



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

Faculty of Law and Governance

Department of Management and Commerce

SYLLABUS

BACHELOR OF BUSINESS (BBA RETAIL)

DURATION – 3 YEARS/6 SEMESTERS

SYLLABUS FOR: 1-3 YEARS



PROGRAM DETAIL

		Bachelor of Business
Name of Program	-	Administration in Retail(BBA Retail)
Program Code	-	BBA Retail
Mode of Program	-	Yearly /Semester
Duration of Program	-	3 yrs/ 6 Semester
Total Credits of Program	-	183
Curriculum Type and Medium Choice	-	English



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS DETAIL **FIRST SEMESTER**

S. No.	Credit	Course Name
1	2	Sales and Marketing
2	2	Business Communication
3	4	Introduction to Retail Operations
4	4	In-store Cashiering and Merchandising Operations- 1
5	4	In-store Cashiering and Merchandising Operations- 2
6	2	Fundamentals in Accounting
7	2	Fundamentals in Technology
6	1	Extra-Curricular Activities
	1	Curriculum Training & Exposure
	1	English Communication(Level-A)
7	-	Professional Activities
Total	23	



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THIRD SEMESTER

S. No.	Credit	Course Name
1	3	Sales and Customers Relationship Management- 1
2	5	Sales and Customers Relationship Management- 2
3	4	Customer Redressal System
4	3	FMCG/FMCD Distribution
5	5	FMCG/FMCD Sales Management
	4	Non-store Retailng
6	1	Extra-Curricular Activities
7	1	Community Development Activities
8	-	Professional Activities
Total	26	

FIFTH SEMESTER

S. No.	Credit	Course Name
1	4	Team Management- 1
2	4	Team Management- 2
3	4	Operations of a Team Leader at the Store
	1	Extra-Curricular Activities
	1	Community Development Activities
7	-	Professional Activities
Total	14	



First Year FIRST SEMESTER

Sales and Marketing

(Crédits: 2)

Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of sales and marketing.

Unit I

- Introduction: Concept of business organization, Features, Trade, industry and commerce, functions of business;
- Forms of business organization, Classification, Factors affecting the business;
- Types of business – Sole Proprietorship, Partnership;

(Credits: 0.5)

UNIT II

- Marketing- Concept, Nature, Scope, Significance and Importance, Marketing environment;
- Marketing Segmentation, Targeting and Positioning, Marketing Mix;
- Marketing Channel, types of Channel, Channel Strategies;

(Credits: 0.5)

UNIT III

- Sales Management – Scope, Features and Importance;
- Sales Organization Structure, Sales Strategies, Sales Forecasting;
- Sales Force Management, IT in Sales Management;

(Credits: 0.5)

Recommended practice session: Practice session of 5 Group discussions and 2 Cases in the GD room

(Credit:0.5)

Business Communication

(Credit:2)

Objective: The objective of this paper is to identify the foundation terms and concepts that are commonly used in business organization. It also identifies the essential elements for effective communication skills.

UNIT I

- Introduction to Business Communication – Concept, Nature, Scope and Importance;
- Features of Effective Communication, Communication Barriers and its Solutions;
- Effective Listening Skills;

(Credit :0.5)

UNIT II

- Verbal Communication, Concept, Elements of Effective Verbal Communication;
- Non-verbal Communication, Concept, Elements of Effective Non-verbal Communication;
- Writing Skills- Resume Writing, E-mail writing

(Credit :0.5)

UNIT III

- Reading Skills- Concept, Importance, Elements of Reading Skills;
- Report writing, Report Reading, Importance, Elements of Report Reading;

(Credit :0.5)

Recommended practice session : Practice session of 5 Group discussions and 2 Role play

(Credit:0.5)



Introduction to Retail Operations

(Credits: 4)

Unit I

- Introduction to Retail – Concept, Scope, Importance, Retail Formats;
- Career opportunities in Retail, Accounting Practices followed in Retail stores;
- Trainee Associates, Cashier Roles and Responsibilities;

(Credits:1.5)

Unit II

- Product, Product Categories, Distribution of Products and its Process;
- Stages of Store Operation, Equipment and Machineries used in Retail Stores;
- Health Hygiene and Safety Practices In Retail Store;

(Credits:1.5)

Unit III

- Importance of Customer Relationship in Business;
- Supply Chain Management- Concept, Scope and Importance;

(Credit:1)

In-store Cashiering and Merchandising Operations - 1

(Credits: 4)

Objective: The course aims to provide an understanding of basic concepts, theories and techniques in the field of Merchandising management and operations and in-store cashiering.

