



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION 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	7	8	Total
Score									
Maximum	6	12	8	8	8	8	8	12	70

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

Scenario

- '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.

Question 1

K-1 (6 marks)

a. Define the term 'stock'. The definition should include **TWO** elements of stock in retail.

_____ (2)

b. Name **TWO** safety measures to be adopted when receiving and handling stock.

Safety Measure 1: _____ (1)

Safety Measure 2: _____ (1)

c. Outline **TWO** key tasks for the receipt and processing of goods.

6

(2)

Question 2

C-1 (12 marks)

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

Ensuring adequate space: _____

_____ (2)

Settle receiving goods documents: _____

_____ (2)

This question continues on next page.

b. Explain the following **TWO** ways to verify that goods received are as ordered.

Check quantity of goods against documentation: _____

(2)

Assess the quality of goods received: _____

(2)

Question 3

K-3 (8 marks)

a. Define the term 'stock management'. The definition should include **TWO** elements of stock management.

(2)

b. State **TWO** reasons why a retail business retains stock.

Reason 1: _____

(1)

Reason 2: _____

(1)

c. Outline **TWO** ways to maintain stock appropriately in a retail business.

(4)

8

Question 4

K-5 (8 marks)

- a. Identify **TWO** properties of slow-moving goods and **TWO** properties of fast-moving goods from the ones provided below.

Properties of Goods	
Low turnover	Generally low and variable demand
High turnover	Regularly high demand

Properties of slow-moving goods

Property 1: _____ (0.5)

Property 2: _____ (0.5)

Properties of fast-moving goods

Property 1: _____ (0.5)

Property 2: _____ (0.5)

This question continues on next page.

b. Retailers can face challenges in controlling sock. Outline the following **TWO** challenges.

Stocking too much of same product: _____

_____ (1)

Stockouts: _____

_____ (1)

c. Describe **TWO** methods for efficient inventory storage.

8

(4)

Question 5

K-6 (8 marks)

a. Define the term 'consumer behaviour'. The definition should include **TWO** elements of consumer behaviour.

(2)

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

Variety-seeking: _____

(1)

Complex: _____

(1)

This question continues on next page.

Question 6

K-8 (8 marks)

a. Promotion and distribution are marketing activities influencing consumer behaviour. List **TWO** other marketing activities influencing consumer behaviour.

Marketing activity 1: _____ (1)

Marketing activity 2: _____ (1)

b. Outline the following **TWO** marketing activities influencing consumer behaviour.

Promotion: _____

_____ (1)

Distribution: _____

_____ (1)

c. Describe **TWO** ways how consumer behaviour is influenced through specific service-provision marketing activities.

c. Outline **TWO** ways how seasonal trends affect a retail business.

(4)

8

Question 8

C-5 (12 marks)

a. Describe the following **TWO** ways how products are displayed for sales maximisation.

Proper labelling: _____

(2)

Maximising product exposure: _____

(2)

12

(4)

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