Abu Dhabi Centre for Technical and Vocational Education and Training							
Retail Services Qualification title: Level 2 Component Award in communication and retail							
Qualification code: SALD70020314							
	Qualification Structure						
Qualification type:	-	line:	Sector:	Level:	No in series:		of approval:
Component Award	l L		D70	2	03	14	
Credit value: Certification requirement:							
6 Credit hours 2 Core Units							
Qualification aims							
The aim of the qua							
minimum schoolin							
within a variety of							
an individual to be							
operations. Work w							
supermarkets, depa				ts. Individu	als may work	with some	autonomy or
in a team but usual	•	se supe	rvision.				
Qualification unit	ts						
Core units	1	T				T	- 1
Unit code:	Unit no:	Unit t	itle:			Level:	Credit value:
LD700200214	1	Intera	ct with cus	stomers		2	3
1 D700200514	2	Comn	nunicate ir	the work	place to	2	2
LD700200514	2		support team and customers 2 3				3
Specialist units							1
Unit code:	Unit no:	Unit t	itle			Level:	Credit
onit code.	Onit no.	Onic t				Level.	value:
Optional units	1						-
Unit code:	Unit no:	Unit t	itla			Level:	Credit
Unit code.	Unit no.	Unit t	itie.			Level.	value:
Prerequisites							
Entry Requirement	ts			Require	d skills and kno	owledge	
No entry requireme		s and kr	nowledge	Basic numeracy.			
ability			U	• IELTS equivalent of 2.5 is preferred.			ferred.
Qualification Pathy	ways				•	1	
This qualification				Pathway	/S		
Level 2 Componen	nt Award in	commu	nication	Certificate 2 in Retail Operations			
and retail			Level 2 Composite Award in safe stock control				
					chandising	••••••	
					Composite Aw	ard in retai	l products
					Component Av		-
			Level 2 Component Award in stock control and merchandising				
				Level 2 Component Award in career planning			
				for retail			
Level 2 Componen	nt Award in	commu	nication				
				1			

and retail is open to candidates of either gender		
and there are no entry barriers on grounds of		
race, creed or previous academic attainment or		
learning.		
There should be equality of access for		
candidates and candidates must be enabled and		
supported to undertake this qualification.		
All institute staff involved in the assessment or		
delivery of these qualifications should		
understand learner's requirements and, through		
initial assessment, match them to the needs and		
capabilities before entering learners as		
candidates for this qualification.		
Copyright and Ownership	Modification history	
Copyright of units, Intellectual Property Rights	Release No: 1	Previous Code:
and ownership of the qualification will be		
owned by ACTVET.	Comment:	New Code:
National Occupational Standards	UK and Australia	

Abu Dhabi Centre for Technical and Vocational Education and Training Retail Services					
Qualifica	Qualification title: Level 2 Component Award in communication and retail				
Quannea	-	ode: SALD70020314			
	Quantication et	ac. SALD / 0020314			
	Qualifica	tion Overview			
	This qualification is suit	able for early school leavers that have not			
This qualification		ooling to enter the workplace and perform very			
is suitable for	basic duties in an office				
To we address allowed	The target market for thi	s qualification is for young and early school			
Target market		knowledge and no experience of work.			
Job related	The core components co	The core components contain knowledge and skills in:			
activities/tasks	Communicate and interact in the workplace, to support team and customers				
Work	This qualification is for	This qualification is for any individual who is, or wishes to be, involved in			
context/conditions	the basic job functions in	n any retail organisation in any sector, or field.			
Example	Government organisation	ons.			
employers	Private sector employers				
Example jobs		Related Occupations			
Retail Service Assist	ant	Hotel Customer Service Supervisor			
Retail Supervisor		Receptionist			
Sales Representative Airline Customer Service Representative					
Warehouse attendant	Warehouse attendant Call Center Customer Service Employee				
Employability	This qualification includes employability skills.				
Professional	International professional association such as Chartered Institute of				
Association	Management.				