UNIT I

- Introduction: Concept and nature of Sales and Marketing;
- Store Layouts and Merchandising Practices;
- Visual Merchandising- Elements and Principles, Types of Visual Merchandising Displays;

(Credit :1)

UNIT II

- Goods and Inventory, Goods Receiving Process;
- Perpetual Inventory, Annual Inventory and their Process;
- Customer Buying Habits and Lifecycle;

(Credit :1)

UNIT III

- Point of Sales (POS) – Concept, Machine and its Operations;
- Process of Handling Tenders through POS Machine;
- Information and Advisory System for Customers;

(Credit:1)

Recommended practice session: Practice session of 5 Group discussions and 2 Role plays

(Credit:1)



Fundamental in Accounting(Credit: 2)

Objective: To impart basic knowledge about accounting concepts in retail organisation.

Unit - I

- Introduction to Accounting, Need for Accounting, Scope of Accounting;
- Features and Functions of Accounting, Objectives, advantages and limitation of Accounting;
- Accounting Process, Concept and Dimensions;

(Credit: 0.5)

Unit - II:

- Classification of Accounts, Generalizing and Posting to Ledgers;
- Preparation of Subsidiary book, Cash Book;
- Trial Balance, Manufacturing and Trading Account;

(Credit: 0.5)

Unit - III:

- Profit and Loss Account and Balance Sheet in Retail Organisation;
- Adjusting and Closing Entries using Computers;
- Profit Margin and Markups

(Credit: 1)

Fundamentals in Technology

(Credit: 2)

Unit I:

MS Office I

MS Word & Word Processing : Meaning and features of word processing – Advantages and applications of word processing - Parts of MS Word application window – Toolbars – Creating, Saving and closing a document – Opening and editing a document - Moving and copying text – Text and paragraph formatting, applying Bullets and Numbering – Find and Replace – Insertion of Objects, Date and Time, Headers, Footers and Page Breaks – Auto Correct – Spelling and Grammar checking – Graphics, Templates and wizards - Mail Merge :

Meaning, purpose and advantages – creating merged letters, mailing labels, envelopes and catalogs- Working with Tables – Format Painter.

MS EXCEL

Features of MS Excel – Spread sheet / worksheet, workbook, cell, cell pointer, cell address etc., - Parts of MS Excel window – Saving, Opening and Closing workbook – Insertion and deletion of worksheet – Entering and Editing data in worksheet – cell range – Formatting – Auto Fill –Formulas and its advantages – References : Relative, absolute and mixed – Functions: Meaning and Advantages of functions, different types of functions available in Excel – Templates –Charts – Graphs – Macros : Meaning and Advantages of macros, creation, editing and deletion of macros – Data Sorting, Filtering, validation, Consolidation, Grouping, Pivot Table and Pivot Chart Reports.

(Credit: 0.5)



Unit II:

MS Office II:

MS Access - Data, Information, Database, File, Record, Fields - Features, advantages and limitations of MS Access – Application of MS Access – 10 parts of MS Access window – Tables, Forms, Queries and Reports – Data validity checks – (Theory with simple problems)

MS PowerPoint:

Features, advantages and application of Ms Power point – Parts of MS Power point window – Menus and Tool bars – Creating presentations through Auto content wizard, Templates and manually – slide show – saving, opening and closing a Presentation – Inserting, editing and deleting slides –Types of slides - Slide Views- Formatting –Insertion of Objects and Charts in slides- Custom Animation and Transition.

Multimedia:

Meaning, Purpose, Usage and application – Images, Graphics, sounds and music – Video presentation devices – Multimedia on web.

(Credit: 0.5)

Unit- III:

Internet & E commerce:

Services available on internet - WWW - ISP.

E commerce:

Meaning, advantages and limitations, applications of E commerce - trading stocks online, ordering products / journals / books etc, online, travel and tourism services, employment placement and job market, internet banking, auctions, online publishing, advertising-Online payment system (including practicals).Ms Dos Ms Windows Ms Word Ms Excel, Ms Access MsPowerpoint Internet & E Commerce POS Software in Retail;

(Credit: 0.5)

Recommended practice session: 10 Practice Sessions of Ms Dos Ms Windows Ms Word Ms Excel, Ms Access Ms PowerPoint Internet & E Commerce

(Credit: 0.5)

In-store Cashiering and Merchandising Operations – 2

(Credit: 4)

Objective: To enable students to develop Four major skills Reading, Writing, Speaking and Listening in relevance to English culture according to time and venue.

Unit I:

- Introduction to Merchandising Operations in Retail Stores;
- POS, Statutory requirements at POS, Customer Service requirements at POS;
- Sales Promotions – Concept and Types;

(Credit: 1)

Unit II:

- Customer Transaction Process at POS, Delivery Orders, Exchanges Returns, Markups and Markdowns;
- Plano grams – Concepts, Importance and Significance;
- Waste Management – Concept, Process, Importance and Significance;

(Credit: 1.5)

Unit III:

- Product, Product for Sales, Product Display Process, Product Quality Conformance;
- Customer Loyalty Schemes – Types, Significance, Features and Benefits;



- Team Management – Concept, Importance and Features of Effective Team Management;
(Credit: 1.5)

First Year

II Semester

NOTE:

- 1. Theoretical Offline Revisionary Classes as per previous (First year/ First Semester) Syllabus on Monday.**
- 2. On-job training on rest of the days.**
- 3. Total Theory and Practical Hours – 1080.**
- 4. Total no. of Credits - 36**



Second Year

Semester III

Sales and Customers Relationship Management - 1

(Crédits: 3)

Objective: To equip the students with the basic understanding of the sales and customer relationship in retail organisations.

