



## Entry Level Assessment Blueprint

## Retail Merchandising



**Test Code: 4253 / Version: 01**

## Specific Competencies and Skills Tested in this Assessment:

### Advertising, Promotion, and Marketing

- Explain the concept and purpose of advertising and cooperative advertising
- List forms of advertising media and the advantages and disadvantages of each
- Apply knowledge of advertising in social media
- Characterize how merchandising impacts a retailer's perceived image and/or brand
- Demonstrate an understanding of the concept of the marketing mix and segmentation

### Communications

- Apply effective verbal and telephone communications, including proper grammar and vocabulary
- Prepare basic written reports and presentations
- Follow oral and written directions
- Describe forms of nonverbal communication

### Merchandising

- Participate in executing effective in-store and window displays and floor sets
- Explain the use and effect of visual merchandising and store layout
- Use safety precautions when setting up displays
- Explain the role of wholesalers and distributors
- Operate point-of-sale terminal/calculator
- Receive incoming stock and verify invoice accuracy
- Process returned, unwanted, or damaged inventory
- Explain functions of maintenance and cleanliness



### Technology in Retail Merchandising

- Describe benefits of technology in retailing
- Describe digital pricing and inventory systems
- Compare advantages and disadvantages of electronic payment to the retail establishment
- Characterize how technological changes impact a retailer's perceived image
- Describe various forms of digital retail technology (e.g., reward programs, loyalty cards)
- Compare advantages and disadvantages of "brick and mortar" versus online businesses

## ***Specific Competencies and Skills continued:***

### **Economics**

- Display knowledge of basic economic concepts, including supply and demand
- Distinguish between consumer wants and needs
- Explain the concept of opportunity cost
- Describe the concept of global opportunities related to goods and services
- Define characteristics of economies related to government involvement



### **Customer Service, Sales, and Selling**

- Explain the importance of positive customer relations
- Determine the customer/client needs and buying motives
- Demonstrate an understanding of the buying process
- Demonstrate product knowledge
- Contrast sales approaches (e.g., greeting)
- Close the sale and provide customer maintenance activities
- Interpret business policies to customers/clients and handle customer complaints and issues

### **Retail-Related Mathematics**

- Solve addition, subtraction, multiplication, division, fractions, decimals, and percentage problems pertaining to business/retailing
- Make change with or without change indication
- Calculate amount of purchase, discounts, and special charges for purchases
- Complete sale transactions, including cash, charge cards, and sales tax
- Apply the concepts of commission sales and sales quotas
- Identify various measures used by retailers (e.g., conversion, UPT)
- Open/close out register/terminal
- Calculate price changes



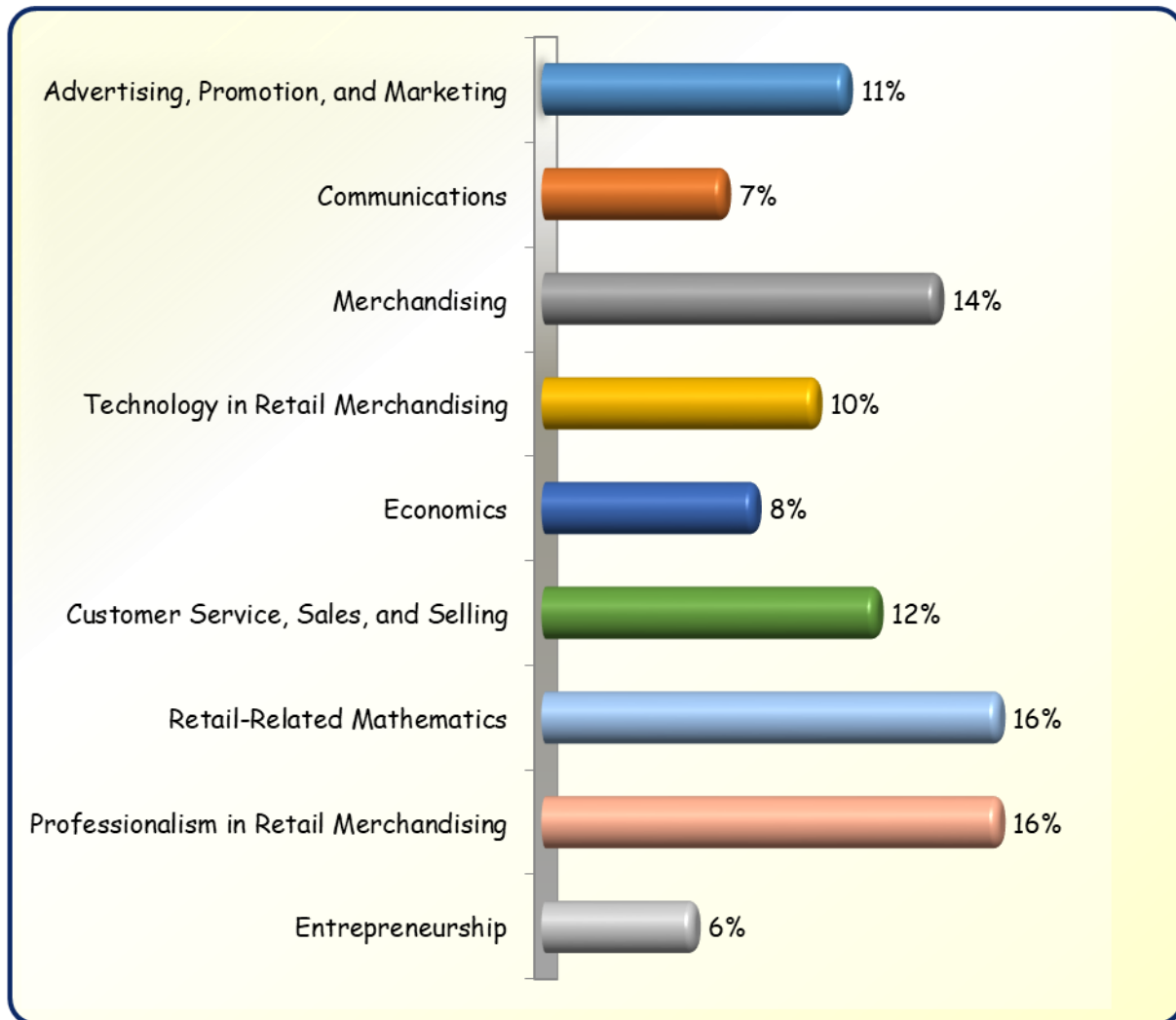
***Specific Competencies and Skills continued:***

