

RETAIL MANAGEMENT

ANNEXURES

Annexure I

ASSESSMENT FRAMEWORK - SKILL COMPONENT							
Level L4 & L5							
THEORY-WRITTEN TEST							
Level of Understanding	No. of questions	Marks per question	Max. Marks	Nature of Test	Nature of Questions	Duration	Remarks
Easy	21	1	21	Written-MCQ	Multiple Choice	2 hrs	Uniform NOS coverage in Questions
Average	10	2	20	Written-MCQ	Multiple Choice		
Difficult	3	3	9	Written-MCQ	Multiple Choice		
Total	34	6	50				
Pass Percentage			40%				
PRACTICAL	No. of questions	Marks per question	Max. Marks	Nature of Test	Nature of Questions	Duration	Remarks
	4	5	20	Viva Voce	4 questions asked from NOS within a choice of 8. Each answer will be evaluated on 5 observable traits of 2 marks each	20 mins per student	Local Language allowed for answers
Level L6 & L7							
THEORY-WRITTEN							

Annexure II

Criteria for Assessment of Skill Component (Sales Associate, Level 4)							
Sr. No.	Code	NOS	Total Mark (100)	Marks Allocation			
				Out Of	Theory	Skills Practical	Cut Off
1	RAS / N0114	To process credit applications for purchases	100	4	2	2	40
2	RAS / N0120	To help keep the store secure		4	2	2	40
3	RAS / N0122	To help maintain healthy and safety		4	2	2	40
4	RAS / N0125	To demonstrate products to customers		6	3	3	40
5	RAS / N0126	To help customers choose right products		8	4	4	40
6	RAS / N0127	To provide specialist support to customers facilitating purchases		8	4	4	40
7	RAS / N0128	To maximise sales of goods & services		8	4	4	40
8	RAS / N0129	To provide personalised sales & post-sales service support		8	4	4	40
9	RAS / N0130	To create a positive image of self & organisation in the customers mind		8	4	4	40
10	RAS / N0132	To resolve customer concerns		8	4	4	40
11	RAS / N0133	To organise the delivery of reliable service		6	3	3	40
12	RAS / N0134	To improve customer relationship		8	4	4	40
13	RAS / N0135	To monitor and solve service concerns		6	3	3	40
14	RAS / N0136	To promote continuous improvement in service		6	3	3	40
15	RAS / N0137	To work affectively in your team		4	2	2	40
16	RAS / N0138	To work affectively in your organization		4	2	2	40
Total QP				100	50	50	40

Criteria for Assessment of Skill Component (Team Leader, Level 5)

Sr. No.	Code	NOS	Total Mark (100)	Marks Allocation			
				Out Of	Theory	Skills Practical	Cut Off
1	RAS / N0146	To organize the display of products at the store	100	10	5	5	40
2	RAS / N0139	To plan visual merchandising		10	5	5	40
3	RAS / N0140	To establish and satisfy customer needs		10	5	5	40
4	RAS / N0147	To process the sale of products		8	4	4	40
5	RAS / N0148	To maintain the availability of goods for sale to customers		10	5	5	40
6	RAS / N0131	To allocate and check work in your team		10	5	5	40
7	RAS / N0150	To monitor and solve customer service problems		10	5	5	40
8	RAS / N0145	To communicate affectively with stakeholders		10	5	5	40
9	RAS / N0122	To help maintain healthy and safety		6	3	3	40
10	RAS / N0137	To work affectively in your team		8	4	4	40
11	RAS / N0138	To work affectively in your organization		8	4	4	40
Total QP				100	50	50	40

Criteria for Assessment of Skill Component (Departmental Manager, Level 6)

