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# WRITTEN ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

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## **Level-4 (Formative)**



# Written Assessment Guide

For

## *“Textile & Apparel Merchandising”*

(Apply Marketing and Management Concepts)

Level-4

*26<sup>th</sup> - 30<sup>th</sup> April 2021*



**National Vocational & Technical  
Training Commission**



<b>Title of Qualification:</b> National Vocational Certificate Level 4, in (Textile and Apparel Merchandising) “Assistant Merchandiser”	CS Code:	Level: 04	Version: 01
<b>Competency Standard Title:</b> <ul style="list-style-type: none"> <li>• Apply Marketing and Management Concepts</li> <li>• Analyse Workplace Policy and Procedures</li> </ul>	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time:</b> 30 mins.		

### WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define layers of management.	A. Layer of management is basically the hierarchy of any organization. In the layers we describe the different levels of reporting in the organization for example from CEO to the floor shop.
2. Interpret Layers of Management	A. There are three layers of management: Low management Middle management Top management
3. Define management	B. The functions including planning, organizing, staffing, leading and controlling efforts for the purpose of completing tasks or goals within time.
4. Interpret Types of Management	A. There are so many types of management but the broad categories of management are <ul style="list-style-type: none"> <li>• Autocratic</li> <li>• Democratic</li> <li>• Laissez-faire</li> </ul>
5. Enlist the steps of Problem Solving Techniques.	A. Define problem <ul style="list-style-type: none"> <li>• Enlist solutions</li> <li>• Select one best solution</li> <li>• Create plan</li> <li>• Implement plan</li> <li>• Communicate solution to the co-workers</li> </ul>

Question	Candidate's answer
6. Enlist the Points of Decision Making process.	<b>A.</b> Identify decision <ul style="list-style-type: none"> <li>• Find relevant information</li> <li>• Identify alternatives</li> <li>• Choose best alternative</li> <li>• Review decision</li> <li>• Take action</li> </ul>
7. Define Forecast.	<b>A.</b> It is a process of making predictions based on past and present data for future decisions for example allocation of budget, anticipation of expenses and upcoming time period.
8. Explain Consumer Analysis	<b>A.</b> It is a process in which we get information about the consumer through market research and find the need of the consumer, target market and demographic segmentation.
9. Define Marketing Plan.	<b>A.</b> Market plan is the part of overall business plan in which solid marketing strategy is defined in a written method to attain the goals through relevant actions. In market plan marketer identify the target market, product, branding strategies and asses the marketing initiatives.
10. Define Business Model.	<b>A.</b> Business model refers to the companies plan for making a profit. In business model business man identify the products and services the business plan to sell, identify target market and assess expenses.
11. Enlist types of business models	<b>A.</b> Sole proprietorship <ul style="list-style-type: none"> <li>• Partner ship</li> <li>• Companies- enterprise</li> <li>• Joint stock companies</li> </ul>
12. Write any six professional skills?	<b>A.</b> Communication. <ul style="list-style-type: none"> <li>• Ability to Work under Pressure</li> <li>• Decision Making</li> <li>• Time Management</li> <li>• Self-motivation</li> <li>• Conflict Resolution</li> <li>• Leadership</li> <li>• Adaptability</li> </ul>
13. Define safe work procedures?	<b>A.</b> Safe Work Procedures are documented procedures for performing tasks.

# Written Assessment Guide

For

## *“Textile & Apparel Merchandising”*

(Apply Visual Merchandising)

Level-4

*26<sup>th</sup> - 30<sup>th</sup> April 2021*



**National Vocational & Technical  
Training Commission**



<b>Title of Qualification:</b> National Vocational Certificate Level 4, in (Textile and Apparel Merchandising) “Assistant Merchandiser”	CS Code:	Level: 04	Version: 01
<b>Competency Standard Title:</b> <ul style="list-style-type: none"> <li>• Apply Visual Merchandising</li> <li>• Perform Advanced Communication</li> <li>• Establish and Maintain the Occupational Health and Safety System</li> </ul>	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time: 30 mins.</b>		

### WRITTEN ASSESSMENT

Question	Candidate's answer
<b>14.</b> What are the key elements to prepare a VM Toolkit?	<ul style="list-style-type: none"> <li>• Design display toolkit</li> <li>• Design display techniques</li> <li>• Create Merchandising Pattern</li> </ul>
<b>15.</b> What is Visual Merchandising Toolkit?	<b>A.</b> Visual Merchandising toolkit is a plan of a particular campaign/launch to execute display.
<b>16.</b> What are the components of designing display toolkit?	<ul style="list-style-type: none"> <li>• Color Wise</li> <li>• Price Wise</li> <li>• Category Wise</li> <li>• Size Wise</li> </ul>
<b>17.</b> What are the 4 elements of visual merchandising?	<b>A.</b> There are 4 key elements of visual merchandising : <ul style="list-style-type: none"> <li>• Store exterior.</li> <li>• Store layout.</li> <li>• Store interior.</li> <li>• Interior display</li> </ul>
<b>18.</b> What are the 4 basic types of displays?	<b>A.</b> The four basic types of displays are those that feature one item; similar products; related products; and a cross mix of items.
<b>19.</b> How does the right visual merchandising enhance a brand identity?	<b>A.</b> Visual Merchandising creates more convenience appeal and aesthetic values of the brand to the consumer.