Abu Dhabi Centre for Technical and Vocational Education and Training Retail Services Qualification title: Level 2 Component Award in communication and retail Qualification code: SALD70020314

Delivery and Assessment

Mode of delivery

Mode of delivery will be classroom or any other mode of delivery that meets the needs of the learner, ensuring learner has access to appropriate resources.

It is strongly advised that learning and development of subject content and associated skills be referenced to real vocational situations in an office environment.

Arrangements for learners with special assessment requirements

Arrangements for learners with special assessment requirements may need to be adapted to meet;

- language requirements
- cultural or religious requirements
- physical disabilities
- particular learning needs.

Trainer qualifications

Training of learners will be by qualified Licensed Vocational Trainers who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Trainer (proposed). Licensed Vocational Trainers should be qualified and have recent experience of work in office environments.

The trainer will comply with all licensing and accreditation requirements for an ACTVET Licensed Trainer.

Training methods

the assessment process.

Licensed Vocational Trainers must use appropriate methods of training for classroom environment that reflects the vocational requirements of a workplace setting. Learning must be paced to meet the learner's needs, preferred style of learning and is taught at a level where all learners comprehend the concepts trained.

Assessment	
Assessment will be in classroom environment conducted by Assessors who meet the requirements for employment in an ACTVET licensed institute and hold the required qualifications of Licensed Vocational Assessor. Assessment methodology will be selected to utilise the most appropriate methods of assessment for the knowledge or skill involved and will be tailored to meet the requirements of the Unit Standards. Assessors must take into consideration any special assessment arrangements for learners to ensure learners are not disadvantaged in	 Assessors must have: licensed Vocational Assessor qualifications or similar applied industrial experience assessment practices that meet QFEmirates National Standards of assessment regular professional development practices.

Assessment methods					
All assessment methods must use the appropria	te assessment methods to assess	knowledge and			
skill. There must be fair, valid, reliable, authentic and sufficient evidence for all assessment					
criteria.					
A range of assessment methods should be used	to assess practical skills and know	owledge. The			
following examples are appropriate for this qua	-	C			
• assessment of written reports summarising		ment and selection			
outcomes					
• observation of techniques					
 direct questioning combined with review of 	f portfolios of evidence and third	narty workplace			
	-	party workplace			
reports of on-the-job performance by the ca	indidate				
• oral or written questioning					
• review of authenticated documents from the					
• review of testimony from team members, c	olleagues, supervisors, managers	s, clients or			
candidates					
Assessor decisions will make assessments that	will be coded according to the	Code to be			
following schedule:	will be could according to the	inserted on			
		record sheet			
Observation of the candidate by the assessor (R	cole play scenarios included)	Ο			
Examination of the evidence by the assessor:					
Examination of a product		EP			
Examination of the witness/expert testimony		EWT			
Examination of a case history		ECH			
Examination of a personal statement		EPS			
Examination of written answers to questions		EWQ			
Questioning of the candidate or witness by the	assessor:	00			
Questioning of the candidate		QC			
Questioning of the witness Professional Discussion		QW			
		PD RWE			
Realistic working environment Simulation		S			
Verifier	Vocational verifiers must hav				
The Verifier will observe Assessors carrying	 verifier qualifications o 				
out assessments, review assessment decisions • applied industrial experience					
from the evidence provided and hold • verification practices that meet NOEmiretes National Standards of					
meetings with the assessment team to ensure consistency in the use of paperwork and NQEmirates National Standards of verification					
interpretation of the qualification's regular professional development practices					
-	2 1				
learner tracking of registration for gualifications, assessment decisions and	arner's work				
qualifications, assessment decisions and	ification process				
achievement, are recorded and maintained	• ability to evidence stand	dardisation			
accurately and timely and are open to	processes.				
scrutiny.					

