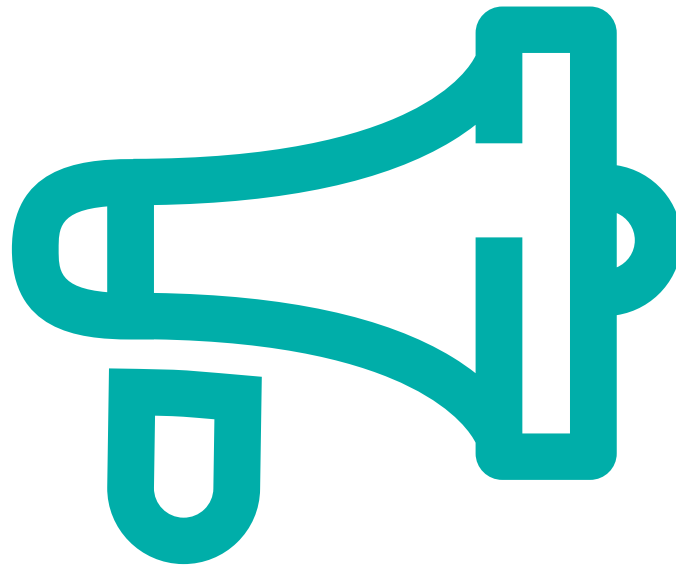




**NOCTI**  
State Customized  
Credential Blueprint



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**Sales, Distribution,  
and Marketing  
Operations (PA)**

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## General Assessment Information

### Blueprint Contents

General Assessment Information	Sample Written Items
Written Assessment Information	Performance Assessment Information
Specific Competencies Covered in the Test	Sample Performance Job

**Test Type:** The Sales, Distribution, and Marketing Operations PA Assessment was developed based on a Pennsylvania statewide competency task list and contains a multiple-choice and performance component. This assessment is meant to measure technical skills at the occupational level and includes items which gauge factual and theoretical knowledge.

**Revision Team:** The assessment content is based on input from Pennsylvania educators who teach in approved career and technical education programs.



