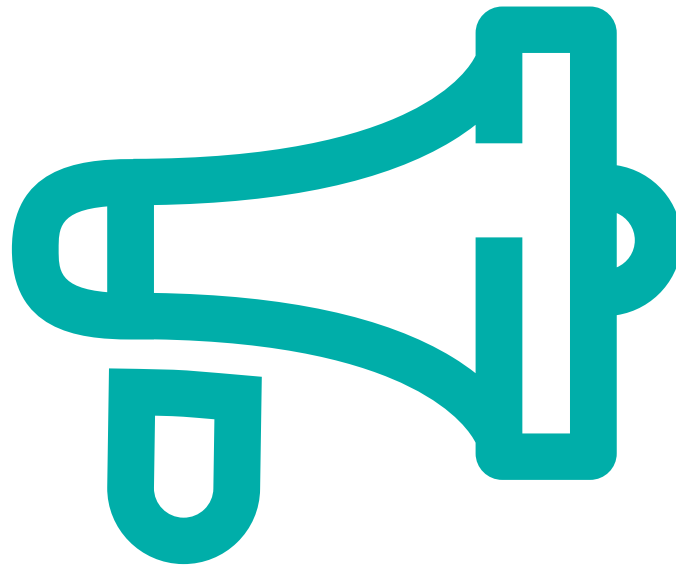




NOCTI
State Customized
Credential Blueprint



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

Code: 8156 / Version: 01
Copyright © 2017. All Rights Reserved.

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

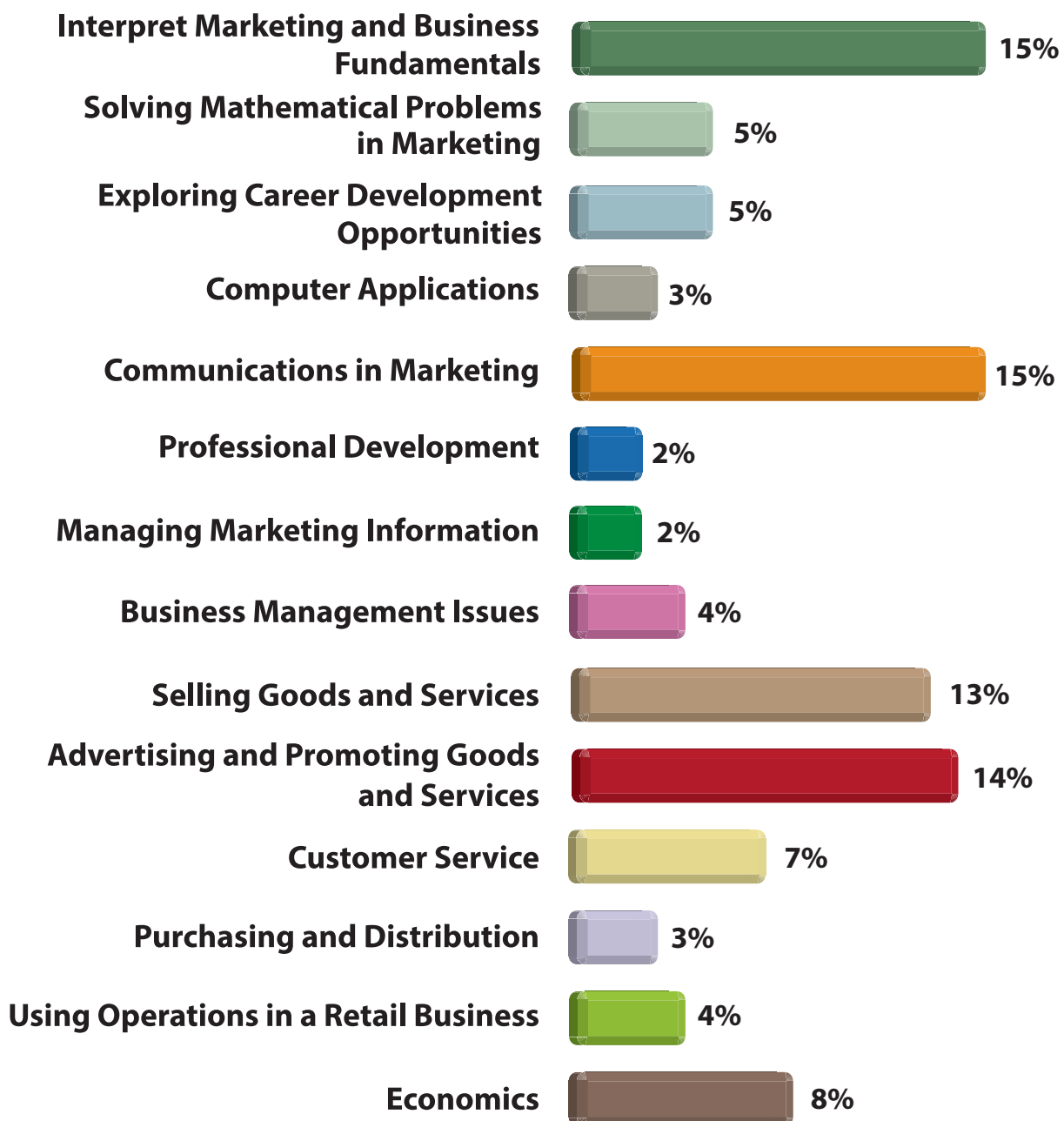
NOCTI written assessments consist of questions to measure an individual's factual theoretical knowledge.

