



CUSTOMIZED TEACHER ASSESSMENT BLUEPRINT

RETAIL MERCHANDISING

Test Code: 5921

Version: 01

Specific Competencies and Skills Tested in this Assessment:

Advertising/Promotion

Explain the concept and purpose of advertising and cooperative advertising

List the forms of advertising media and the advantages and disadvantages of each

Communications

Apply effective verbal and telephone communications, including proper grammar and vocabulary

Prepare basic written reports and presentations

Follow oral and written directions

Describe nonverbal communication

Visual Merchandising

Plan, schedule themes, and arrange effective and attractive displays

Explain the use and effect of visual merchandising

Use safety precautions when setting up displays

Marketing/Merchandising

Characterize how merchandising impacts a retailer's perceived image

Explain the role of wholesalers and distributors

Operate point-of-sale terminal/calculator

Receive incoming stock, verify invoice accuracy, process inventory for sale

Process returned/damaged inventory

Explain functions of store space planning, maintenance, and cleanliness

Demonstrate an understanding of the concept of the marketing mix and segmentation

Demonstrate an understanding of the buying process

Retail Merchandising (continued)

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., Internet, cellular, reward cards, social media)
Compare advantages and disadvantages of "brick and mortar" versus online businesses

Economics

Display knowledge of the concept of 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 product knowledge
Contrast sales approaches (e.g., greeting, "soft" sell, up-selling)
Close the sale and provide customer maintenance activities
Interpret business policies to customers/clients and handle customer complaints and issues

Professionalism in Retail Merchandising

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

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, check, charge, and sales tax
Apply the concepts of commission sales and sales quotas
Open/close out register/terminal and prepare deposit slips
Calculate price changes

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, copyrights, and brand names

Retail Merchandising (continued)

Written Assessment:

Administration Time: 3 hours

Number of Questions: 195

Areas Covered:

4%	Advertising/Promotion
6%	Communications
6%	Visual Merchandising
13%	Marketing/Merchandising
10%	Technology in Retail Merchandising
9%	Economics
9%	Customer Service, Sales, and Selling
19%	Professionalism in Retail Merchandising
15%	Retail-Related Mathematics
9%	Entrepreneurship

Sample Questions:

Which of the following is a correct response to a customer?

- A. "This store don't carry them."
- B. "We don't have none in stock."
- C. "This store don't got them."
- D. "That item is out of stock."

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

Government helps to maintain a free enterprise system by setting up laws to control

- A. working conditions and taxes
- B. monopolies and promote competition
- C. relationships of business with competitors
- D. quantities of merchandise available

When interviewing for a retail sales position, one should

- A. dress in the latest fashion
- B. choose an outfit appropriate for the job
- C. choose a solid color outfit
- D. wear something distinctive that the interviewer will remember

The manager may periodically remove excess money from the register to

- A. discourage customers from asking for cash refunds
- B. stop other checkers from taking change
- C. eliminate the chance of miscounting change
- D. reduce amount in the cash drawer in case of robbery

Retail Merchandising (continued)

Performance Assessment:

Administration Time: 2 hours and 20 minutes
Number of Jobs: 5

Areas Covered:

- 16% **Inventory Check-In**
Unpack shipping carton, packing list, damaged/missing inventory sheet, turn in forms, repack shipping carton, and time to complete Job 1.
- 22% **Cash Handling**
Greeting the customer, total amount due and amount tendered, making change, transaction closure, customer sales receipt, and time to complete Job 2.
- 17% **Handling Customer Returns**
Determine problem with item, offer resolution to problem, explain store policy, customer service skills, and time to complete Job 3.
- 20% **Product Knowledge and Selling**
Customer service skills, product presentation, product specifications, transaction closure, and time to complete Job 4.
- 25% **Virtual Cash Drawer Closing of a Retail Business**
Virtual cash drawer amounts – Table A, End of the day amount – A1, cash deposit amount – A2, cash shortage-A3, total checks – Table B, total electronic payments – Table C, bank deposit slip - Table D, daily cash reconciliation form – Table E, and time to complete Job 5.

Sample Job: Inventory Check-In

Maximum Job Time: 25 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.