

Retail Merchandising

General Assessment Information

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Test Type: The Retail Merchandising assessment is included in NOCTI's Teacher assessment battery. Teacher assessments measure an individual's technical knowledge and skills in a proctored proficiency examination format. These assessments are used in a large number of states as part of the teacher licensing and/or certification process, assessing competency in all aspects of a particular industry. NOCTI Teacher tests typically offer both a written and performance component that must be administered at a NOCTI-approved Area Test Center. Teacher assessments can be delivered in an online or paper/pencil format.

Revision Team: The assessment content is based on input from subject matter experts representing the following states: Arizona, Pennsylvania, and Washington.



52.1803- Retailing and
Retail Operations



Career Cluster -
Marketing, Sales and Service



41-2013.00- Retail Salesperson

Written Assessment

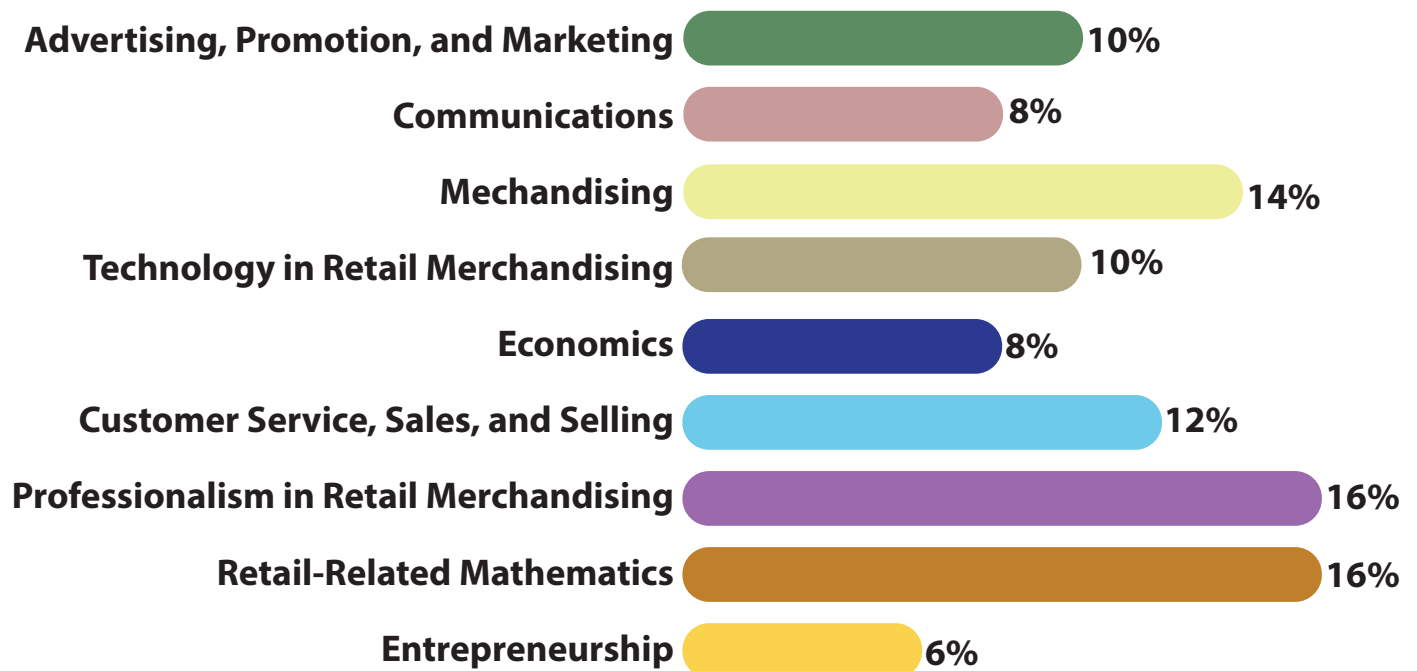
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

Administration Time: 3 hours

Number of Questions: 188

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

Areas Covered



Specific Standards and Competencies Included 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 product 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

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Specific Standards and Competencies (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 and/or brand
- Describe various forms of digital retail technology (e.g., rewards programs, loyalty cards)
- Compare advantages and disadvantages of "brick and mortar" versus online businesses

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

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Specific Standards and Competencies (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

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 purchases, 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

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

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

Valuable items such as smart phones and tablets normally are presented in a/an _____ display.

- A. aisle
- B. open
- C. area life-style
- D. security cabled

Online transactions are made easier by using

- A. cash only
- B. credit cards
- C. instant rebates
- D. rewards programs

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

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: 1 hours and 55 minutes

Number of Jobs: 4

Areas Covered:

26% Inventory Check-In

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

29% Cash Handling

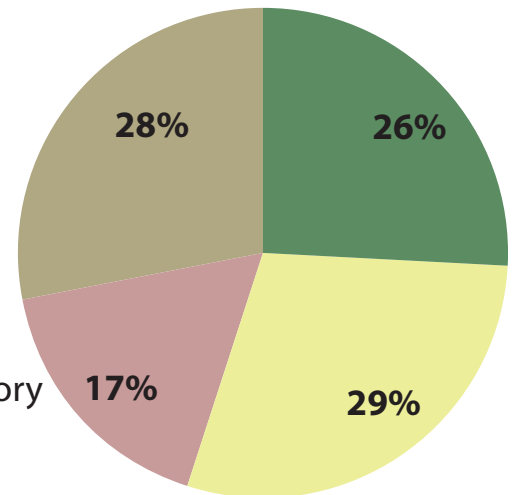
Participant will greet the customer, inform them of the amount due and tendered, make correct change, write up the correct receipt, and close the transaction.

17% Handling Customer Returns

Participant will determine the problem with the 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 box.

