



## ***JOB READY ASSESSMENT BLUEPRINT***

### **RETAIL MERCHANDISING**

**Test Code: 4253**

**Version: 01**

**Preliminary Blueprint - final version is subject to slight changes.**

#### **Specific Competencies and Skills Tested 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

##### **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

## ***Retail Merchandising (continued)***

### **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

### **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

***Retail Merchandising (continued)***

**Written Assessment:**

Administration Time: 3 hours

Number of Questions: 193

***Areas Covered:***

11%	Advertising, Promotion, and Marketing
7%	Communications
14%	Merchandising
10%	Technology in Retail Merchandising
8%	Economics
12%	Customer Service, Sales, and Selling
16%	Professionalism in Retail Merchandising
16%	Retail-Related Mathematics
6%	Entrepreneurship

***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

***Retail Merchandising (continued)***

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

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

***Retail Merchandising (continued)***

**Performance Assessment:**

Administration Time: 1 hour, 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 Job 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.