



Job Ready Assessment Blueprint

Retail Merchandising



Test Code: 4153 / Version: 01

“Measuring What Matters”

Specific Competencies and Skills Tested in this Assessment:

Advertising and Promotion

- Explain the concept and purpose of advertising and cooperative advertising
- List forms of advertising media and the advantages and disadvantages of each



Communications

- Apply effective verbal and telephone communications, including proper grammar and vocabulary
- Prepare basic written reports and presentations
- Follow oral and written directions
- Describe nonverbal communication

Visual Merchandising

- Plan, schedule themes, and arrange effective and attractive displays
- Explain the use and effect of visual merchandising
- Use safety precautions when setting up displays



Marketing/Merchandising

- Characterize how merchandising impacts a retailer's perceived image
- Explain the role of wholesalers and distributors
- Operate point-of-sale terminal/calculator
- Receive incoming stock, verify invoice accuracy, process inventory for sale
- Process returned/damaged inventory
- Explain functions of store space planning, maintenance, and cleanliness
- Demonstrate an understanding of the concept of the marketing mix and segmentation
- Demonstrate an understanding the buying process

Specific Competencies and Skills 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
- Describe various forms of digital retail technology (e.g., Internet, cellular, rewards cards, social media)
- Compare advantages and disadvantages of "brick and mortar" versus online businesses

**Economics**

- Display knowledge of the concept of 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 product knowledge
- Contrast sales approaches (e.g., greeting, "soft" sell, up-selling)
- Close the sale and provide customer maintenance activities
- Interpret business policies to customers/clients and handle customer complaints and issues



Specific Competencies and Skills continued:**Professionalism in Retail Merchandising**

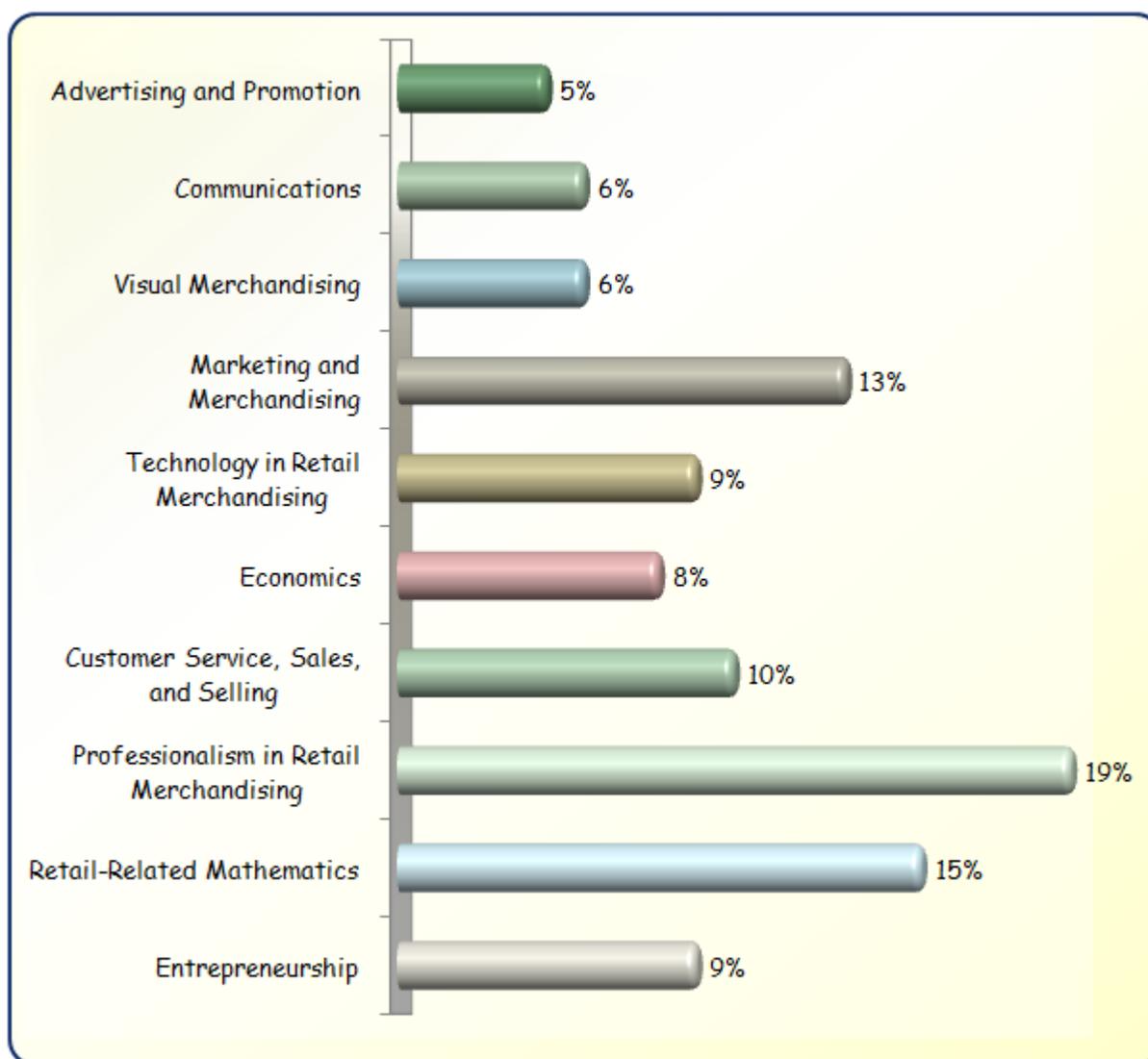
- Abide by OSHA and safety standards
- Define personality traits and skills important to retailing (e.g., positivity, enthusiasm, creativity, organizational skills)
- Promote a positive company image
- Describe appropriate professional appearance
- Respect diversity
- Exhibit business ethics and maintain 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 purchase, discounts, and special charges for purchases
- Complete sale transactions, including cash, check, charge, and sales tax
- 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 and other types of business ownership (e.g., partnership, corporation)
- Display understanding of trademarks, patents, copyrights, and brand names

