

HIGHER SCHOOL CERTIFICATE EXAMINATION

2000 INDUSTRY STUDIES

2 UNIT RETAIL STRAND SECTION II

(30 *Marks*)

Total time allowed for Sections I and II—One hour and a half (Plus 5 minutes reading time)

DIRECTIONS TO CANDIDATES

- Write your Student Number and Centre Number at the top right-hand corner of this page.
- Attempt ALL questions.
- Answer the questions in the spaces provided in this paper.

QUESTION 1		Marks		
Define each of the following terms.				
(a)	Obsolete lines	1		
(b)	Rational buying motives	1		
(c)	Cash register float	1		
(d)	Credit rating	1		

QUESTION 2 Marks

Complete the table by providing ONE implication of consumer credit for the following three aspects of a firm's business.

Aspect	Implication	
Cash flow		1
Customer loyalty		1
Storage of goods		1

Please turn over

QUE	QUESTION 3			
Beth	any's E	lectrical Discount Store has a policy of 'No refunds and no exchanges'.		
(a)	Descri	be the circumstances in which this policy may be illegal.	2	
	•••••			
(b)	State t	he New South Wales legislation that covers this issue.	1	
(c)		nd explain TWO other issues covered under the New South Wales tion that you identified in part (b).		
	(i)		2	
	(ii)		2	
QUE	ESTION	N 4		
List	and exp	lain TWO principles of total quality management (TQM).		
(a)			2	
	•••••			
(b)			2	
	•••••			
	••••••			

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QUESTION 5 Marks One of the functions of a professional salesperson is to make sales. Discuss how a professional salesperson could use 'product knowledge' to increase sales. Your answer should include a discussion of the following: the techniques of acquiring product knowledge the 'selling-up' technique the handling of customer objections the 'add-on' sales technique.

Marks

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