



**L-Università
ta' Malta**

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2024 MAIN SESSION**

SUBJECT:	Retail
PAPER NUMBER:	Controlled – Unit 2
DATE:	16 th May 2023
TIME:	10:00 a.m. to 11:35 a.m.

**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

- 'Trendy Clothing' is a chain of local shops selling clothes and accessories.
- At each of its outlets, 'Trendy Clothing' has a customer care area.

Question 1

K-1 (4 marks)

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

(1)

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

Safety Measure 1: _____ (0.5)

Safety Measure 2: _____ (0.5)

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

- i) unpacking and inspecting goods; and
- ii) removing and appropriately disposing of any extra packing material.

(2)

Question 2

C-1 (6 marks)

- a. Outline the following **FOUR** important elements required in the preparation for receiving stock.

Ensuring adequate space: _____

_____ (0.5)

Settle receiving goods documents: _____

_____ (0.5)

Proper equipment to handle stock safely: _____

_____ (0.5)

Time-scheduling: _____

_____ (0.5)

- b. 'Trendy Clothing' received a shipment of new goods/items.
Explain the following **TWO** ways to verify that goods received are as ordered.
- How to check quantity of goods against documentation: _____

_____ (1)

How to assess the quality of goods received: _____

_____ (1)

c. Explain **TWO** ways how stock should be handled prior to storing.

_____ (2)

Question 3

K-4 (4 marks)

a. Name **FOUR** methods used by retailers to maintain stock levels.

Method 1: _____ (0.25)

Method 2: _____ (0.25)

Method 3: _____ (0.25)

Method 4: _____ (0.25)

b. Outline the following **TWO** stock rotation methods.

First In First Out (FIFO): _____

_____ (0.5)

Last In First Out (LIFO): _____

_____ (0.5)

c. Describe **TWO** different benefits of effective stock control.

This question continues on next page.

(2)

Question 4

C-2 (6 marks)

a. Describe the following **TWO** stock control techniques.

Prepare inventory budgets and maintain an inventory system: _____

(1)

Establish annual stock policy and an optimised purchasing procedure: _____

(1)

b. Figure 1 presents an inventory control chart. By referring to Figure 1, illustrate the meaning of the following **FOUR** elements. Element (iv) was given to you as an example.

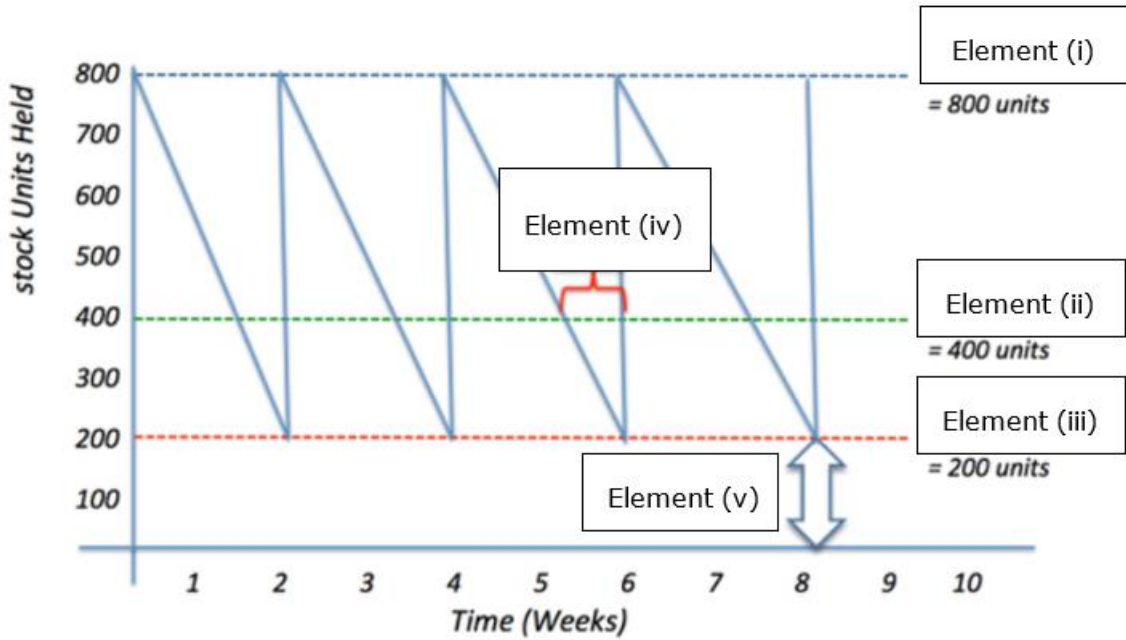


Figure 1: Stock control chart.
 (Source: <https://www.tutor2u.net/business/reference/stock-control-charts.>)

Element (i): _____
 _____ (0.5)

Element (ii): _____
 _____ (0.5)

Element (iii): _____
 _____ (0.5)

Element (iv): Lead time: This shows the time required for the goods to be ordered and delivered from the supplier to the retail outlet.

