

SPECIMEN PAPER

UNIT 1 - EXPLORING RETAIL



Surname						Other Names					
Centre Number						Candidate Number					
Candidate Signature											

For Examiner's Use



Level 2 Diploma Principal Learning
Specimen Paper

Retail Business

RTB2U1

Unit 1 Exploring retail

For this paper you must have a pen with blue or black ink.

You will need no other materials.
You may **not** use a calculator.

Time allowed: 1 hour 45 minutes

Instructions

- Use a blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- Answer the questions in the spaces provided.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number(s) of the question(s) you are answering.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use			
Question	Mark	Question	Mark
1		6	
2		7	
3			
4			
5			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

Question 1

a. Identify **two** retail sub-sectors.

.....
.....
(2 marks)

b. Identify **three** reasons for different locations of retail businesses.

.....
.....
.....
(3 marks)

c. Describe **two** features of a retail franchise.

.....
.....
.....
.....
(4 marks)

Total 9 marks

Question 2

A retail chain is planning to open a new store and is recruiting staff. Staff will work in a variety of roles from sales to administration and stock control.

a. Identify **two** attitudes that any employee of the retailer will be expected to have.

.....
.....
(2 marks)

b. Identify **two** rights that apply to employees working in retail.

.....
.....
(2 marks)

c. Identify **one** responsibility that applies to employees working in retail.

.....
.....
(1 mark)

Total 5 marks

Question 3

Lisa has worked for a national retailer for six months since leaving school.

a. Describe **one** way in which Lisa's performance may have been monitored.

.....
.....
..... (2 marks)

b. Describe how the production of a Personal Development Plan can help Lisa to progress within the business.

.....
.....
..... (2 marks)

Total 4 marks

Read the following information before attempting Questions 4 – 5

A new Retail Park is being developed on the outskirts of a town. The Retail Park will be anchored by a branch of Appleby's, a major national department store group and will have retail outlets available to other retailers.

The retail outlets are taken up by a mix of local retailers, who move from the town centre, and national retailers opening branches in the town for the first time.

Question 4

Explain **three** effects which the opening of the Retail Park may have on the wider community of the town.

i.....
.....
..... (3 marks)

ii.....
.....
..... (3 marks)

iii.....
.....
..... (3 marks)

Total 9 marks

Read the following information before attempting Question 5.

Nationwide, footfall decreases and some of the retailers in the Retail Park find sales are falling below the level necessary to operate in the Retail Park.

Retailers on the Retail Park respond to the changing environment in different ways:

- Appleby's makes a decision nationally to make aggressive price cuts and reduce costs by reducing the number of staff employed
- An independent florist decides to move back to the town centre to take advantage of lower rental costs
- A independent fashion store decides to increase its prices and improve the quality of the stock it sells

Question 5

Compare the three strategies above.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(9 marks)

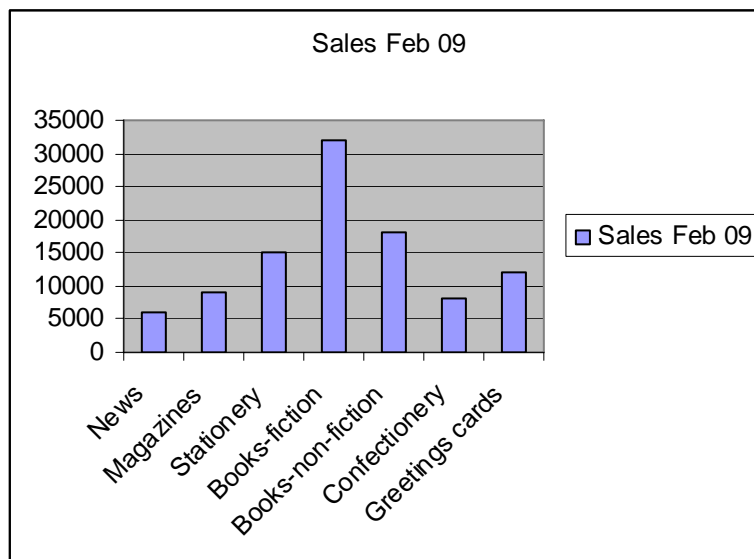
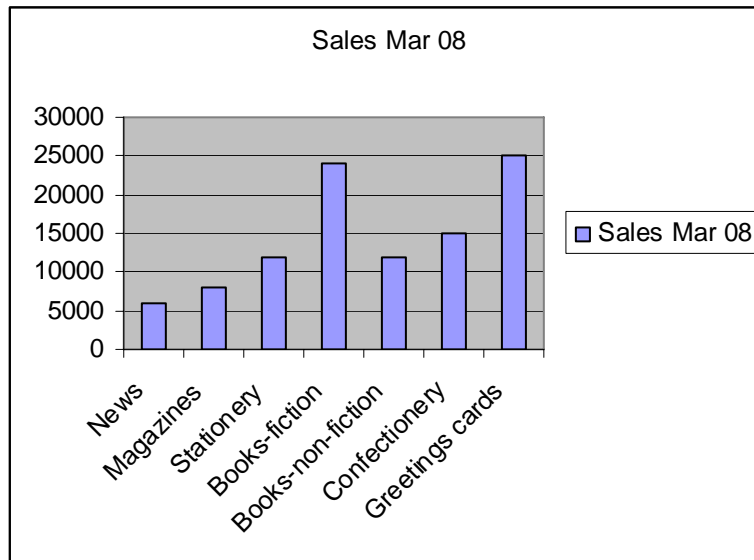
Read the following information before attempting Question 6.