UNIT I

- Customer Relationship – Concept, Significance, Importance;
- Importance of Planning and Organizing Schedules;
- Targets and goal its significance and Importance for Retail Stores;

(Credit: 1)

UNIT II

- Retail Mathematics, its impact on Profit and Loss of Retail Organisation;
- Category Management, Retail Department Management;

(Credit: 1)

UNIT III

- Customer Need and Buying Behaviour, Roles and Significance;
- Customer Touch Point in Retail Store;

(Credit: 1)

Sales and Customers Relationship Management - 2

(Credits: 5)

Objective: The primary objective of the course is to familiarize the students with the sales and customer relationship management.

UNIT I

- Retail sales process;
- Product- Concept, Product Demonstration, Specialist Products;

(Credits 1.5)

UNIT II

- Product and Product Handling Objections, Solutions and alternatives;
- Personalized Sales Service, Post Sales Service;
- Upselling and Cross Selling;

(Credits 1.5)

UNIT III

- Sales on Credit and its Management;
- Sales Promotion and Management;

(Credits 2)



Customer Redressal System

(Crédits :4)

Objective: The objective of the paper is to make student aware of the various functions and importance of the customer redressal system in retail organization.

UNIT I:

- Introduction: Meaning, scope, objectives and functions of customer redressal system and its Importance
- Customer service concerns and problems, solution and techniques.

(Credit 1)

UNIT II:

- Customer service management and importance
- Types of customers, complaint handling and resolution
- Team work and its significance
- CRM system and their uses

(Credit 1)

UNIT III:

- Retailing and its types, B2B Retailing
- B2B retail environment and its importance.
- Customer engagement and service in B2B environment

(Credit 1)

Recommended practice session: Practice session of 5 Group discussion and 2 Case Analysis in GD room

(credit:1)

FMCG/FMCD Distribution

(Credits: 3)

Objective: The objective of the paper is to make student aware of the various functions and importance of the FMCG/FMCD Distribution system in retail organization.

UNIT I

- FMCG Distribution, FMCD Distribution – Concept and Significance;
- Supply Chain System – Concept and Importance;
- Supply chain system in FMCG/ FMCD

(Credit :1)

UNIT II

- Transportation System in Retailing;
- Storage and Distribution in Retailing;
- Post Sales Services

(Credit :1)

UNIT III

- Roles and Responsibilities in FMCG Distribution System;
- Importance of Personal Effectiveness;
- Distributor and Retailer Relationship Management;

(Credit: 1)



FMCG/FMCD Sales Management

(Crédits : 5)

OBJECTIVES : The objective of the paper is to make student aware of the various functions and importance of the FMCG/FMCD sales management in retail organization.

UNIT -I

- FMCG/FMCD Sales Management – Concept and importance;
- Data analysis and its Importance;
- Planning Process in Sales;

(Crédit : 1)

UNIT -II

- Distributor sales Person – Roles and Responsibilities;
- Merchandising and Branding, Productivity Matrix, Outlet categories;
- Stock Management, Order Booking;

(Crédits : 1.5)

UNIT -III

- Objection Handling and Negotiation with Retailers;
- Process for Effective sales Calls;
- Distribution Team Management;

(Crédits :1.5)

Recommended practice session : 10 Practice session of 5 Role Play& 2 Cases in GD room

(Credit:1)

Non- Store Retailing(Credits: 4)

Objective: To enable students to aware about the concepts of non-store retailing, e-commerce and e-retailing.

UNIT I :

- Non-store Retailing – Concept, Nature, Significance and Importance, Non-store Retailing Formats;
- E-commerce- Concept, Importance, Significance;
- E-commerce Environment and its importance;

(Credit: 1)

UNIT II :

- Stakeholder Management, Importance of Stakeholder Management in E-commerce Environment;
- Sales and marketing Practices in E-retailing, Technology Platforms in E-retailing, Importance of technology Platform in E-retailing;
- Customer Service Process, Market Information System;

(Credit: 1)

UNIT III:

- Product Catalogue – Concept, Significance on E-commerce Website;
- Basics of Category Management on E-retailing Management Platforms, Legal Requirements for Sales on E-commerce Website;
- Seller Acquisition – Concept,Process for E-commerce Platforms;

(Credit: 1)

Recommended practice session : Practice session of 2 Cases in GD room

(Credit: 1)



Second Year

Semester IV

NOTE:

- 1. Theoretical Offline Revisionary Classes as per previous (Second year/ Third Semester) Syllabus on Monday.**
- 2. On-job training on rest of the days.**
- 3. Total Theory and Practical Hours – 1080.**
- 4. Total no. of Credits - 36**



Third Year V Semester

Team management -1

(Credits: 4)

Objective: The objective of this paper is to develop student's familiarity with the basic concept of team management.

