



Entry Level Assessment Blueprint

Fashion Merchandising



Test Code: 4002 / Version: 01

Specific Competencies and Skills Tested in this Assessment:

Core Competencies

- Demonstrate a strong work ethic, outstanding attendance, and effective time management skills
- Model professional behavior by using appropriate business etiquette, dress, and protocols
- Model personal integrity and ethical behavior
- Think critically to make informed decisions, solve problems, and find innovative solutions
- Communicate effectively, including actively listening, effectively speaking, and using appropriate body language
- Apply reading and conventional writing skills to articulate thoughts clearly and concisely in a professional setting (e.g., responding to email, communicating with corporate)
- Utilize industry equipment to adapt appropriate policies and principles to workplace situations
- Demonstrate job seeking employability skills by demonstrating effective interview skills and lifelong learning skills
- Exhibit career awareness by demonstrating understanding of skills and education required for viable career paths

Fashion Merchandising Skills

- Analyze, describe, and demonstrate the main principles of fashion
- Identify economic, political, and cultural influences on fashion
- Explain how social media has affected the fashion industry (e.g., blogging, movies)
- Identify the three fashion flow theories
- Identify the main characteristics of natural and manufactured fibers
- Identify the elements/principles of design
- Identify the price market categories of apparel
- Identify the process and methods of apparel production
- Describe the distribution of fashion
- Identify the main types of apparel retailers
- Explain the components of a store layout
- Describe components of a fashion show

Customer Service/Sales Skills and Techniques

- Practice effective customer service skills in a business setting
- Practice and apply basic selling concepts and basic telemarketing skills
- Perform effectively in both individual and team environments

Fashion Merchandising (continued):

Cash Handling Skills

- Practice and perform cash handling procedures
- Follow lay-away, rental, and/or merchandise return procedures
- Practice and apply credit card, debit card, and cash sales per company policies and procedures

Stockroom Skills

- Receive and prepare merchandise for sale
- Arrange, rotate, and maintain back room stock
- Verify paperwork as set by company procedure

Selling Area Skills

- Arrange and maintain selling area and replenish and rotate stock
- Re-mark returned or special sales items
- Assemble and disassemble displays

Advertising, Visual Merchandising, Sales Promotion Skills

- Prepare and/or create layouts for direct mail or media advertisement
- Prepare and create interior and exterior store displays
- Identify sales promotion methods
- Understand the components of a marketing plan
- Identify advertising strategies and types of media
- Identify branding and customer perception

Market Research

- Recognize the basics of market economics (e.g., trends, fashion cycle)
- Identify the 7 functions of marketing
- Identify the 4P's of marketing
- Understand marketing analysis and demographic studies
- Explain marketing/product mix