 Assessment and verification process will conform to the following: Institute systems for learner, assessment and verification are unified. Qualified Assessors must be used for all assessment. Learner's achievement is evidenced and recorded. Learner is included in the assessment decision making process. Assessment of learner's achievement is evidenced by best practice. Assessment takes into account diversity and language differences. Assessment of learner's achievement is tracked and recorded. Learner will be able to compile their portfolio using their preferred technology. Assessment uses valid, fair, authentic and reliable practice and reduces barriers to assessment Assessment uses valid, fair, authentic and reliable practice and reduces barriers to Assessment uses valid, fair, authentic and reliable practice and reduces barriers to Assessment uses valid, fair, authentic and reliable practice and reduces barriers to Assessment uses valid, fair, authentic and reliable practice and reduces barriers to 	Verification method	
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This qualification is a knowledge, skills and application qualification. Assessment should, where possible, take a holistic approach. Assessment in one unit can be used as the assessment for another, if the assessed piece of work covers the criteria in the units. Assessment must be accessible for learners and the process of assessment as simple as possible. Learners must demonstrate competence by producing a portfolio of evidence.

This qualification is examined in two ways: assessment of performance and underpinning knowledge. All performance is assessed by an assessor against the performance criteria and recorded in the Cumulative Assessment Record. Competence recognises all qualification requirements have been achieved. Not yet competent means all requirements have been attempted but yet to be achieved, insufficient evidence means all requirements have not been attempted. Underpinning knowledge is examined that more than 80% of the predetermined marking criteria should be met.

This qualification is internally assessed by qualified Assessors and verified by Qualified Internal and External Verifiers of Approved Provider status institutions. Simulations in assessment are not recommended will require prior approval from the External Verifier.

Learner evidence

Learners must demonstrate knowledge and skill achievement in a presented portfolio.

Risk in assessment

The learner's work environment needs proper management and risk management analyses. The following risks will be observed in the training, assessment and verification phases:

- health and safety
- stressing the learner
- inauthentic evidence/collation/unjustifiable support to the learner
- over-assessment
- potential of unfairness to the learner
- failing to meet assessment strategy of a qualification.

Appeals procedure

In the event that a learner judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation (not included in this submission).

In the event that an assessor judges that he is being unfairly considered in the assessment or verification process he has the right to appeal using the recognised appeals procedure and documentation.

Abu Dhahi	Centre for Technical	and Vocational Education and Training				
Abu Dhabi Centre for Technical and Vocational Education and Training Retail Services						
Qualification title: Level 2 Component Award in communication and retail						
Quantication	Qualification title: Level 2 Component Award in communication and retain Qualification code: SALD70020314					
	Quanneation of	Jue. SALD / 0020514				
	I	Unit: 1				
		ract with customers				
		: LD700200213				
		Operations 45 l				
Level: 2	Credit value: 3	Notional learning hours: 45 hours				
Unit Information						
Unit description of conte	ent					
This unit describes the p	erformance outcomes,	, skills, knowledge and application required to				
deliver service to custom	ters. It entails being a	ble to communicate effectively with customers,				
personal presentation sta	indards, respond to cu	stomer complaints, receive and process sales				
demands and identify an	d address special cust	omer requirements				
Information for learning	and achievement					
		unit (KSA). Learners must attempt all aspects of				
		ement in all aspects of evidence requirements. It is				
1		t of knowledge and associated skills be referenced				
	0 1	Evidence must be at the level required by the unit				
	_	ust contribute to group work by playing a role of				
		aried roles and parts in group activities. Groups				
		the group must perform different tasks to				
demonstrate achievemen						
Assessment strategy		ients.				
Assessment of the evidence requirements, to confirm that learning outcomes have been met, is						
		unit or learning outcome may provide the evidence				
for other units and learni	6					
-	-	sessment of underpinning knowledge and				
		nined so that more than 80% of the predetermined				
-		assessed by an assessor in the workplace against the				
1		alative Assessment Record. 'Competent' recognises				
	-	ompetent' means all criteria have been attempted				
-		means not all criteria have been attempted.				
This qualification is internally assessed by qualified Assessors and verified by Qualified Internal						
and External Verifiers of Approved Provider status institutions. Simulations in assessment are not						
recommended and will require prior approval from the External Verifier.						
Assessment can include role play, scenario setting, use of drama, presentations, written material,						
notes, checklists, lists, statements, comparative charts, and diagrammes.						
Recording and storing						
Keep evidence of learner						
		nd evidence of professional development.				
Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.						

Retail Services Qualification title: Level 2 Component Award in communication and retail Qualification code: SALD70020314 Unit code: SALD700200314 Unit code: LD700200213 Retail Operations Level: 2 Credit value: 3 Notional learning hours: 45 hours Assessment criteria: Learning outcomes Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 1: Be able to deliver service to customers Learning outcome 2: Be able to resonal dentified and appropriate action is taken to minimise the effects on customer satisfaction. <	Abu Dhabi Centre for Technical and Vocational Education and Training
Qualification code: SALD70020314 Unit : 1 Unit title: Interact with customers Unit code: LD700200213 Retail Operations Level: 2 Credit value: 3 Notional learning hours: 45 hours Assessment criteria: Knowledge, skills and application (KSA) Learning outcomes Performance criteria: 1.1 Communication with customers and colleagues is conducted in a polite, professional and friendly manner and in accordance with store policy. 1.2 Customer needs and reasonable requests are met or referred to supervisor in accordance with store policy. 1.2 Customer details and information are recorded where necessary. 1.4 Possible problems are anticipated and identified and appropriate action is taken to minimise the effects on customer satisfaction. 1.5 Opportunities to deliver additional levels of service beyond the customer's immediate request are identified and acted upon. 1.6 Customer contact is maintained until sale is completed in accordance with store policy. 1.8 Verbal and non-verbal communication is used to develop rapport with customers during service delivery. 1.9 Repeat customer patronage is encouraged by offering special store services or products in accordance with store policy. 1.9 Customer returns or refunds are processed in a courteous manner and in accordance with store policy. 1.9 Repeat customer patronage	e e e e e e e e e e e e e e e e e e e
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Performance criteria: 3.1 Customer's details and information are accurately recorded.	· · ·
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3.3 Customers are provided with information in a clear and concise manner.

3.4 Sales orders are processed, recorded and acted upon in accordance with store policy.

Learning outcome 4: Be able to identify special customer requirements

Performance criteria:

- 4.1 Customers with special needs or requirements are promptly identified by observation and questioning.
- 4.2 Willingness to assist is conveyed verbally and non-verbally.

4.3 Customer's service needs are promptly redirected as required.

Evidence guideline

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.
- Learners should demonstrate not less than 80% of the requirements for the summative assessment.
- Re submissions are permissible.

Evidence requirements

- 1. Learners deliver customer service and evidence with a report on customer interactions and service delivery.
- 2. Learners respond to customer complaints and evidence with a report on complaints filed and actions taken.
- 3. Learners receive and process sales and evidence with a report on sales orders and follow up.
- 4. Learners identify special customer requirements and evidence with a report on special customer requirements.
- 5. Learners review own work and identify performance improvement strategies.

Abu Dhabi Centre for Technical Vocational Education and Training Retail Services									
Qualification title: Level 2 Component Award in communication and retail									
Qualification code: SALD70020314									
				Unit: 1					
			Unit title:]						
				ode: LD7		3			
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	1.2	Х	Х	Х	х	Х	Х		
	1.3	Х	Х	Х	х				
	1.4	Х	Х	Х	х	Х			
1	1.5	Х	Х	Х	Х	Х			
1	1.6	Х	Х	Х	х				
	1.7	Х	Х	Х	х				
	1.8	Х	Х	Х	Х				
	1.9	Х	Х	Х		Х			
	1.10	Х	Х	Х	X	Х			
	2.1	Х	Х	Х	X	Х			
	2.2	Х	Х	Х	X	Х			
	2.3	Х	Х	Х	X	Х			
2	2.4		Х	Х	X	Х			
2	2.5	Х	Х	Х	X	Х			
	2.6		Х	Х	X	Х			
	2.7	Х	Х	Х	X				
	2.8	Х	Х	Х	X	X			
3	3.1	Х	Х	Х	Х				
	3.2	Х	Х	Х	Х				
	3.3	Х	Х	Х	X				
	3.4	Х	Х	Х					
	4.1	Х	Х	Х	X	X		Х	
4	4.2		Х	Х					
	4.3	Х	Х	Х	X				