Question	Candidate's answer
20. What are Display techniques?	<b>A.</b> Display techniques are: <ul style="list-style-type: none"> <li>• Pyramid display</li> <li>• Symmetrical display</li> <li>• Asymmetrical display</li> <li>• Inverted Pyramid display</li> </ul>
21. What is the SOP of visual merchandising in store?	<ul style="list-style-type: none"> <li>• Mannequin Handling</li> <li>• Prop Placement</li> <li>• Product Placement</li> <li>• Lighting</li> </ul>
22. What is a Floor plan?	<b>A.</b> A scaled diagram of the arrangement of room in one story of a building.
23. What are the advantages of Visual Merchandiser?	<b>A.</b> Advantages of visual merchandising are: <ul style="list-style-type: none"> <li>• Increase of customer flow</li> <li>• Increase of sales</li> <li>• Maximizing the potential of retail space</li> <li>• Getting the most value out of product</li> </ul>
24. Define safe work procedures?	<b>A.</b> Safe Work Procedures are documented procedures for performing tasks.
25. What is advanced language skills?	<ul style="list-style-type: none"> <li>• To strengthen speaking and listening abilities.</li> <li>• Increase vocabulary and knowledge of common language phrases.</li> <li>• Refine ability to use grammar accurately.</li> </ul>
26. What does term "Desktop" in a computer refer to?	<b>A.</b> The initial screen showing icons for folders, applications and files.

# Written Assessment Guide

For

## *“Textile & Apparel Merchandising”*

(Perform Pre-Production Tasks)

Level-4

*26<sup>th</sup> - 30<sup>th</sup> April 2021*



**National Vocational & Technical  
Training Commission**

<b>Title of Qualification:</b> National Vocational Certificate Level 4, in (Textile and Apparel Merchandising) “Assistant Merchandiser”	CS Code:	Level: 04	Version: 01
<b>Competency Standard Title:</b> <b>A.</b> Perform Pre-Production Task <b>B.</b> Establish and maintain the occupational Health and safety system <b>C.</b> Develop Advance Computer Application Skills <b>D.</b> Analyze Workplace Policies and Procedures <b>E.</b> Perform Advance communication	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time:</b> 30 mins.		

Guidance for Candidate	<b>To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.</b>
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**Assessors Guide** (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: ..... Registration/Roll Number: ..... Candidate Signature: .....
Written Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: ..... Assessor’s code: ..... Signature of the Assessor: .....

<b>itle of Qualification:</b> National Vocational Certificate Level 4, in (Textile and Apparel Merchandising) “Assistant Merchandiser”	CS Code:	Level: 04	Version: 01
<b>Competency Standard Title:</b> <b>F.</b> Perform Pre-Production Task <b>G.</b> Establish and maintain the occupational Health and safety system <b>H.</b> Develop Advance Computer Application Skills <b>I.</b> Analyze Workplace Policies and Procedures <b>J.</b> Perform Advance communication	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time:</b> 04 hrs.		

### WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define Packaging?	<b>A.</b> It is defined as a material used to wrap, protect and preserve goods for means of making transportation of products easy and safe.
2. What is the purpose of Pre-Production?	<b>A.</b> Pre-Production are the activities performed before starting the actual/bulk production. It ensures that the products we are going to produce in bulk would be as per client's requirements.
3. Define Trims?	<b>A.</b> An additional decoration typically along the edges of something and in contrasting colors or materials is called trim.
4. Define purchase order.	<b>A.</b> Purchase order is a commercial document issued by buyer to seller in which they indicate type of products, quantities, qualities and the price agreed by both the parties.
5. Write any 3 steps for the procedure of sample preparation?	<ul style="list-style-type: none"> <li>• Fabric according to the sale contract</li> <li>• stitching according to the sale contract</li> <li>• accessories and trims according to the sale contract,</li> </ul>
6. Write any 2 type of trims?	<b>A.</b> Sewing thread, zipper, buttons, lining etc.
7. Write any 2 types of accessories?	<b>A.</b> Belts, cufflinks, face masks, gloves etc.
8. Differentiate between trims and accessories.	<b>A.</b> Trims are directly involved in making a garment. They are directly attached with the fabric to make a garment like sewing thread, zippers, buttons, labels etc. whereas the accessories are used to make a garment attractive for selling and packing other than fabric and trims like poly bag, hang tag, barcode sticker etc.

