1)

Vending trucks:

(1)

This question continues on next page.

Question 3

K-4 (8 marks)

a. Warehouse supervisor and stacker are two of the retail occupations found at The Maltese Souvenir Shop. Name **TWO** other different retail occupations.

Retail Occupation 1: _____ (1)

Retail Occupation 2: _____ (1)

b. Identify **ONE** skill required for a warehouse supervisor and **ONE** skill required for a stacker, from the ones provided below.

Skills	
problem solving	sales
cash handling	merchandising

Skill for a stacker: _____ (1)

Skill for a warehouse supervisor: _____ (1)

c. Outline **FOUR** attributes and behaviours that a warehouse supervisor is expected to have.

8

(4)

Question 4

K-5 (8 marks)

a. Economic factors are one of the factors influencing customer expectations. State **TWO** other factors influencing customer expectations.

Factor 1: _____ (1)

Factor 2: _____ (1)

b. Outline the following **FOUR** economic factors influencing customer expectations.

Disposable income: _____

_____ (0.5)

Economic stability: _____

_____ (0.5)

Consumer credit: _____

_____ (0.5)

Savings and investments: _____

_____ (0.5)

- c. • 'The Maltese Souvenir Shop' is a high-end shop;
• 'The Maltese Souvenir Shop' charges high prices for its premium quality products; and
• 'The Maltese Souvenir Shop' is located in the reception area of a luxurious 5 Star hotel.
• It is often visited by famous personalities who promote the locally made souvenirs.

Level of competition and ageing population are elements influencing customer expectations. Describe **TWO** other elements influencing customer expectations in relation to the scenario below.

b. Outline the following **TWO** ways to handle customer objections.

Listen and do not interrupt: _____

_____ (2)

Agree and counter: _____

_____ (2)

c. Discuss the following **TWO** closing techniques.

- i. Summarise and ask for the order;
- ii. the alternative close.

12

Question 6

K-8 (8 marks)

a. Recall **TWO** positive aspects of teamwork in a retail environment.

Positive aspect 1: _____ (1)

Positive aspect 2: _____ (1)

b. Outline the following **TWO** reasons for valuing other team members.

Efficiency: _____

_____ (1)

Job and customer satisfaction: _____

_____ (1)

c. Describe the following **TWO** effects of successful teams in retail: Higher staff morale; More successful retail business.

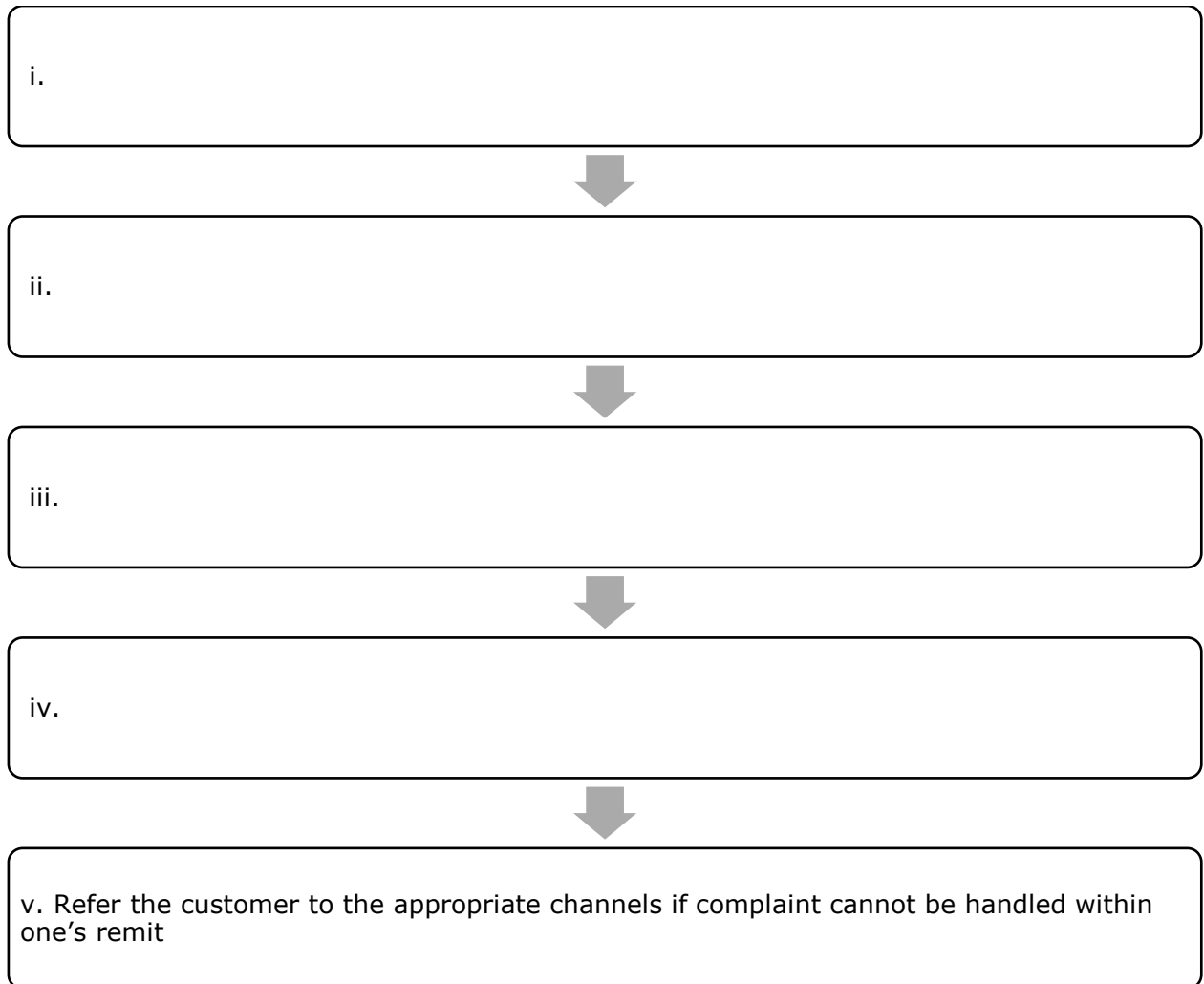


Diagram 1: Steps to deal with a customer complaint

(4)

b. Describe the following **TWO** steps on how to deal with a customer complaint.

Refer the customer to the appropriate channels if complaint cannot be handled within one's remit:

(2)

This question continues on next page.

Question 8

K-10 (8 marks)

a. List **TWO** consumer rights.

Consumer right 1: _____ (1)

Consumer right 2: _____ (1)

b. Different regulatory bodies protect consumer rights. State **TWO** of the functions of the Malta Financial Services Authority (MFSA).

Function 1:

_____ (1)

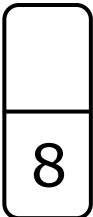
Function 2:

_____ (1)

c. The Package Holidays and Package Tour Regulations is one of the regulations that affects consumer rights in Malta.

Outline **TWO** main elements found in the Package Holidays and Package Tour Regulations.

_____ (4)



Blank Page

Blank Page

Blank Page