UNIT I

- Team management: Concept, Importance and Significance.
- Team Leader, Roles and Responsibilities.

(Credit : 1)

UNIT II

- High performance team and its elements.
- Planning and Selection of a team.

(Credits : 1.5)

UNIT III

- Interviewing skills for the team.
- Goal and objective setting for the organization and team members.
- Business ethics and values.

(Credits : 1.5)

Team Management -2

(Credits :4)

Objective: To give a detailed idea about the team management and its role in the organizations.

UNIT I

- Team work: concept and importance.
- Team work planning, prioritizing and scheduling.
- Conflict Management in retail organizations.

(Credit 1)

UNIT II

- Performance, Performance review and Performance appraisal.
- Training and Platform skills and their importance..

(Credit 1)

UNIT III

- **Feedback and its importance.**
- **Coaching and training for the members.**
- **Negotiation and objection skills..**

(Credit 1)

Recommended Practice Sessions: 5practice sessions of GD and case studies.

(Credit 1)

Operations of a Team leader at the store

(Credits 4)

Objective: To gain an in-depth understanding of the operations to be followed by the team leader at the retail stores.

UNIT I

- Team leader: Roles and Responsibilities.
- Inventory, Inventory Management.
- Impact of Inventory on Profit Margins.
- Product and VM displays and its Management.

(Credit: 1)

UNIT II

- Sales and Customer Service Process Management.
- Exceptions in sales and service processes.
- Vendor and Supplier Relationship Management.
- Stock Management in retail stores.

(Credit: 1)

UNIT III

- Allocation of work among members. Team roles and work distribution.
- Team Performance and team monitoring.
- Escalation Management and its importance.

(Credit: 1)

Recommended Practice Session: Practice Sessions of 10 G.D. & 2 Case study in G.D. Room

(Credit 1)



**Third Year
VI Semester**

NOTE:

- 1. Theoretical Offline Revisionary Classes as per previous (Third year / Fifth Semester) Syllabus on Monday.**
- 2. On-job training on rest of the days.**
- 3. Total Theory and Practical Hours – 1440.**
- 4. Total no. of Credits - 48**



Skill India



राज्योंना जानें
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N-S-D-C
National
Skill Development
Corporation
Transforming the skill landscape

APPRENTICESHIP CURRICULUM

for

BBA /B.Voc. in Retail Operations

**JAYOTI VIDYAPEETH WOMEN'S
UNIVERSITY JAIPUR**

**National Apprenticeship Promotion
Scheme**

The B.Voc. Program in Retail Operations shall be for a duration of three years consisting of six semesters and is a judicious mix of skills relating to professional education and general education on credit based system.

The successful students will be awarded Certificate/Diploma/Advanced Diploma/Degree in both Skills and General education components of the Curriculum.

Students may exit after one year with certificate (NSQF Level 3) or may continue for diploma or BBA / B.Voc. level courses.

Cumulative credits awarded to the learners in skill based vocational courses

NSQF level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
2	18	12	30	One Sem	Certificate*
3	36	24	60	Two Sem	
4	72	48	120	Four Sem	Diploma
5	120	60	180	Six Sem	BBA / B.Voc. degree

*The exit point is only after completion of second semester.

A. Summary

1	Program Title BBA /B.Voc. in Retail Operations
2	Program Code, if any
3	Aligned NSQF approved QP/NOS and code (Multiple QPs) <ul style="list-style-type: none"> 1) Retail Cashier (RAS/Q0102) 2) Retail Trainee Associate (RAS/Q0103) 3) Retail Sales Associate (RAS/Q0104) 4) Retail Team Leader (RAS/Q0105) 5) Distributor Salesman (RAS/Q0604) 6) Seller Activation Executive (RAS/Q0301)
4	Duration of the program and NSQF level

I. Skill paper						
Semester	Credit	Duration	Skill paper (including sOJT)	QP name	NSQF level	
					Theory	
					Practical	Practical
I		OJT: 0	OJT: 0	-	-	
II		OJT: 36	OJT: 1080	36	Retail Cashier & Retail Trainee Associate	2 & 3
III		OJT: 0	OJT: 0	-	-	
IV		OJT: 36	OJT: 1080	36	Retail Sales Associate, Distributor Salesman & Seller Activation Executive	4
V		OJT: 0	OJT: 0	-	-	
VI		OJT: 48	OJT: 1440	48	Retail Team Leader	5