52.1801 Sales, Distribution  
and Marketing Operations,  
General



Career Cluster 14-  
Marketing, Sales, and Service



41-2031.00 -  
Retail Salespersons

## Written Assessment

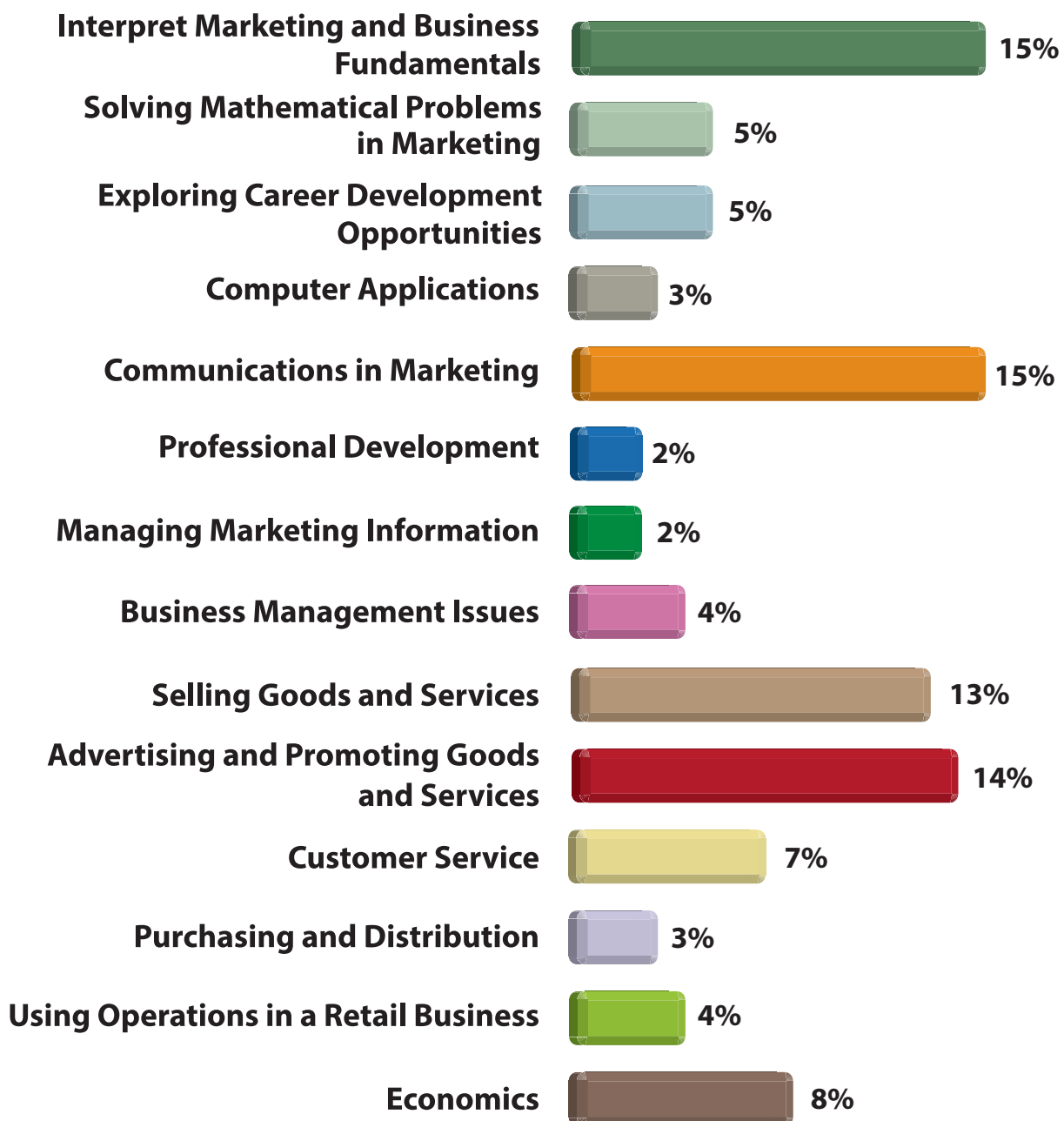
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 199

**Number of Sessions:** This assessment may be administered in one, two, or three sessions.

### Areas Covered



## Specific Standards and Competencies Included in this Assessment

### **Interpret Marketing and Business Fundamentals**

- Identify and explain seven functions of marketing
- Identify and explain economic utilities
- Identify and explain the components of the marketing mix
- Explain the free enterprise system
- Illustrate the relationship between business and social responsibility
- Recognize multicultural markets

### **Solving Mathematical Problems in Marketing**

- Make correct change for customer transaction
- Calculate miscellaneous charges and discounts for purchases
- Identify and calculate profit, markup, and markdown on merchandise
- Calculate prices for merchandise using pricing strategies
- Calculate employee and customer discounts

### **Exploring Career Development Opportunities**

- Prepare a resumé for a specific job in marketing or business
- Prepare a letter of application for a specific job in the field of marketing or business
- Complete a job application for a specific job in the field of marketing or business
- Prepare for a job interview in the field of marketing or business
- Explore and compare job/career opportunities in marketing or business education

### **Computer Applications**

- Prepare marketing documents using word processing software
- Identify the significance of customer/product database
- Use desktop publishing to prepare projects



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## Specific Standards and Competencies (continued)

### Communications in Marketing

- Identify and apply effective communications to include telephone, fax, email, letters, memos, and newsletters
- Demonstrate effective staff communication
- Demonstrate ability to read and comprehend written communications
- Identify a variety of written business communications utilized in the workplace
- Demonstrate ability to speak effectively to customers, supervisors, and vendors using proper grammar and terminology
- Discuss the importance of developing networking skills
- Demonstrate positive customer relations
- Identify nonverbal communications

