

Specific Competencies and Skills Tested in this Assessment:

Advertising / Promotion

- Explain the concept and purpose of advertising and cooperative advertising
- List forms of advertising media and the advantages and disadvantages of each
- Promote business image and differentiate between brand and trade names
- Identify the basic elements of advertising and layout



Communications

- Apply effective verbal and telephone communications, including proper grammar and vocabulary
- Prepare simple written reports and interdepartmental communications
- Follow oral and written directions and make basic presentations
- Explain the nature of confidential information
- Explain the importance of nonverbal communication

Visual Merchandising

- Plan and/or schedule displays or themes
- Arrange display products to produce harmony, balance, proportion, and specific needs
- Explain the use and effect of visual merchandising



Specific Competencies and Skills continued:

Marketing / Merchandising

- Maintain inventory control systems and stock levels
- Explain the role of wholesalers and distributors
- Explain the purpose and importance of credit and various credit policies
- Operate register/point-of-sale terminal/calculator, make change
- Receive, check, price, and mark stock
- Make and record price changes
- Explain functions of store maintenance and housekeeping duties
- Use safety precautions
- Process returned/damaged products to/from suppliers
- Explain the concept of market and market identification
- Explain the buying process and negotiate with suppliers



Electronic Marketing and E-Commerce

- List the advantages of using computers in retailing
- Explain the relationship of UPC and computers to business
- Compare advantages and disadvantages of credit card use
- Explain issues involving e-commerce and online businesses



Economics

- Understand the concept of supply and demand
- Describe the concept of economic goods and services, including global opportunities
- Define the relationship of government and business

Specific Competencies and Skills continued:

Sales and Selling

- Define and demonstrate customer service, including special services
- Demonstrate product knowledge
- Determine the customer/client needs and buying motives
- Open and close a sale
- Contrast sales approaches
- Handle customer/client objections and complaints



Human Relations

- Explain the importance of human relations in retailing
- Develop personality traits and skills important to retailing (e.g., positivity, enthusiasm, creativity, organizational skills)
- Apply business ethics
- Maintain appropriate professional appearance
- Respect diversity
- Interpret business and policies to customers/clients
- Accept/implement policies and procedures
- Promote company image to build goodwill
- Handle employee problems
- Identify leadership traits

Specific Competencies and Skills continued:

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
- Calculate sales ratios (e.g. turnover and stock-to-sales)
- Analyze sales history
- 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
- Contrast trademarks, patents, copyrights, and brand names
- Identify various types of business ownership