Written Assessment:**Administration Time:** 3 hours**Number of Questions:** 199**Areas Covered:**

Sample Questions:

Which of the following is a correct response to a customer?

- A. "This store don't carry them."
- B. "We don't have none in stock."
- C. "This store don't got them."
- D. "That item is out of stock."

The marketing process can best be described as the

- A. purchase of goods at the local grocery store
- B. planning, pricing, promoting, and distribution of goods and services
- C. manufacturing, selling, and consuming of goods and services
- D. mining of raw materials, pricing, promoting, and selling of goods

Government helps to maintain a free enterprise system by setting up laws to control

- A. working conditions and taxes
- B. monopolies and promote competition
- C. relationships of business with competitors
- D. quantities of merchandise available

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

The manager may periodically remove excess money from the register to

- A. discourage customers from asking for cash refunds
- B. stop other checkers from taking change
- C. eliminate the chance of miscounting change
- D. reduced amount in the cash drawer in case of robbery



Performance Assessment:

Administration Time: 2 hours and 20 minutes

Number of Jobs: 5

Areas Covered:

16% Inventory Check-In

Unpack shipping carton, packing list, damaged/missing inventory sheet, turn in forms, repack shipping carton, and time to complete Job 1.

22% Cash Handling

Greeting the customer, total amount due and amount tendered, making change, transaction closure, customer sales receipt, and time to complete Job 2.

17% Handling Customer Returns

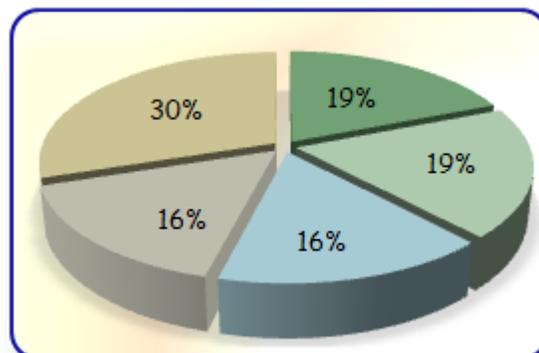
Determine problem with item, offer resolution to problem, explain store policy, customer service skills, and time to complete Job 3.

20% Product Knowledge and Selling

Customer service skills, product presentation, product specifications, transaction closure, and time to complete Job 4.

25% Virtual Cash Drawer Closing of a Retail Business

Virtual cash drawer amounts - Table A, End of the Day amount - A1, cash deposit amount - A2, cash shortage - A3, total checks - Table B, total electronic payments - Table C, bank deposit slip - Table D, daily cash reconciliation form - Table E, and time to complete Job 5.



Sample Job: Inventory Check-In

Maximum Time: 25 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 carton.



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