Question	Candidate's answer
<p><b>9.</b> Write steps to perform pre-production task?</p>	<ul style="list-style-type: none"> <li>• Purchase order</li> <li>• Sample preparation</li> <li>• Costing</li> <li>• Final approval</li> </ul>
<p><b>10.</b> What are activities of Apparel Merchandiser in pre-productions?</p>	<p><b>A.</b> Before going to start production some important activities should be done by apparel merchandiser.</p> <ul style="list-style-type: none"> <li>• Tech Pack received from the buyer.</li> <li>• Product Development</li> <li>• Sample approval from the buyer</li> <li>• Pricing</li> <li>• Order Confirmation</li> <li>• Determine fabric and accessories consumption</li> <li>• Arrange Fabric and accessories</li> <li>• Start production</li> </ul>
<p><b>11.</b> Write any six professional skills?</p>	<ul style="list-style-type: none"> <li>• Communication.</li> <li>• Ability to Work under Pressure</li> <li>• Decision Making</li> <li>• Time Management</li> <li>• Self-motivation</li> <li>• Conflict Resolution</li> <li>• Leadership</li> <li>• Adaptability</li> </ul>
<p><b>12.</b> What is advanced language skills?</p>	<ul style="list-style-type: none"> <li>• To strengthen speaking and listening abilities.</li> <li>• Increase vocabulary and knowledge of common language phrases.</li> <li>• Refine ability to use grammar accurately.</li> </ul>



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# WRITTEN ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

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**Level-4 (Summative)**



# Written Assessment Evidence Guide

for

## *“Textile & Apparel Merchandising”*

Level-4

(Summative Assessment)



**National Vocational & Technical  
Training Commission**



<b>Title of Qualification:</b> National Vocational Certificate Level 4, in (Textile and Apparel Merchandising) “Assistant Merchandiser”	CS Code:	Level: 04	Version: 01
<b>Competency Standard Title:</b> <b>A.</b> Establish and maintain the occupational Health and safety system <b>B.</b> Perform Advance communication <b>C.</b> Analyse Workplace Policies and Procedures <b>D.</b> Apply visual merchandising <b>E.</b> Perform pre-production tasks <b>F.</b> Coordinate Production Processes <b>G.</b> Apply Marketing and Management Concepts	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time:</b> 30 mins.		

### WRITTEN ASSESSMENT

Question	Candidate's answer
1. What does Thematic display mean?	<b>A.</b> A Thematic display means a model/product, with focus on particular property or theme.
2. What is a Floor plan?	<b>A.</b> A scaled diagram of the arrangement of room in one story of a building.
3. What are the disadvantages of Visual Merchandiser?	<b>A.</b> Advantages of visual merchandising are: <ul style="list-style-type: none"> <li>• Increase of customer flow</li> <li>• Increase of sales</li> <li>• Maximising the potential of retail space</li> <li>• Getting the most value out of product</li> </ul>
4. What is Bulk Production?	<b>A.</b> To produce required large quantity.
5. Define sequencing and scheduling.	<ul style="list-style-type: none"> <li>• Sequencing: Arrangements of activities.</li> <li>• Scheduling: Time based Plan</li> </ul>
6. What is advanced language skills?	<ul style="list-style-type: none"> <li>• To strengthen speaking and listening abilities.</li> <li>• Increase vocabulary and knowledge of common language phrases.</li> <li>• Refine ability to use grammar accurately.</li> </ul>

Question	Candidate's answer
7. What are three main steps in the Pre-Production?	A. Sample approval, Raw material and accessories procurement, production planning & quality
8. What is the meaning of Minutes?	A. A record of a meeting including its discussions, decisions and resolutions.
9. Enlist any five emergency incidents?	<ul style="list-style-type: none"> <li>• Natural disasters</li> <li>• Explosions</li> <li>• Fire</li> <li>• Hazardous chemicals</li> <li>• Bomb threats</li> <li>• Armed attacks</li> <li>• An employee is injured in the workplace</li> <li>• Suffers an illness in the workplace</li> </ul>
10. How do you write minutes of a meeting?	<ul style="list-style-type: none"> <li>• The names of the participants.</li> <li>• Agenda items.</li> <li>• Calendar or due dates.</li> <li>• Actions or tasks.</li> <li>• The main points.</li> <li>• Decisions made by the participants.</li> <li>• Record what are the most important points?</li> <li>• Future decisions.</li> </ul>