Principles of Management

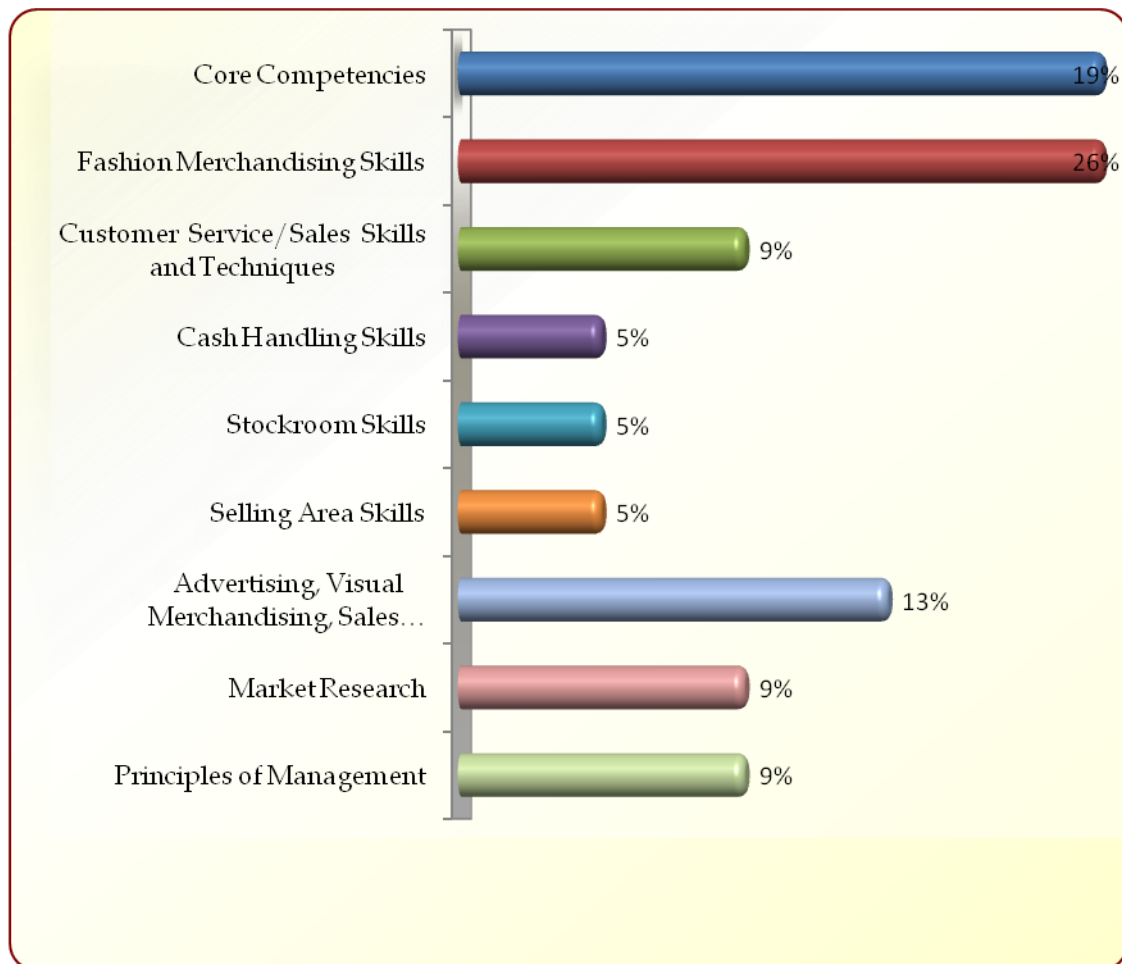
- Understand basic management functions
- Identify effective management techniques
- Identify and understand asset and risk management
- Practice shoplifting prevention and detection procedures as established by company

Written Assessment:

Administration Time: 3 hours

Number of Questions: 209

Areas Covered:



Sample Questions:

To function as a professional, it is important to

- A. be attractive and well groomed
- B. have many years of job experience
- C. be a college graduate
- D. exhibit a strong work ethic

Which neckline is most flattering for a round-faced figure?

- A. v-neck
- B. square
- C. jewel
- D. turtleneck

Gift wrapping and home delivery are examples of

- A. special customer services
- B. sales incentives
- C. promotional tools
- D. public relations

Even exchanges and full refunds for customers are considered

- A. promotions
- B. purchasing
- C. distribution
- D. adjustments

A/ An _____ creates a ticket for identifying apparel products by vendor, color, style, and size.

- A. bar code printer
- B. pattern printer
- C. optical scanner
- D. punch tagger

When a customer returns a damaged item, the sales associate should

- A. attach the ticket and put it on the sales floor
- B. mark the item damaged per company policy
- C. throw the item away
- D. give the item away

Fashion Merchandising (continued):

A _____ should include a headline, body copy, and an illustration to effectively market the promotion.

- A. billboard advertisement
- B. television commercial
- C. radio spot
- D. print advertisement

The marketing process can best be described as the

- A. purchase of goods at the local grocery store
- B. planning, pricing, promoting, and distribution of goods and services
- C. manufacturing, selling, and consuming of goods and services
- D. mining of raw materials, pricing, promoting, and selling of goods

Which of the following documents belong in an employee's departmental personnel file?

- A. benefit forms
- B. performance appraisals/evaluations
- C. request for verification of employment
- D. grievance materials

Yarns made by combining two or more different fibers before spinning are

- A. ply
- B. spun
- C. filament
- D. blended