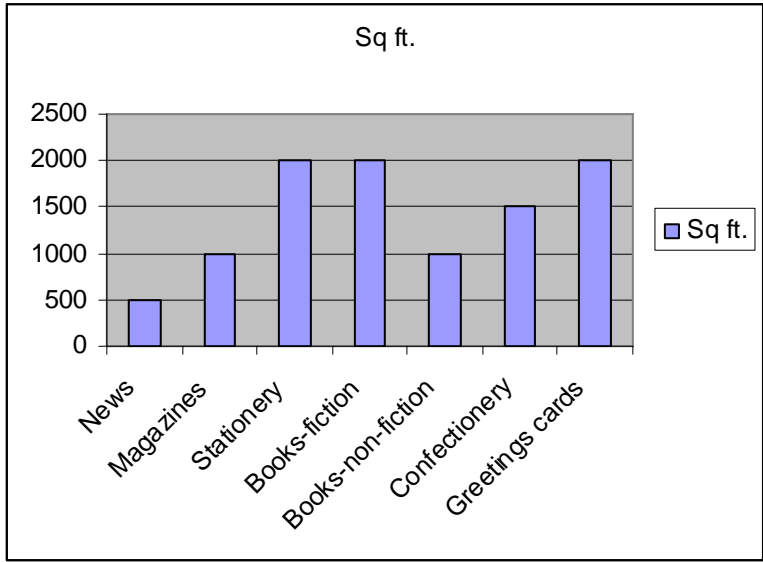
G K Brown's is a chain store selling books, stationery and associated goods.

The following charts show the sales for departments within one G K Brown's store for March 2008 and February 2009.

Easter 2008 fell on the weekend of 21st to 24th March.

Easter 2009 falls on the weekend of 10th to 13th April.





Question 6

The store’s aims and objectives are to maximise sales throughout March and April by using available space to its best advantage before and after the Easter period.

By analysing the information given:

- a. Recommend how G K Brown’s could change space allocations leading up to Easter, giving reasons.

.....

.....

.....

.....

.....

.....

(6 marks)

- b. Recommend how G K Brown’s could change space allocations after Easter, giving reasons.

.....

.....

.....

.....

.....

.....

(6 marks)

Total 12 marks

Read the following information before attempting Question 7.

Brautigan's is an upmarket UK supermarket chain selling high quality food through outlets and online. Its corporate identity is based on exceptional customer service, and environmentally-friendly and ethical products and practices.

Globally, there is a steady increase in food prices. A sharp rise is predicted for the coming months.

Question 7

- a. State **three** changes that Brautigan's might make to deal with rising food prices.

.....
.....
.....
.....
.....

(3 marks)

- b. Propose how Brautigan's should respond to rising food prices, giving reasons. You may refer to your answer to Question 7a, but you do not have to.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(9 marks)

Total 12 marks