

# Assessment

## ***Workbook 12: Keeping Up Appearances*** *First Edition*

The objectives of this book are to help the user:

- Organize and maintain supplies
- Organize the stockroom and storage areas
- Clean selling and customer service areas
- Report the need for repairs or replacements
- Arrange merchandise
- Maintain displays according to company guidelines
- Relay customer feedback
- Dismantle and replace displays

■ CRISP<sub>series</sub>

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## Assessment Questions for *Workbook 12: Keeping Up Appearances, First Edition*

*Select the best response.*

1. According to some studies, how much time does a retailer have to capture a customer's attention?
  - A. 3 seconds
  - B. 7 seconds
  - C. 30 minutes
  - D. 1 hour
  
2. Which of the following will affect a customer's impression of your store?
  - A. A cheerful seasonal display
  - B. A fresh scent in the air
  - C. You, as the sales associate
  - D. All of the above
  - E. A and B
  
3. A good first impression affects which type of customer response first?
  - A. Interest
  - B. Action
  - C. Attention
  - D. Desire
  
4. First impressions are mostly comprised of three senses: sight, sound, and scent.
  - A. True
  - B. False

5. Displays, whether in the store windows or inside the store, should:
  - A. Make the customer wonder what is being offered and why
  - B. Attract attention but not necessarily the customer's interest
  - C. Be in step with the customer's mindset
  - D. All of the above
  - E. None of the above
  
6. A blend of soft conversations and background music is most welcoming in most stores.
  - A. True
  - B. False
  
7. As a sales associate, you can help keep things smelling fresh in your store by:
  - A. Cleaning displays
  - B. Staying aware of aromas
  - C. Being careful not to wear too much perfume or aftershave
  - D. All of the above
  - E. None of the above
  
8. Which of the following cleaning tasks should you take care of first?
  - A. Broken glass in a side aisle
  - B. A spill in the stockroom
  - C. A dusty merchandise display
  - D. Empty boxes in a low-traffic area
  - E. Musty smell in the air
  
9. Certain kinds of products, such as scarves and home décor accessories, sell well if they are presented in an attractive jumble.
  - A. True
  - B. False

10. Organizing items in supply areas should be done:
- A. When someone finds the time
  - B. When it gets so messy no one can find anything
  - C. When new merchandise arrives
  - D. Daily, with frequent spot-checks to organize anything that is out of order
11. Which of the following is not part of your job as a sales associate?
- A. Restocking customer service stations with shopping bags, receipt pads, register tape, and other frequently used items
  - B. Removing packing boxes from the sales floor
  - C. Cleaning up spilled liquid
  - D. Returning an item to its rightful place after a customer abandons it in a different area
  - E. None of the above
12. You should wait until the store is closed before reporting a problem to your boss.
- A. True
  - B. False
13. Doing a daily store “walk-through” means looking at:
- A. Product placement and traffic patterns
  - B. Floors and windows
  - C. Signs and price tags
  - D. Restrooms
  - E. All of the above
14. Restrooms must be well maintained and viewed by the same standards that apply to other store areas even if the restrooms are not for public use.
- A. True
  - B. False

15. If you notice that the rug near the entrance of your store always gets bunched up and is bunched up again, what action should you take?
- A. Fix it
  - B. Inform your manager
  - C. Nothing—it's not your problem
  - D. A and B
  - E. None of the above
16. "Merchandising" means:
- A. Displaying merchandise in an inviting way
  - B. Maximizing sales through attractive displays
  - C. Both of the above
17. "Impulse" displays:
- A. Are found toward the back of the store
  - B. Are usually made up of poor-selling items
  - C. Entice customers to make additional purchases
  - D. Are easily overlooked by customers
18. Leaving seasonal displays in place past the season is a good way to sell every last bit of merchandise.
- A. True
  - B. False
19. Suggestive selling is selling that:
- A. Is random in nature
  - B. Tells a merchandising "story"
  - C. Can offer you a chance to make a creative contribution
  - D. A and C
  - E. B and C

20. Lifestyle merchandising means:
- A. Displaying a large quantity of the same item
  - B. Centering a display around a color theme
  - C. Building a display around a reasonable context
  - D. All of the above
  - E. None of the above
21. Which of the following is not a good strategy for maintaining store displays effectively?
- A. Waiting until an item is depleted before you replenish supplies
  - B. Reorganizing items to fill holes
  - C. Tidying products that have been disarranged by customers
  - D. Exceeding your store's minimum requirements for maintaining displays
22. In order to obtain customer feedback, you should:
- A. Listen to customer comments
  - B. Eavesdrop on conversations
  - C. Observe customer behavior
  - D. All of the above
  - E. A and C
23. When you dismantle merchandise displays, you should:
- A. Change them in such a way as to avoid disruption to the shopping experience
  - B. Check items to ensure they are in good condition
  - C. Plan on presenting a replacement display as soon as possible
  - D. All of the above
  - E. A and C
24. After dismantling a display, any necessary cleaning or repairs that need to be done to the display rack should be done before it goes into storage.
- A. True
  - B. False

25. Before you return an item that was on display to the sales floor, it is a good idea to:
- A. Clean dust or grime
  - B. Reattach appropriate tags
  - C. Mark it down if it was damaged from being handled, if necessary
  - D. All of the above
  - E. B and C

## **Answer Key for Workbook 12: Keeping Up Appearances, First Edition**

### *Recommended response (Corresponding workbook page)*

1. B (iii)	6. A (7)	11. E (25,71)	16. C (35)	21. A (45)
2. D (iii)	7. D (8)	12. B (29)	17. C (36)	22. D (51-52)
3. C (3-4)	8. A (18-19, 69-70)	13. E (29-30)	18. B (36)	23. D (57)
4. A (5)	9. A (23)	14. A (30)	19. E (37)	24. A (57)
5. C (6)	10. D (24)	15. D (31,72- 73)	20. D (38)	25. D (58)