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



(Continued on the following page)

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



(Continued on the following page)

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



(Continued on the following page)

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



(Continued on the following page)

Specific Standards and Competencies (continued)

Purchasing and Distribution

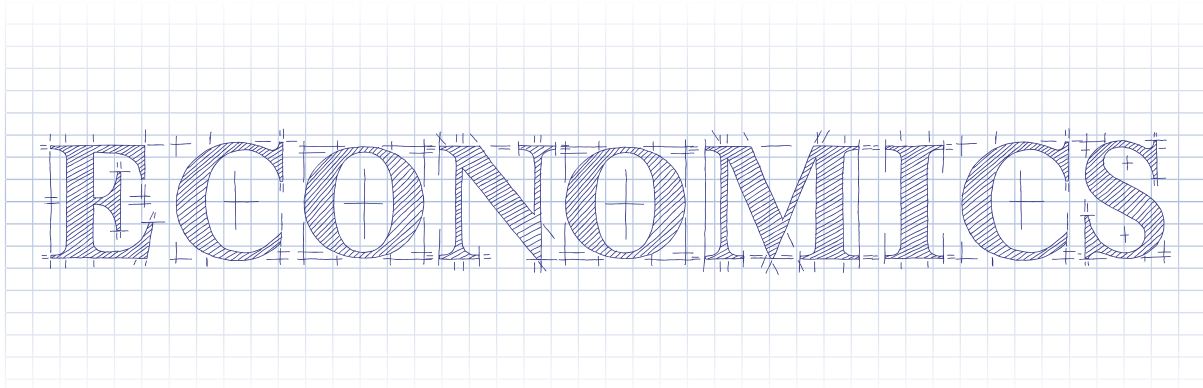
- Identify and explain the channels of distribution
- Distinguish and select channel of distribution for a product
- Describe types of inventory control

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

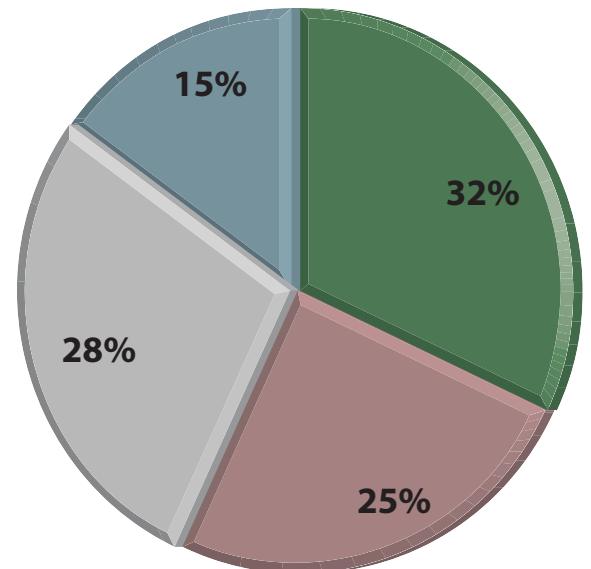
Participants will be presented with a customer attempting to return merchandise. Participants will study the Return/Adjustment Policy concerning the return of merchandise in the store and refer to it when dealing with the customer.

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.