Abu Dhabi Centre for Technical and Vocational Education and Training						
Retail Services						
Qualification title: Level 2 Component Award in con	Qualification title: Level 2 Component Award in communication and retail					
Qualification code: SALD70020314						
Unit: 2						
Unit title: Communicate in the workplace to suppor	t team and customers					
Unit code: LD700200514						
Retail Operations						
	ing hours: 45 hours					
Unit information	~					
Unit description of content						
This unit describes the performance outcomes, skills and knowle	edge required for effective					
communication with customers and other staff in the workplace.						
with customers, processing information, working in a team, main	0					
following routine instructions, and reading and interpreting retai						
The unit covers the ability to select and use verbal and non-verb						
interact with colleagues and customers in a positive and inclusiv	-					
generate workplace information in a variety of formats.	,					
Information for learning and achievement						
This unit is a knowledge, skill and application unit (KSA). Learn	ners must attempt all aspects of					
the unit requirements and demonstrate achievement in all aspect						
strongly advised that learning and development of knowledge ar	-					
to real vocational situations in the workplace. Evidence must be						
standard and all related criteria. Candidates must contribute to g						
both individuals as well as team members in varied roles and pa						
must perform as a group but individuals within the group must						
demonstrate achievement of evidence requirements.						
Assessment strategy						
Assessment of the evidence requirements, to confirm that learning outcomes have been met, is						
considered holistically where evidence in one unit or learning ou						
for other units and learning outcome.						
This qualification is examined in two ways: assessment of under	pinning knowledge and					
performance. Underpinning knowledge is examined so that more						
marking criteria must be met. Performance is assessed by an ass	-					
performance criteria and recorded in the Cumulative Assessment Record. 'Competent' recognises						
all unit criteria have been achieved. 'Not yet competent' means all criteria have been attempted						
but yet to be achieved, 'insufficient evidence' means not all crite						
This qualification is internally assessed by qualified Assessors a	-					
and External Verifiers of Approved Provider status institutions.	• -					
recommended and will require prior approval from the External						
Assessment can include role play, scenario setting, use of drama						
notes, checklists, lists, statements, comparative charts, and diagr						

Recording and storing of learner achievement

Keep evidence of learners' work in the Centre for up to one year. Encourage learners to maintain learning logs and evidence of professional development. Ensure learners maintain portfolios of work as evidence of achieving learning outcomes.

Abu Dhabi Centre for Technical and Vocational Education and Training Retail Services					
Qualification title: Level 2 Component Award in communication and retail					
Qualification code: SALD70020314					
Unit: 2					
Unit title: Communicate in the workplace to support team and customers					
Unit code: LD700200514					
Retail Operations					
Level: 2 Credit value: 3 Notional learning hours: 45 hours					
Assessment criteria: Knowledge, skills and application (KSA)					
Learning outcomes					
Learning outcome 1: Be able to communicate face-to-face with customers.					
Performance criteria:					
1.1. A welcoming customer environment is maintained that reflects store branding and market					
position and is in line with store policy and procedures.					
1.2. Customers are greeted warmly and in accordance with store policy and procedures.					
1.3. An effective service environment is created through verbal and non-verbal interaction					
according to store policy and procedures.					
1.4. Questioning and active listening are used to determine customer needs.					
1.5. Confidentiality and tact is used.					
Learning outcome 2: Be able to use technology to communicate with customers.					
Performance criteria:					
2.1. Telephone calls are answered in accordance with store procedures.					
2.2. Questioning and active listening are used to identify caller and establish and confirm requirements.					
2.3. Email, social networking sites and other technologies are used to receive and process					
information and customer requests in line with store policy and procedures.					
2.4. Messages and information are recorded and promptly passed on.					
2.5. Customers are promptly informed of any problems and relevant action being taken					
2.6. Actions are followed up as necessary.					
Learning outcome 3:					
Be able to communicate with customers and colleagues from diverse backgrounds					
Performance criteria:					
3.1. Customers and colleagues from diverse backgrounds are valued and treated with respect.					
3.2. Cultural differences are considered in verbal and non-verbal communication.					
3.3. Assistance to facilitate communication is obtained from colleagues or supervisor when					
required.					