Sr. No.	Code	NOS	Total Mark (100)	Marks Allocation			
				Out Of	Theory	Skills Practical	Cut Off
1	RAS / N0139	To plan visual merchandising	100	8	4	4	50
2	RAS / N0140	To establish and satisfy customer needs		8	4	4	50
3	RAS / N0141	To monitor and manage store performance		8	4	4	50
4	RAS / N0142	To provide leadership for your team		8	4	4	50
5	RAS / N0143	To build and manage store team		10	5	5	50
6	RAS / N0131	To allocate and check work in your team		8	4	4	50
7	RAS / N0144	To develop individual retail service opportunities		10	5	5	50
8	RAS / N0145	To communicate effectively with stakeholders		10	5	5	50
9	RAS / N0122	To help maintain healthy and safety		6	3	3	50
10	RAS / N0137	To work affectively in your team		8	4	4	50
11	RAS / N0138	To work affectively in your organization		6	3	3	50
12	RAS / N0151	To manage a budget		10	5	5	50
Total QP				100	50	50	50

* The criteria given below is suggestive and is subject to change

Criteria for Assessment of Skill Component (Store Manager, Level 7)

Sr. No.	Code	NOS	Total Mark (100)	Marks Allocation			
				Out Of	Theory	Skills Practical	Cut Off
1	RAS / N0152	Stock optimization to maximize availability of stocks and minimize losses	100	14	7	7	50
2	RAS / N0153	Process and policy adherence while ensuring timely and accurate reporting		12	6	6	50
3	RAS / N0154	Managing sales and service delivery to increase store profitability		14	7	7	50
4	RAS / N0155	Execution of visual merchandising standards and guidelines		14	7	7	50
5	RAS / N0156	Ensure overall safety and security of the store		12	6	6	50
6	RAS / N0157	Implementation of promotions and special events		14	7	7	50
7	RAS / N0158	Manpower planning and training		10	5	5	50
8	RAS / N0155	Price benchmarking and market study		10	5	5	50
Total QP				100	50	50	50

Annexure III

STUDENT INTERN PERFORMANCE EVALUATION FORMAT – NSQF Level 4

Student Name: _____

Rate the student on the below Learning Outcomes. These Learning Outcomes are indicative but not exhaustive			Rating Scale				
Sr.No	Learning Agenda	Learning Outcome	Can comprehend and execute in complex situations	Can comprehend and execute independently	Can comprehend and execute under supervision	Can comprehend but cannot	Can neither comprehe
			5	4	3	2	1
1	To demonstrate products to customers	a.Prepare area for Demonstration b.Demonstrate product clearly and accurately					
2	To help customers choose right products	a. Find out which product features and benefits interest individual customers and focus on these when discussing products. b. Describe and explain clearly and accurately relevant product features and benefits to customers. c. Identify suitable opportunities to tell the customer about associated or additional products and do so in a					
3	To provide specialist support to customers facilitating purchases	a. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs b. Give demonstrations that clearly show the useand					
4	To maximize sales of goods & services	a. Identify promotional opportunities and estimate their potential to increase sales b. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person					
5	To resolve customer concerns	a. Identify the options for resolving a customer service problem b. Work out the advantages and disadvantages of each option for customer and organization c. Check with your customer to make sure the problem has been resolved to their satisfaction					
6	To improve customer relationship	a. Meet customers' expectations within the organization's service offer b. Explain the reasons to your customers sensitively and positively when their expectations cannot be					

Final Project Guide Rating: _____ (Rating on a Scale of 5; 5 being the highest)

Project Guide Name:

Signature:

Annexure IV

STUDENT INTERN EVALUATION FORM

This form is to be filled in by the Assessor (Assessment Agency) to rate the performance of the student on the

Internship project Student Name: _____

Course: _____ NSQF Level: _____

Section II: Project Report Evaluation		Rating Scale				
Sr.No	Parameter	Outstanding	Excellent	Good	Needs Improvement	Poor
		5	4	3	2	1
1.	Report Quality					
	Content					
	Research Analysis					
	Inferences					
2.	Report Presentation					
	Communication Skills					
	Analytical Skills					

Final Rating: _____ (On a Scale of 1 to 5; 5 being the highest)

Assessor Name:

Assessor Sign: