



WRITTEN ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

Level-5 (Formative)



Written Assessment Guide

For

“Textile & Apparel Merchandising”

(Execute Brand Marketing Strategy)

Level- 5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Execute Brand Marketing Strategy 	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define market trends.	A. Market trend is a tendency of financial market to move in a particular direction in a specific time.
2. What is meant by STP?	A. Segment, target, position.
3. Define market segmentation.	A. It is a process of dividing target market into smaller units according to the different characteristics for example demography needs etc.
4. Define target market.	A. It involves the breaking down of full market into segment and plan marketing strategies.
5. Define marketing objectives.	A. These are the defined goals which provide directions to team members.
6. Enlist the four Ps.	<ul style="list-style-type: none"> Product Price Place Promotion
7. Define Product.	A. Anything that can be offered to market to satisfy the needs and wants of the consumers. The products in retail are called merchandise.
8. Define Price.	A. The amount of money that have to be paid to buy any product. It actually measures the value of the product.
9. Define Place.	A. Place is the part of marketing mix in which products moves from producer to the intend user through intermediaries.
10. Define promotion.	A. It is the type of marketing communication used to inform target audience about the product, service, brand and issues in a persuasive manner.

Written Assessment Guide

For

“Textile & Apparel Merchandising”

(Execute Post Production Tasks)

Level-5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Execute Post Production Tasks 	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Write down any 4 steps of Post production Inspection?	<ul style="list-style-type: none"> Greige fabric Dyeing Size patterns Stitching
2. What is the Abbreviation of CBM?	A. CBM stands for “cubic meter” in shipping.
3. Write the formula to calculate CBM.	A. Length x Width x Height.
4. Write the three names of shipping documents?	<ul style="list-style-type: none"> Bills of lading Packing lists Invoices Insurance documents Air waybills.
5. What is production inspection?	A. Product Inspections allow you to verify product quality on site at different stages of the production process and prior to its dispatch.
6. Define packing list?	A. A packing list is a detailed statement of the contents of a package, which is used by the recipient to verify the contents. A packing list typically includes a description, quantity, and weight for each item in a package. It does not include the prices of the items being delivered.
7. Define Commercial Invoice?	A. The commercial invoice is a legal document between the supplier and the customer that clearly describes' the sold goods, and the amount due on the customer. The commercial invoice is one of the main documents used by customs in determining customs duties.
8. What is meant by LC?	A. Letter of Credit.

Question	Candidate's answer
9. Define LC?	A. A letter of credit is a document sent from a bank or financial institute that guarantees that a seller will receive a buyer's payment on time and for the full amount.
10. Name any two post production inspection points.	<ul style="list-style-type: none"> • Lab test • Damages • Folding • Earning

Written Assessment Guide

For

“Textile & Apparel Merchandising”

(Implement Cross Merchandising)

Level -5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> • Implement Cross Merchandising 	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define Cross merchandising.	A. It is the retail practice of marketing or displaying products from different categories in order to generate revenue, add on sales and increase in purchase.
2. Define retail marketing.	A. These are the strategies and tactics that retailer use to attract the customers and improve sales.
3. What are the tactics of retail marketing?	<ul style="list-style-type: none"> • In-store promotions • In-store branding • External store branding
4. Define in-store marketing.	A. Any marketing which takes place in the retail shop is called in store marketing. Sometimes it is called shopper marketing
5. Define in-store branding.	A. In in-store branding retailer show off the products there offers and discounts by pasting pictures to attract customers.
6. Define external-store branding.	A. In the retail store the retailer convey important information to the potential customers outside the store through banners, colorful attractive points or some sort of music etc.
7. What is meant by related products in store merchandising?	A. Related product is a section in the shop or store which shares the same sort of categories of the current product.
8. What is meant by un-related products in store merchandising?	A. Un-related products are of the different categories which are basic accessories to uplift the image in the eyes of customers.
9. Define window display in visual merchandising.	A. These are initial attractions to bring customers into the store. It is a marketing tool to communicate the brand image to the customers.

Question	Candidate's answer
10. Define Floor plan in visual merchandising.	A. Floor plan are scale drawings that show the relationship between room, space and physical features which provide a way to visualize how people will move in the store and interact with the products and services. This is an efficient way to encourage customers.

Written Assessment Guide

For

“Textile & Apparel Merchandising”

(Manage Financial Budget)

Level -5

26th - 30th April 2021



National Vocational & Technical



Training Commission

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> • Manage Financial Budget 	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define Financial Budgeting?	A. A financial budget presents a company's strategy for managing its assets, cash flow, income, and expenses.
2. What is Direct Expense?	A. Direct expenses are those expenses that are paid only for the business part of your home
3. What is Indirect Expense?	A. Indirect Expenses are those expenses that are paid for keeping up and running your entire home. Examples of indirect expenses generally include insurance, utilities, and general home repairs.
4. What are 3 types of Budget?	<ul style="list-style-type: none"> • Balanced budget • Surplus budget • Deficit budget.
5. Define balanced budget.	A. This is a budget in which revenues are equal to expenditures. This budget cannot be deficit or surplus.
6. Define Deficit Budget.	A. In this budget expenses exceed income such as tax or borrowed revenues. This is usually measured over a single financial year.
7. Define Surplus budget.	A. In this budget income exceeds expenditures and surplus is an indication that finances are being managed effectively
8. Write the steps for development of long term budgets.	<ul style="list-style-type: none"> • Analyze income and expenditure • Outcomes of short-term budgeting. • Identify obstacles • Formulate a regular savings

Question	Candidate's answer
9. Write the ways to maximize future finances.	<ul style="list-style-type: none"> • Determine sources • Identify the need for debt • Consolidate existing debts
10. Write two steps for budget development.	<ul style="list-style-type: none"> • Calculate current direct/indirect expenses. • Keep a record of all income and expenses • Subtract total expenses from total income • Find reasons for a deficit budget and ways to reduce expenditure identified. • Identify ways to increase income



WRITTEN ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

Level-5 (Summative)



Written Assessment Evidence Guide

for

“Textile & Apparel Merchandising”

Level-5

(Summative Assessment)



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: A. Execute post production tasks B. Implement Cross Merchandising C. Execute Brand Marketing Strategy D. Manage Financial Budget E. Practice Professionalism	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

Guidance for Candidate	To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.
------------------------	--

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:

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: A. Execute post production tasks B. Implement Cross Merchandising C. Execute Brand Marketing Strategy D. Manage Financial Budget E. Practice Professionalism	Assessment Date (DD/MM/YY): Assessment Time: 30 mins.		

WRITTEN ASSESSMENT

Question	Candidate’s answer
1. What is the Abbreviation of CBM?	A. CBM stands for “cubic meter” in shipping.
2. Write the three names of shipping documents?	<ul style="list-style-type: none"> • Bills of lading • Packing lists • Invoices • Insurance documents • Air waybills.
3. Define Commercial Invoice?	A. The commercial invoice is a legal document between the supplier and the customer that clearly describes' the sold goods, and the amount due on the customer. The commercial invoice is one of the main documents used by customs in determining customs duties.
4. Define in-store marketing.	A. Any marketing which takes place in the retail shop is called in store marketing. Sometimes it is called shopper marketing
5. What is meant by related products in store merchandising?	A. Related product is a section in the shop or store which shares the same sort of categories of the current product.
6. Define Floor plan in visual merchandising.	A. Floor plan are scale drawings that show the relationship between room, space and physical features which provide a way to visualize how people will move in the store and interact with the products and services. This is an efficient way to encourage customers.
7. What is Indirect Expense?	A. Indirect Expenses are those expenses that are paid for keeping up and running your entire home. Examples of indirect expenses generally include insurance, utilities, and general home repairs.

Question	Candidate's answer
8. Define Deficit Budget.	A. In this budget expenses exceed income such as tax or borrowed revenues. This is usually measured over a single financial year.
9. Write two steps for budget development.	<ul style="list-style-type: none"> • Calculate current direct/indirect expenses. • Keep a record of all income and expenses • Subtract total expenses from total income • Find reasons for a deficit budget and ways to reduce expenditure identified. • Identify ways to increase income
10. Define Financial Budgeting?	A. A financial budget presents a company's strategy for managing its assets, cash flow, income, and expenses.