II. General paper			
	Semester	Credit	Duration
		Theory	Theory
		Practical	Practical
	I	Theory: 24	Theory: 360
			Theory Paper 1
			Theory Paper 2
			Theory Paper 3
			Theory Paper 4
			Theory Paper 5
			Theory Paper 6
	II	Theory: 0	Theory: 0
			-
	III	Theory: 24	Theory: 360
			Theory Paper 1
			Theory Paper 2
			Theory Paper 3
			Theory Paper 4
			Theory Paper 5
			Theory Paper 6
	IV	Theory: 0	Theory: 0
			-
	V	Theory: 12	Theory: 180
			Theory Paper 1
			Theory Paper 2
			Theory Paper 3
	VI	Theory: 0	Theory: 0
			-
5	Certifying Body for General component		
	Institute / College / University		

6	Certifyingbody for Skill Component Retailers Association's Skill Council of India
7	Assessment and Certification for On the Job training Retailers Association's Skill Council of India / Employer
8	Any Licensing requirements, wherever applicable
9	Minimum eligibility criteria: Minimum 5 th pass (Educationaland/ ortechnical Qualification) Exemptions, if any
10	<p>Trainer's Qualification and Experience</p> <p>General / Theory paper</p> <p>As per college / institution / university guidelines for non-skill related subjects.</p> <p>Skill / OJT papers</p> <ul style="list-style-type: none"> • Retail Diploma/Graduate • Certified for Job Role: Retail Store Manager mapped to QP: "RAS / Q0107, v1.0". Minimum accepted score as per SSC guidelines is 80% on the SSC prescribed online theory assessment test based on an industry validated question bank. • Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q02601". Minimum accepted score for the trainer is 80% as per SSC guidelines. • 8 years of experience in Retail Store Operations or Sales including minimum 3 years of supervisory experience (Retail Store Manager / Area Sales Manager) <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • 8 years of experience in Retail Store Operations or Sales including minimum 3 years of supervisory training experience (who has trained Retail Store Manager / Area Sales Manager and above or has functioned as a master trainer)
11	Indicative list of training tools required to deliver this qualification (may be attached)

12	<p>Assessment strategy- How the assessment of skill papers would be carried out</p> <p>(General component, Skill component and On the Job)</p> <ul style="list-style-type: none"> • All assessment (Theory component with *) will come under the purview of Institute / College / University. • All assessment (Skill + Theory component without *) will come under the purview of SSC (RASCI). • Any formative assessment done by Institute / College / University for Theory component without * will not have any weightage on assessment conducted by SSC. • Assessment will be done based on defined Assessment Framework (Refer Annexure B) and Assessment Criteria <p>Total Pass marks</p> <table border="1"> <thead> <tr> <th data-bbox="181 777 257 1417"></th><th data-bbox="257 777 474 1417">Paper</th><th data-bbox="474 777 1057 1417">Pass Marks- Theory</th><th data-bbox="1057 777 1537 1417">Pass Marks- Practical</th></tr> </thead> <tbody> <tr> <td data-bbox="181 777 257 1417"></td><td data-bbox="257 777 474 1417"> General /Theory Component </td><td data-bbox="474 777 1057 1417"> 1 2 </td><td data-bbox="1057 777 1537 1417"> The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit. </td></tr> <tr> <td data-bbox="181 777 257 1417"></td><td data-bbox="257 777 474 1417"> Skill / OJT Component </td><td data-bbox="474 777 1057 1417"> OJT </td><td data-bbox="1057 777 1537 1417"> The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit. </td></tr> </tbody> </table>		Paper	Pass Marks- Theory	Pass Marks- Practical		General /Theory Component	1 2	The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit.		Skill / OJT Component	OJT	The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit.
	Paper	Pass Marks- Theory	Pass Marks- Practical										
	General /Theory Component	1 2	The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit.										
	Skill / OJT Component	OJT	The aggregate minimum passing criteria should be as prescribed by UGC / SSC cut off at NSQF QP level exit.										
13	<p>Job description-brief: Individuals in this position will be responsible for planning store sales on a daily / weekly / monthly basis by organizing staff and resources to accomplish sales and productivity targets.</p>												
14	<p>Employment avenues/opportunities:</p> <ul style="list-style-type: none"> • The apprentice may be employed with Fast Moving Consumer Goods (FMCG)/ Fast Moving Consumer Durable (FMCD) companies as a Trainee Retail Team Leader. The apprentice can then progress to supervisory roles in FMCG/FMCD sales. • The apprentice can horizontally progress to supervisory roles in sales under 												

	B2B retail formats.
15	Curriculum version and date: Ver 1.0 19-2-2019
16	Curriculum revision date: 19-2-2020

B. Curriculum

Semester I				
Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I	1. Sales and Marketing	1. Identify business organization* 2. Explain marketing mix* 3. Identify sales organizations and its functions*	60	4
	2. Communication Skills	1. Describe features of effective communication* 2. List solutions to typical communication barriers* 3. Describe effective listening skills * 4. Explain elements of effective verbal communication skills - when asking questions, providing and receiving information* 5. Explain elements of writing skills including resume writing, project report writing* 6. Explain elements of reading skills* 7. Describe elements of report reading*		
Theory paper II	1. Introduction to Retail Operations	1. Describe Retail and its formats* 2. Explain career prospects in Retail* 3. Explain roles and responsibilities of trainee associate & cashier at a retail store 4. Describe supply chain system* 5. Identify product categories* 6. Describe about the process of distribution of products* 7. Describe stages of store operations – Pre-Opening, Opening, During and	60	4