**Professionalism in Retail Merchandising**

- Abide by OSHA and other legal standards
- Define personality traits and skills important to retailing (e.g., creativity, organizational skills)
- Promote a positive company image
- Describe appropriate professional appearance
- Respect and understand the importance of diversity and appropriate behavior
- Exhibit business ethics and maintain confidentiality
- Abide by policies and procedures
- Demonstrate team and interpersonal relationships
- Identify leadership traits

**Entrepreneurship**

- State the advantages and disadvantages of small business ownership
- Explain franchising and other types of business ownership (e.g., partnership, corporation)
- Display understanding of trademarks, patents, and copyrights

**Written Assessment:****Administration Time:** 3 hours**Number of Questions:** 193**Areas Covered:**

## Sample Questions:

A form of community relations is

- A. reflecting the poor reputation of the business
- B. having hidden service fees
- C. sponsoring a sports team
- D. offering a store coupon

What should an employee do to demonstrate whether or not directions given by a manager are understood?

- A. identify the purpose
- B. determine the speaker's needs
- C. restate the information given
- D. overcome emotional blocks

Time utility means having goods

- A. in the right place for the season
- B. at the right price before a holiday
- C. that are fashionable for evening use
- D. available when consumers want them

Human relations in retail marketing deals primarily with

- A. Meeting the customer's needs
- B. completing a benefit package
- C. understanding the wholesaler's needs
- D. getting promoted to manager

If a customer buys 4-1/4 yards of fabric, and the total cost before taxes was \$12.38, what is the per yard cost of the fabric?

- A. \$2.75 per yard
- B. \$2.91 per yard
- C. \$4.25 per yard
- D. \$12.38 per yard

## Performance Assessment:

**Administration Time:** 1 hours and 55 minutes

**Number of Jobs:** 4

### Areas Covered:

#### 26% **Inventory Check-In**

Participant will unpack shipping box, correctly mark the packing list and the damaged/missing inventory sheet, turn in forms, and repack the box.

#### 29% **Cash Handling**

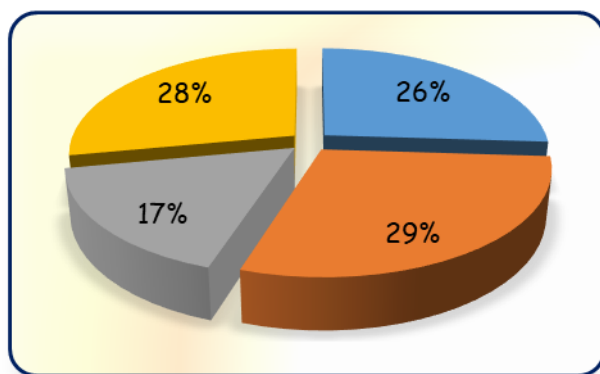
Participant will greet the customer, inform them of the amount due and tendered, make correct change, write up the correct receipt and close the transaction.

#### 17% **Handling Customer Returns**

Participant will determine the problem with item, offer a resolution, explain the store policy, and display good customer service skills.

#### 28% **Product Knowledge and Selling**

Participant will use good customer service skills, present the product, explain the product specifications, and close the transaction.



**Sample Job:** Inventory Check-In

**Maximum Time:** 30 minutes

**Participant Activity:** The participant will mark the packing list provided to check in the inventory; indicate any discrepancies found, complete Damaged/Missing Inventory sheet; turn in completed Packing List and Damaged Missing Inventory sheet to the evaluator; and repack the shipping carton.