Element (v): _____
 _____ (0.5)

This question continues on next page.

Question 5

K-6 (4 marks)

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

(1)

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

Complex: _____

(0.5)

Variety-Seeking: _____

(0.5)

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

This question continues on next page.

(2)

Question 6

K-8 (4 marks)

a. Price setting, physical evidence, processes and promotion are four marketing activities which influence consumer behaviour.
 List **FOUR** other marketing activities influencing consumer behaviour.

Marketing activity 1: _____ (0.25)

Marketing activity 2: _____ (0.25)

Marketing activity 3: _____ (0.25)

Marketing activity 4: _____ (0.25)

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

Price setting: _____

_____ (0.5)

Promotion: _____

_____ (0.5)

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

Physical evidence	Processes
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_____ (2)

Question 7

C-4 (6 marks)

a. Fill in the **TWO** missing stages in Figure 2, to illustrate the basic perceptual process in consumer behaviour.

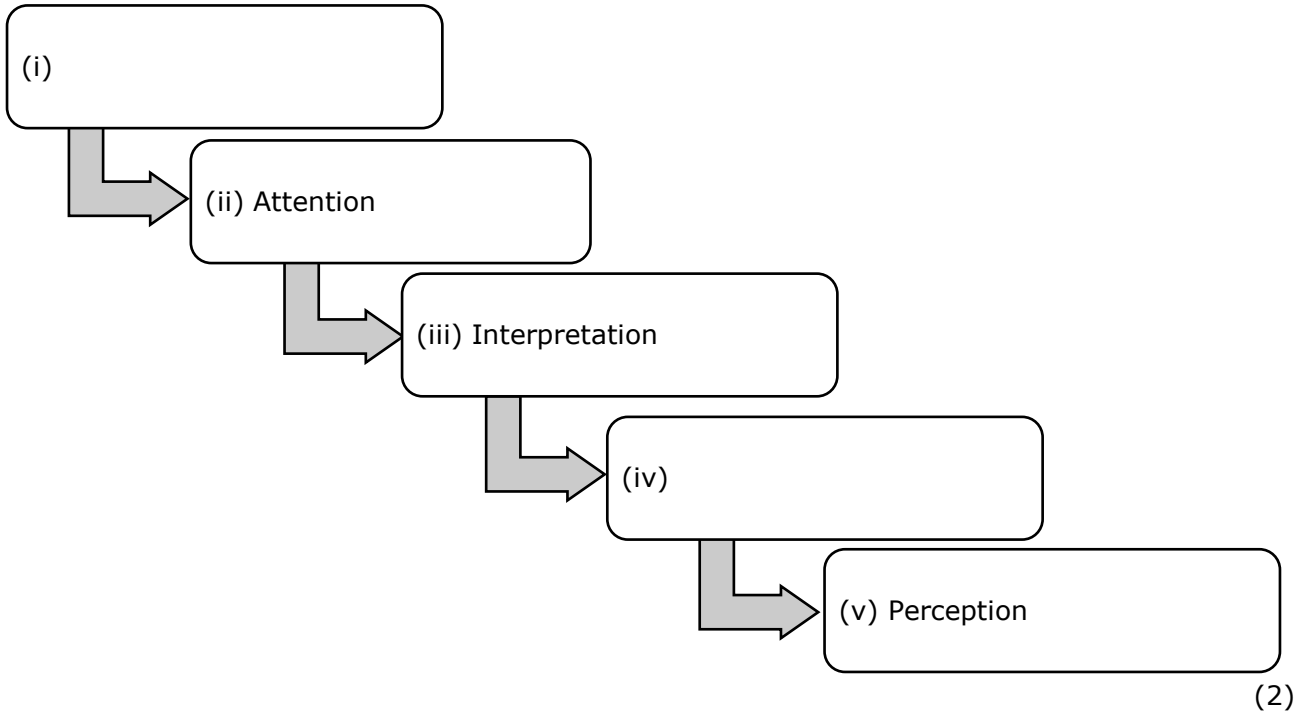


Figure 2: The basic perceptual process.

b. Describe the following **TWO** stages in the perceptual process in consumer behaviour.

Attention: _____

_____ (1)

Interpretation: _____

_____ (1)

Element 2: _____

_____ (0.5)

c. Describe **TWO** roles and skills of a visual merchandiser.

_____ (2)

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