		<p>Day end *</p> <p>8. Identify equipment and machineries used in retail stores</p> <p>9. Follow health, hygiene and safety & security practices</p> <p>10. Explain the importance of customer relationships in enhancing the value of the business</p> <p>11. Describe accounting practices followed in retail stores - Calculation of Discounts/Offers/margins/Financial Schemes/Basic Accounting etc.) *</p>		
Theory Paper III	1. In-store Cashiering & Merchandising Operations – 1	<p>1. Identify sales and marketing practices at retail stores *</p> <p>2. Explain merchandising practices and store layouts *</p> <p>3. Describe goods receiving process</p> <p>4. Describe perpetual inventory & annual inventory process*</p> <p>5. Explain principles of Visual Merchandising</p> <p>6. Identify elements of Visual merchandising</p> <p>7. Identify types of visual merchandising (VM) displays</p> <p>8. Identify customer buying habits and life cycle*</p> <p>9. Describe how to provide information and advice to customers</p> <p>10. Describe POS (Points of Sale) machine and its operations</p> <p>11. Explain the process of handling different tenders through POS machine</p>	60	4
Theory Paper IV	<p>1. Business Communication (Verbal / Nonverbal) *</p> <p>2. Professional Skills*</p>	<p>1. Identify business organization*</p> <p>2. Explain marketing mix*</p> <p>3. Identify sales organizations and its functions*</p> <p>1. Describe features of effective communication*</p> <p>2. List solutions to typical communication barriers*</p> <p>3. Describe effective listening skills *</p> <p>4. Explain elements of effective verbal communication skills - when asking</p>	60	4

		<p>questions, providing and receiving information*</p> <p>5. Explain elements of writing skills including resume writing, project report writing*</p> <p>6. Explain elements of reading skills*</p> <p>7. Describe elements of report reading*</p>		
Theory paper V	<p>1. Fundamentals in Accounting</p> <p>2. Fundamentals in Technology (Computer Skills) *</p>	<p>1. Describe basic accounting practices in retail organisations, profit & loss, profit margin & markup*</p> <p>2. Describe the uses and importance of MS Office, internet & email orientation to POS software(s) in retail*</p>	60	4
Theory Paper VI	1. In-store Cashiering & Merchandising Operations – 2	<p>1. Identify statutory requirements that need to be followed at POS during the sale.</p> <p>2. Identify customer service requirements at POS</p> <p>3. Describe how to process customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns</p> <p>4. Identify fixtures used in retail stores</p> <p>5. Describe planograms and their significance</p> <p>6. Describe the importance of organizing the products for sale – Product display process, product quality conformance, waste management</p> <p>7. Identify customer loyalty schemes - Types, significance, features and benefits</p> <p>8. Outline the importance of working effectively with a team/in an organization</p>	60	4

Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
OJT Modules (Retail Cashier – RAS/Q0102 & Retail Trainee Associate – RAS/Q0103)	1. Cash point / POS service 2. Managing visual merchandising displays 3. Following point-of-sale procedures for age-restricted products 4. Processing customer orders for goods 5. Stock display for sales promotion 6. Part exchange sale transactions 7. Cash and credit transactions process 8. Customer service 9. Creating a positive image of self & organization in the customer's mind 10. Promotion of loyalty schemes to customers 11. Store security, cleanliness and hygiene 12. Health & safety at work 13. Working in a team/organisation	1. Set-up and service the POS terminal 2. Carry out Billing operations at the POS terminal 3. Process orders of goods received from customers 4. Follow statutory guidelines for sales of products & services 5. Interpret design briefs for retail displays 6. Get hold of merchandise and props to be featured in retail displays 7. Dress in-store VM displays based on guidelines 8. Dress window displays based on guidelines 9. Improve retail displays 10. Dismantle retail displays store equipment, props and graphics for retail displays 11. Process orders of goods received from customers at POS 12. Process goods returns and part exchanges at POS 13. Carry out bagging /packing tasks 14. Carry out transactions at POS - Override, cancel, void transactions, markup, markdown, promotions, loyalty cards 15. Resolve customer complaints raised at POS counters	1080	36

