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# **Retail Merchandising**

## General Assessment Information

### Blueprint Contents

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**Test Type:** The Retail Merchandising industry-based credential is included in NOCTI's Job Ready assessment battery. Job Ready assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. Job Ready assessments typically offer both a written and performance component and can be used at the secondary and post-secondary levels. Job Ready assessments can be delivered in an online or paper/pencil format.

**Revision Team:** The assessment content is based on input from secondary, post-secondary, and business/industry representatives from the states Arizona, Pennsylvania, and Washington.



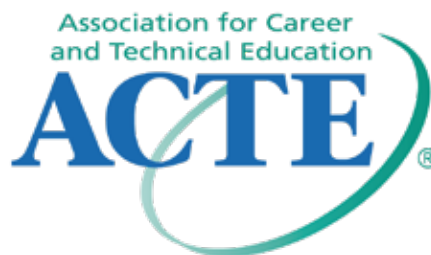
52.1803- Retailing and  
Retail Operations



Career Cluster 14- Marketing  
Retail Operations



41-2031.00-  
Retail Salespersons



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!



**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
University of the State of New York - Regents Research Fund

In the lower division baccalaureate/associate degree category, 3 semester hours in Principles of Retailing, Promotion in the Merchandising Environment, Retail or Retail Merchandising

## Written Assessment

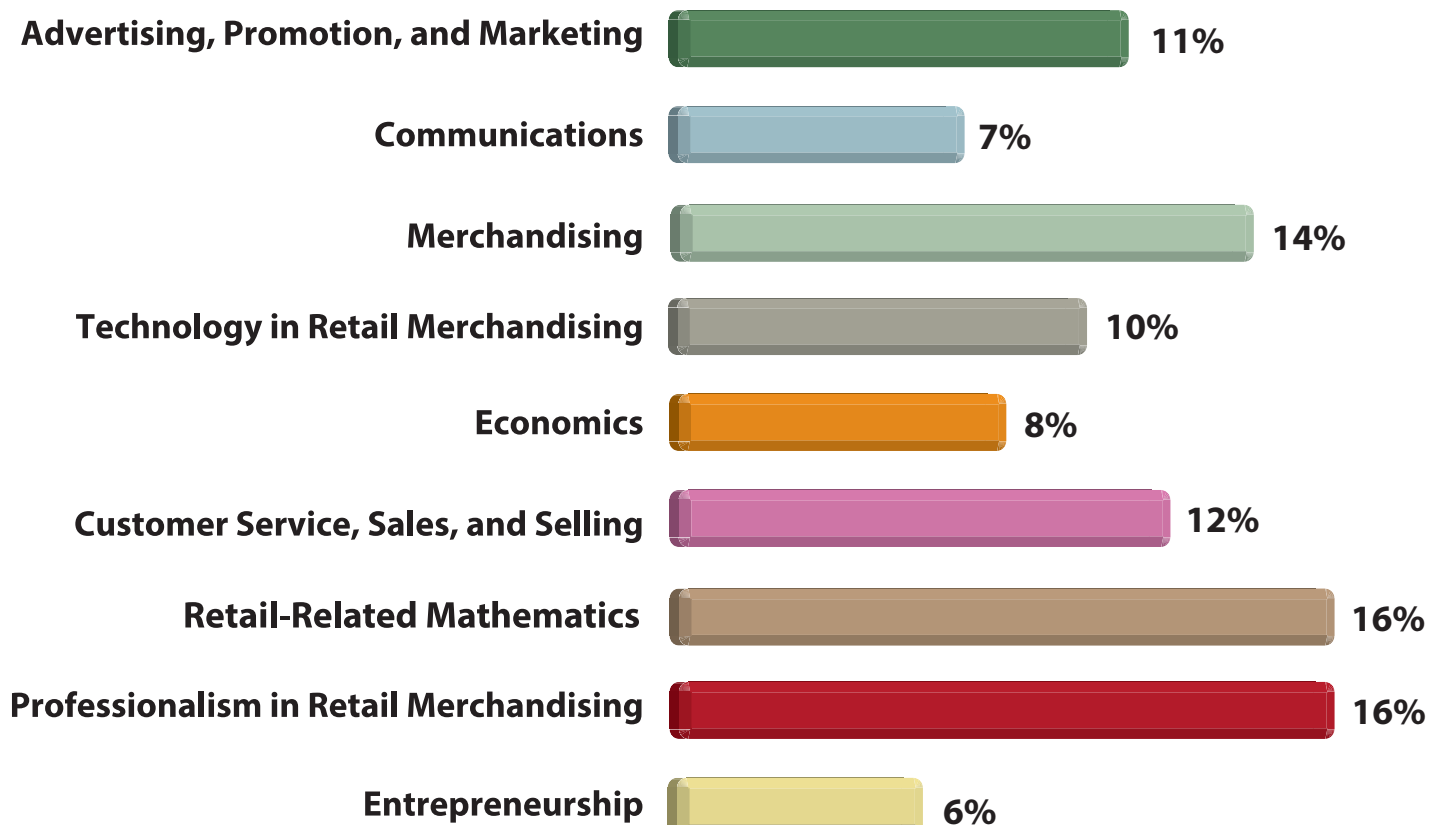
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 3 hours

**Number of Questions:** 193

**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)

### 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

### 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

## 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

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**Sample Questions (continued)**

**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

**Which of the following outfits is an example of professional work attire?**

- A. a polo shirt and board shorts
- B. a sweater and jeans
- C. a button-up shirt and black pants
- D. a t-shirt and khaki pants

**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

**The owner of a small retail shop must maintain proper inventory levels, maximize buying dollars, and**

- A. build good credit
- B. eliminate the competition
- C. delay payments to vendors
- D. avoid hiring other employees

**An employee who will not accept a returned article of merchandise after two weeks is probably doing so because of**

- A. a coworker's advice
- B. store policy
- C. dislike for the customer
- D. the need for authority



## 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

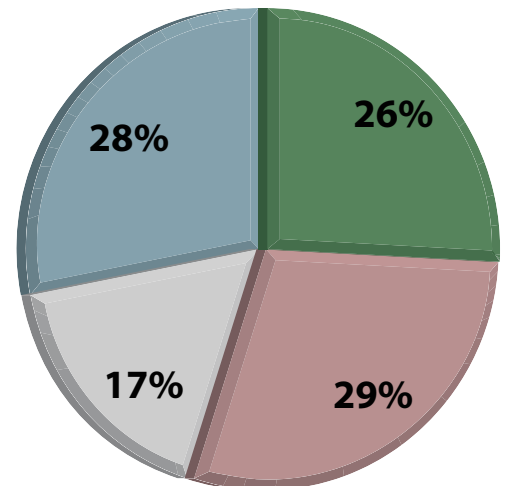
Participant will greet the customer, inform them of the amount due and tendered, make correct change, write up the correct receipt, and close the transaction.

#### 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.