### Professional Development

- Demonstrate appropriate business attire
- Identify and demonstrate leadership qualities

### Managing Marketing Information

- Identify and define methods of conducting marketing research

### Business Management Issues

- Define the different forms of business ownership
- Identify safety concerns as related to the sales and marketing industry
- Explain loss prevention



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## Specific Standards and Competencies (continued)

### **Selling Goods and Services**

- Illustrate and explain the steps of a sales presentation
- Demonstrate greeting and approaching a customer
- Utilize probing questions to determine customer needs
- Demonstrate feature-benefit selling
- Demonstrate add-on sales techniques
- Close a customer sale
- Distinguish between telemarketing, personal selling, and self-service
- Define various terms pertaining to selling
- Handle difficult customers in a professional manner
- Follow and interpret business policies to customers
- Analyze methods for handling sales objections

### **Advertising and Promoting Goods and Services**

- Explain the importance of promotion, advertising, and how it serves consumers
- Design visual merchandising projects that utilize principles of color, line, and design effectively for displays
- Explain the different types of advertising media
- Write a promotional plan for a business
- Write advertising slogans for products
- Define promotional advertising and institutional advertising
- Identify the objectives of retail advertising
- Distinguish between sales promotion and public relations
- Identify the major elements of a printed advertisement
- Identify the major elements of a newspaper advertisement



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## Specific Standards and Competencies (continued)

### Customer Service

- Describe the advantages of customer service in building a loyal customer base
- Describe how data is collected to improve customer service
- Demonstrate the use of effective face-to-face communication with customers
- Identify the ways a customer service representative can develop a rapport with customers
- Demonstrate techniques to solve customer problems
- Explain the importance of putting extra effort into satisfying customers
- Explain effective techniques to overcome sales objections



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## Specific Standards and Competencies (continued)

### Purchasing and Distribution

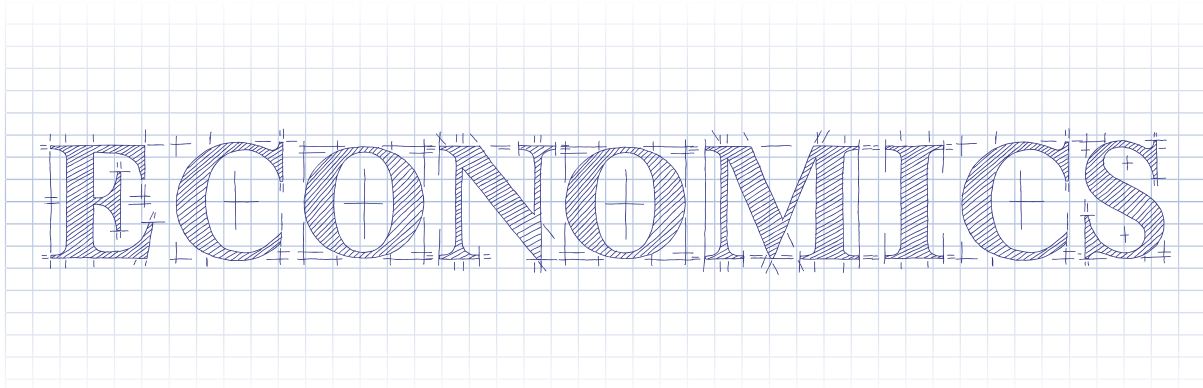
- Identify and explain the channels of distribution
- Distinguish and select channel of distribution for a product
- Describe types of inventory control

### Using Operations in a Retail Business

- Describe how store design relates to store image
- Describe the basic steps in receiving and inspecting merchandise
- Identify and explain a planogram

### Economics

- Identify the difference between national and private brands
- Discuss concept of economic goods and services
- Discuss concept of economic resources and activities
- Identify and discuss the supply and demand factors in pricing
- Identify business ethics
- Identify the purpose and importance of purchasing procedures