	<p>16. Provide solutions to customer service problems</p> <p>17. Follow statutory guidelines for sales of products & services</p> <p>18. Identify the branding guidelines for product displays</p> <p>19. Identify the purpose of different fixtures in the store</p> <p>20. Carry out goods receipt operations</p> <p>21. Prepare display areas and goods in a retail store for sale</p> <p>22. Set up and dismantle displays in a retail store</p> <p>23. Label display stock in a retail store</p> <p>24. Prepare products for selling them to customers</p> <p>25. Enroll customers onto loyalty schemes</p> <p>26. Provide information and advice to meet the needs of customers</p> <p>27. Build effective rapport with the customers by using appropriate communication styles & techniques</p> <p>28. Follow etiquettes of communication with all the stake holders</p> <p>29. Follow health, safety & security guidelines while at work</p>	
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Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I	1. Sales & Customer Relationship Management -1 *	<ol style="list-style-type: none"> 1. Describe the importance of planning and organizing schedules for self* 2. Explain the significance of goal setting to achieve sales objectives* 3. Describe retail mathematics & its impact on profit & loss* 4. Describe buying operations* 5. Explain basics of category management * 6. Describe retail department management * 7. Identify customer touch points at the store and their significance * 8. Explain how to identify customer needs and buying behavior * 	45	3
Theory paper II	1. Sales & Customer Relationship Management -2	<ol style="list-style-type: none"> 1. Explain retail sales process * 2. Explain how to demonstrate products & specialist products 3. Explain how to propose appropriate solutions / alternative products & handling objections 4. Describe Upselling & Cross Selling 5. Describe personalized sales & post sales service 6. Explain how to manage sales on credit 7. Explain how to manage promotions 	75	5
Theory Paper III	1. Customer Redressal System	<ol style="list-style-type: none"> 1. Explain how to handle customer service concerns 2. Identify problem solving techniques and decision making techniques in addressing customer service problems* 	60	4

		<p>3. Describe the elements of customer service management (Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous improvement, significance of team work in meeting the expectations of customers, CRM systems and their uses.)</p> <p>4. Explain B2B retailing</p> <p>5. Describe the importance of customer engagement and service in B2B retail environment</p>		
Theory Paper IV	1. FMCG/FMCD Distribution	<p>1. Identify product categories in FMCG / FMCD *</p> <p>2. Explain supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution & retailing and post-sale services) *</p> <p>3. Explain the roles & responsibilities in FMCG distribution system *</p> <p>4. Outline the importance of influencing people through personal effectiveness *</p> <p>5. Explain distributor and retailer relationship management *</p>	45	3
Theory paper V	1. FMCG / FMCD Sales Management	<p>1. Explain the importance of data analysis and planning in sales*</p> <p>2. Describe the roles and responsibilities of a distributor salesperson (Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock</p>	75	5

		<p>management, order booking)</p> <ol style="list-style-type: none"> 3. Describe objection handling and negotiation with retailers 4. Explain the process of carrying out effective sales calls 5. Explain distribution team management * 		
Theory Paper VI	1. Non – Store Retailing	<ol style="list-style-type: none"> 1. Describe non-store retailing formats * 2. State the significance of ecommerce * 3. Explain the prospects in & growth of eRetailing& e-commerce* 4. Identify sales and marketing practices in eRetailing* 5. Explain the importance of stakeholder management in e-commerce environment* 6. State the importance of technology platforms in eRetailing* 7. Explain customer service fulfilment process * 8. State the significance of identifying competition and gathering market information to enhance business performance 9. Explain the significance of product catalogues on the e-com website 10. Explain basics of category management on eRetailing platforms* 11. Identify statutory guidelines for sales on e-com sites* 12. Explain seller acquisition process for eCom platforms 	60	4

Semester IV

Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
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OJT Modules (Retail Sales Associate - RAS/Q0104 + Distributor Salesman RAS/Q0604 + Seller Activation Executive – RAS/Q0301)	1. Maximising sales of goods & services 2. Providing specialist support to customers facilitating purchases 3. Customer relationship management 4. Personalised sales & post-sales service 5. Product merchandising 6. Sales and distribution management in FMCG /FMCD 7. E-commerce seller acquisition process	1. Plan and organize the section/department for sale 2. Receive customers at the store 3. Identify customer needs 4. Demonstrate products 5. Propose solutions & handle objections 6. Upsell, cross sell, add on sales 7. Resolve customer service concerns 8. Collect customer feedbacks 9. Use CRM systems to address customer service requirements 10. Communicate with customers using technologies 11. Conduct telesales 12. Provide personalized sales support 13. Facilitate customer purchases on specialist products 14. Facilitate purchases on credit 15. Suggest solutions for continuous improvements in customer service 16. Provide post-sales support / services to the customers 17. Identify territory & profile retailers' / retail outlets 18. Plan for achievement of the target 19. Follow route & beat plans 20. Carry out effective sales calls 21. Carry out merchandising, VM, branding at retailer's outlet 22. Carry out stock count 23. Book orders 24. Deliver products 25. Collect outstanding 26. Manage credits 27. Calculate sales productivity 28. Analyse self-performance 29. Create alternate plans 30. Create and furnish periodic reports / MIS	1080	36
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		<p>31. Identify the best practices in creation of digital catalogues</p> <p>32. Carry out profiling/prospecting for enrolment of sellers</p> <p>33. Carry out sales calls to enrol sellers</p> <p>34. Track and activate the inactive sellers</p> <p>35. Create and furnish periodic reports / MIS</p>	
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Semester V				
Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I	1. Team Management -1	<p>1. Describe the roles and responsibilities of a team leader</p> <p>2. Identify the elements of high performance team*</p> <p>3. Explain how to plan and select a team*</p> <p>4. Describe interviewing skills*</p> <p>5. Describe goal setting*</p> <p>6. Identify business ethics and</p>	60	4

