



L-Università
ta' Malta

MATRICULATION AND SECONDARY EDUCATION CERTIFICATE
EXAMINATIONS BOARD

**SECONDARY EDUCATION CERTIFICATE LEVEL
2023 SUPPLEMENTARY SESSION**

SUBJECT: **Retail**
PAPER NUMBER: Synoptic – Unit 1
DATE: 1st November 2023
TIME: 2:30 p.m. to 4:35 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	8	8	8	8	8	12	12	70

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

Scenario

- John owns and manages a chain of electronics shops called 'TLC' standing for 'The Local Tech'.
- 'TLC' specialises in good quality affordable electronic products.
- 'TLC' sells a wide range of products from laptops to mobiles, TV's, printers and Audio equipment.
- 'TLC' also offers a number of services including servicing and repairs of electronic products.

Question 1

K-1 (6 marks)

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

Element 1: _____ (1)

Element 2: _____ (1)

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

Breaking bulk: _____
_____ (1)

Service during the sale: _____
_____ (1)

c. i. Describe the following **TWO** characteristics of products:

Separate from producer: _____

_____ (0.5)

Can be owned: _____

_____ (0.5)

ii. Describe the following **TWO** characteristics of services:

Lack of ownership: _____

_____ (0.5)

User participation: _____

_____ (0.5)

6

Question 2

K-3 (8 marks)

a. Sole traders and SMEs are two characteristics of the local retail environment. List **TWO** other characteristics of the local retail environment.

Characteristic 1: _____ (1)

Characteristic 2: _____ (1)

b. Outline the following **TWO** characteristics of the local retail environment.

Sole trader:

_____ (1)

SME:

_____ (1)

This question continues on next page.

Asking about the price: _____

 _____ (1)

c. Describe **TWO** reasons why it is important to identify a customer’s interest to purchase.

 _____ (4)

8

Question 5

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.

Reciprocal respect:

 _____ (1)

Team spirit:

 _____ (1)

Question 6

K-9 (8 marks)

a. Customer engagement and customer retention are two of the benefits of good customer service. List **TWO** other such benefits.

Benefit 1: _____ (1)

Benefit 2: _____ (1)

b. Outline the following **TWO** benefits of good customer service.

Customer engagement: _____

_____ (1)

Customer retention: _____

_____ (1)

c. Describe **ONE** consequence of bad customer service before the purchase and **ONE** consequence of bad customer service after the purchase.

Consequence of bad customer service before a purchase:

Consequence of bad customer service after a purchase:

8

(4)

Question 7

C-4 (12 marks)

a. Identify the steps (in the correct order) that can be taken to deal with a customer complaint by filling in the missing **FOUR** steps in Diagram 1. Use steps from the ones provided below.

Steps to deal with a customer complaint	
Apologise, show empathy and professionalism	Question further the customer for better understanding
Refer the customer to the appropriate channels if complaint cannot be handled within one's remit	Listen actively to the customer

i. Identify the nature of the complaint (product or service) and remain calm.



ii.



iii.



iv.



v.

Diagram 1: Steps to deal with a customer complaint

(4)

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

Listen actively to the customer:

(2)

Identify the nature of the complaint and remain calm:

(2)

c. Explain the following **TWO** ways of dealing with a challenging situation in a retail environment:

- i. empathise with customer;
- ii. transfer to a colleague explaining the reason.

12

(4)

Question 8

C-5 (12 marks)

- a. Contact information and the total price of the good or service are two pieces of information that should be given to customers before the sale of goods or services. State **TWO** other pieces of information that should be given to customers.

Information 1: _____ (2)

Information 2: _____ (2)

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

Contact information:

(2)

The total price of the good or service:

(2)

This question continues on next page.

- c. Discuss **TWO** elements of consumer protection when buying goods or services in the following scenario:
- A customer is planning to buy a new laptop online.
 - He wants to make sure he is protected as a consumer.

Lined area for writing the answer.

12

(4)