Professional Development

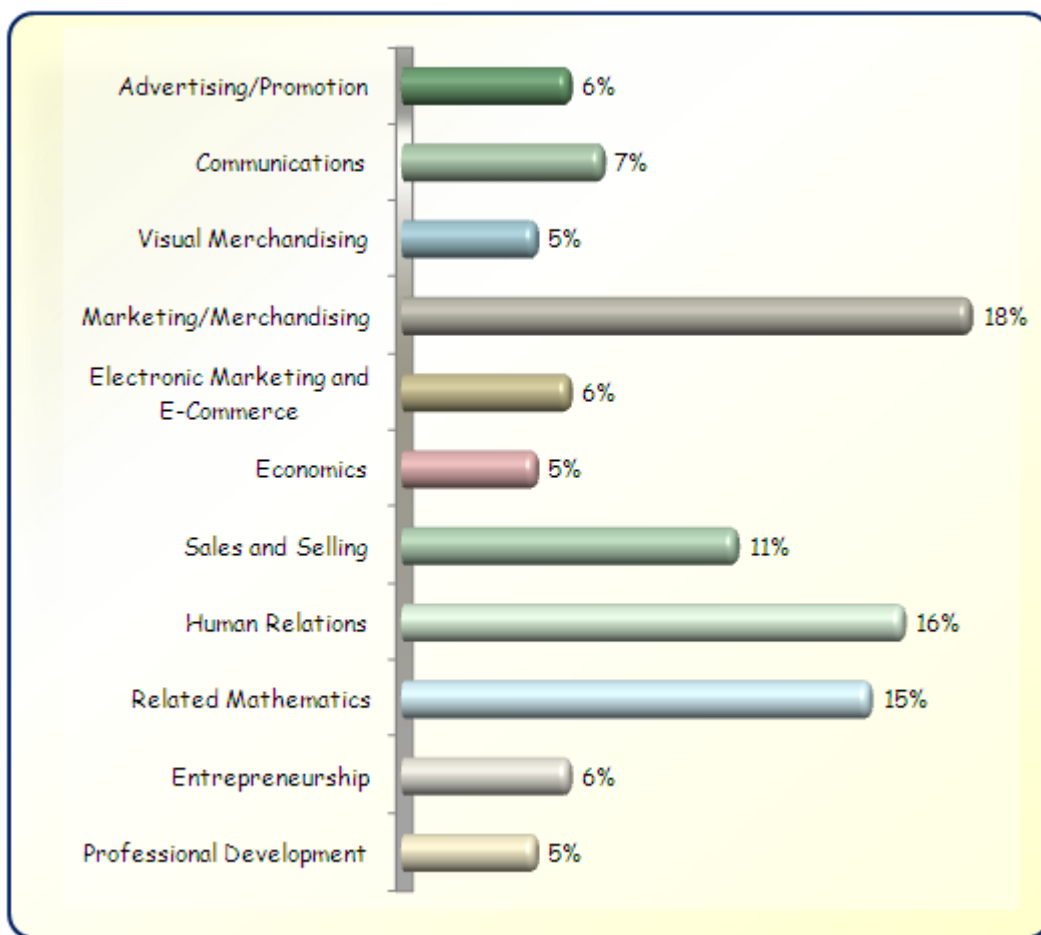
- Secure knowledge of skills required for retail trades
- Identify national credentials, certifications, and professional organizations
- Identify positions and qualifications along career ladder

Written Assessment:

Administration Time: 3 hours

Number of Questions: 198

Areas Covered:



Sample Questions:

The picture a store has created in the minds of its customers is the store's

- A. policy
- B. image
- C. design
- D. layout

A single item or a small number of items in a display gives the impression of

- A. a bargain
- B. a clearance sale
- C. prestige and high-priced merchandise
- D. out-of-stock merchandise

Marking merchandise is

- A. placing a price tag or label on an item
- B. listing the contents on the carton
- C. generating a paid invoice
- D. creating a dummy invoice

Even exchanges and full refunds for customers are considered

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

Which of the following is an example of career advancement?

- A. downsizing
- B. retirement
- C. transfer
- D. promotion



Performance Assessment:

Administration Time: 1 hour and 50 min

Number of Jobs: 4

Areas Covered:

23% **Completing A Sale and Handling Money**

Greeting customer, total amount due/tendered, making change, transaction closure, and complete basic sales slip.

18% **Handling Customer Complaints**

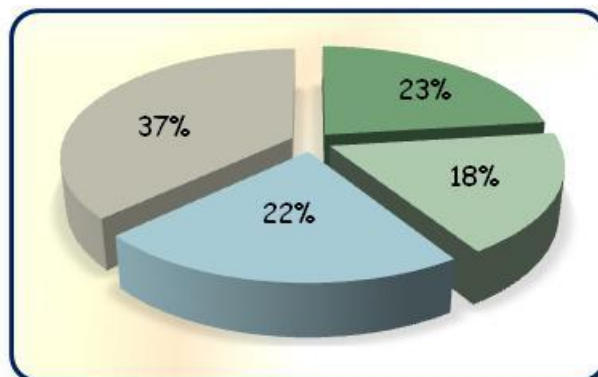
Determine problem with item, offer resolution to problem, explain store policy, and customer service skills.

22% **Product Knowledge and Selling**

Customer service skills, product presentation, care and repair information, product specifications, and transaction closure.

37% **Retail Math**

Complete retail math, accuracy, and show work.



Sample Job: Retail Math

Maximum Time: 60 minutes

Participant Activity: The participant will be given 9 general problems involving addition, subtraction, multiplication, and division. These will include whole numbers, fractions and decimals.



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