## Sample Questions

**If \$7.60 is taken off an item that is priced \$18.99, what percentage was taken off?**

- A. 25 percent
- B. 40 percent
- C. 50 percent
- D. 100 percent

**Which items should a person take along to an interview?**

- A. pen, Social Security card, and resumé
- B. personal data sheet and marriage license
- C. union card and driver's license
- D. report card, list of references, birth certificate, and a pen

**When an employee is giving an oral presentation, he/she should speak**

- A. clearly and confidently
- B. in a low voice
- C. quickly and urgently
- D. in a monotone voice

**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

**Asking the customer for the order is an example of**

- A. closing the sale
- B. completing a thorough needs analysis
- C. cold calling
- D. generating sales leads

## Sample Questions

**The type of media used for an advertisement depends on the**

- A. product and market
- B. international trade agreements
- C. union specifications
- D. employee demands

**Customer service 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

**With private labeling, retailers are attempting to**

- A. decrease store loyalty
- B. drive down prices
- C. limit customer choices
- D. create exclusivity

**The marketing concept is**

- A. the total of the seven marketing functions
- B. the goal of the free enterprise system
- C. the generally accepted definition of marketing
- D. the idea that a business should satisfy customers while generating a profit

**When a single watch or ring is displayed in a glass case with plenty of space around it, the item is presented as**

- A. part of a set
- B. a clearance item
- C. a luxury item
- D. out of stock

## Performance Assessment

NOCTI performance assessments allow individuals to demonstrate their acquired skills by completing actual jobs using the tools, materials, machines, and equipment related to the technical area.

**Administration Time:** 2 hours and 5 minutes

**Number of Jobs:** 4

### Areas Covered:

#### 32% Completing a Cash Transaction

Participants will complete a taxable cash sale using a cash drawer and calculator. Participants will follow steps as the customer approaches with items to be purchased.

#### 25% Handling Customer Returns

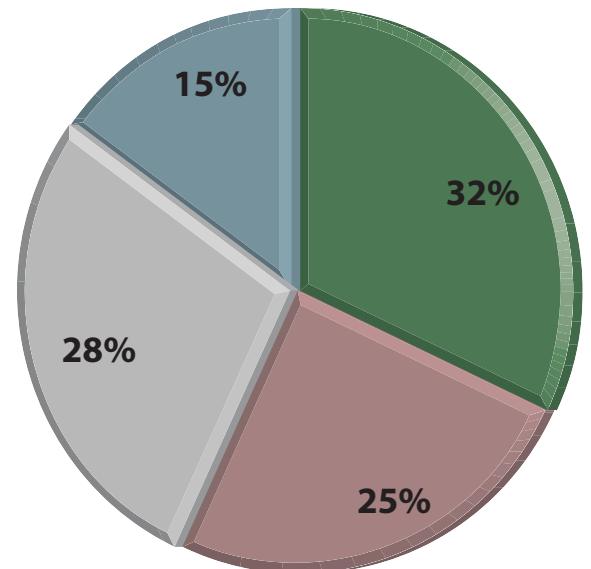
Participants will be presented with a customer attempting to return merchandise. Participants will study the Return/Adjustment Policy concerning the return of merchandise in the store and refer to it when dealing with the customer.

#### 28% Product Knowledge and Selling

Participants will complete a sales presentation for a customer. Participants will be provided an opportunity to study the products being sold and make notes for use during the presentation.

#### 15% Job Application and Pre-Employment Test

Participants will apply for an entry level sales associate position. Participants will complete a job application and a pre-employment test.



## Sample Job

### Handling Customer Returns

**Maximum Time:** 20 minutes

**Participant Activity:** A customer will attempt to return previously purchased merchandise to the participant. Using the provided Return/Adjustment Policy the participant will need to demonstrate the ability to effectively handle a customer return.