Learning outcome 4: Be able to work in a team

Performance criteria:

- 4.1. A courteous and helpful manner is demonstrated at all times.
- 4.2. Allocated tasks are completed willingly, according to set timeframes.
- 4.3. Assistance is actively sought or provided by approaching other team members when difficulties arise.
- 4.4. Lines of communication are identified and used with supervisors and peers in accordance with store policy.
- 4.5. Constructive feedback provided by other team members is encouraged, acknowledged and acted upon.
- 4.6. Questioning is used to minimise understanding.
- 4.7. Signs of potential workplace conflict are identified wherever possible and action taken to resolve the situation using open and respectful communication.

Learning outcome 5: Be able to read and interpret retail information

Performance criteria:

- 5.1. A range of retail documents are identified and listed.
- 5.2. Information from a range of retail documents is read and interpreted.

5.3. Appropriate application of information contained in retail information is demonstrated.

Evidence guideline

- Formative evidence for this unit can be written, oral or diagrammatic, as directed for given situations.
- Formative evidence ought to assist learners to learn and increase performance to reach summative assessment requirements.
- Summative assessment is project based from real live work situations. Simulation is only permissible with the written approval of the Internal Verifier.
- Learners should demonstrate no less than 80% of the requirements for the summative assessment.
- Re submissions are permissible.

Evidence requirements

- 1. Learners communicate face to face with customers and evidence with a report on face to face communication with customers.
- 2. Learners use technology to communicate with customers and evidence with a report on different types of technology and examples of usage in communication with customers.
- 3. Learners communicate with customers and colleagues from different backgrounds and evidence with a report on diversity and communication.
- 4. Learners work in a team and evidence with a report on communication, participation in and contribution to a team.
- 5. Learners read and interpret retail information and evidence with a report on information sources and application in the workplace.
- 6. Learners review own work and identify performance improvement strategies

Abu Dhabi Centre for Technical and Vocational Education and Training								
Retail Services Qualification title: Level 2 Component Award in communication and retail								
Qualification code: SALD70020314								
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	Unit title	: Commu					ind customer	S
				tail Opera		ŀ		
						lls		
		Collecting,		Initiating and				
Elements	Performance Criteria	analysing, organising and applying information in a given context	Communicating information, concepts and ideas	and organising self and activities, including motivation, exploration and creativity	Working with others in teams including leadership	Solving problems including using mathematical ideas and techniques	Applying information and communication technology	Participating in social and civic life including ethical practice
	1.1		Х	Х	X			Х
	1.2		Х	Х	Х			Х
1	1.3		Х	Х	Х			Х
	1.4		Х	Х	Х			Х
	1.5		Х	Х	Х	Х		Х
	2.1	Х	Х	Х	Х	Х	Х	Х
	2.2	Х	Х	Х	Х	Х	Х	Х
2	2.3	Х	Х	Х	Х	Х	Х	Х
	2.4	Х	Х	Х	Х	Х	Х	X
	2.5	Х	Х	Х	X	Х	Х	Х
	2.6	Х	Х	Х	X	Х	X	Х
	3.1	Х	Х	Х	X	Х		X
3	3.2	Х	Х	Х	X	Х		X
	3.3	Х	Х	Х	vices ward in communication and reta ALD70020314 te to support team and customers 0200514 ations Elife Skills Working with others in teams including leadership X X X X X X X X X X X X X	Х		
	4.1	Х	Х	Х				Х
	4.2	Х	Х	Х				Х
	4.3	Х	Х	Х				X
4	4.4	Х	Х	Х	X	Х		X
	4.5	Х	Х	Х	X			X
	4.6	Х	Х	Х	X	Х		X
	4.7	Х	Х	Х	X			X
	4.8	Х	Х	Х	X	Х		Х
	5.1	Х						
5	5.2	Х						
	5.3	Х					Х	