		values*		
Theory paper II	1. Team Management - 2	<ol style="list-style-type: none"> 1. Describe work planning, prioritizing and scheduling* 2. Explain conflict management* 3. Describe performance review* 4. Describe the importance of training & platform skills* 5. Describe the importance of feedback and coaching* 6. Explain negotiation skills* 	60	4
Theory Paper III	1. Operations of a Team Leader at the Store	<ol style="list-style-type: none"> 1. Describe inventory management and its impact on profit margins* 2. Explain how to manage product display 3. Explain how to manage VM displays 4. Explain sales & customer service process management 5. Identify exceptions in sales & service processes 6. Explain stock management on the floor 7. Explain vendor and supplier relationship management 8. Explain how to allocate work to team 9. Explain how to monitor 	60	4

		<p>team performance</p> <p>10. Describe escalation management</p>		
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Semester VI				
Paper	Modules/unit	Key learning outcomes	Hours (theory and practical)	No of credits
OJT Modules (Retail Team Leader - RAS/Q0105)	<p>1. Visual merchandising</p> <p>2. Inventory management</p> <p>3. Team management</p> <p>4. Sales and customer service management</p>	<ol style="list-style-type: none"> 1. Co-ordinate merchandise displays 2. Check the conformance of the product displays as per plan 3. Provide resolution for exceptions and deviations in displays 4. Interpret the design brief 5. Plan the VM display 6. Guide the associates to set up the VM display 7. Check the conformance of the VM display 8. Monitor the stock availability at the store 9. Prevent stock outs by ensuring replenishment 10. Provide marketing and promotion program support 11. Create a plan for team selection 12. Manage duty rosters for the section / department 	1440	48

		<ul style="list-style-type: none">13. Create a work schedule and allocation plan14. Conduct team briefings15. Carry out goal setting with the team16. Manage escalations and complaints of the team17. Negotiate with individuals and suggest solutions18. Review performance of the team / individual19. Provide feedback20. Train the new associates on the daily activities21. Provide on-the-job training to new recruits22. Resolve customer complaints / concerns23. Conduct sales meetings and give presentations24. Set, monitor and attain sales targets25. Co-ordinate sales performance26. Build sales of products in territories27. Forecast sales28. Manage the sales pipeline29. Manage retail merchandising30. Review the quality of customer service31. Implement customer feedback32. Maintain office procedures33. Check and initiate conformance to maintain quality standards of the products on display34. Report exceptions to department heads35. Carry out day-to-day reporting activities36. Promote loyalty programs	
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17. Assessment criteria/outcome

Criteria for Assessment of Skill Component (Retail Cashier, Level 2)

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
RAS/0110 • To service cash point / POS - POS (Points of Sale) machine and its operations - Process of handling different tenders through POS machine	PC1. check at suitable times that staff are setting up and operating cash points correctly.	100	15	6	9
	PC2. look into and promptly sort out any problems with routine cash point operations and transactions.		10	4	6
	PC3. check that staff are handling cash and cash equivalents efficiently and in line with approved procedures.		20	8	12
	PC4. accurately and promptly authorise any refunds, cheques and credit card payments which need your authorisation.		15	6	9

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
- Customer service requirements at POS	PC5. correctly follow cash point security procedures.		20	8	12
	PC6. develop effective plans to cope with unexpected problems at the cash point.		20	8	12
	Total		100	40	60
RAS / N0111 • To follow point-of-sale procedures for age-restricted products - Statutory requirements that need to be followed at POS during the sale	PC1. follow legal requirements and company policies and procedures for asking for proof of age.	100	5	2	3
	PC2. make the sale only if customers provide age proof and it meets legal and company conditions, while selling age-restricted products.		5	2	3
	PC3. follow legal requirements and company policies and procedures for refusing sales.		5	2	3
	PC4. refuse politely and firmly to make sales that are against the law or any procedures and policies he/she must follow.		10	4	6
	PC5. explain clearly and accurately to customers what proof of age is acceptable.		10	4	6
	PC6. follow company procedures for telling customers how to get proof of age.		5	2	3
	PC7. tell customers the correct amount to be paid.		5	2	3
	PC8. check accurately the amount and means of payment offered by		5	2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	the customer.				
	PC9. process the payment in line with company procedures, where the payment is acceptable.		5	2	3
	PC10. tell the customer tactfully when payment cannot be approved.		10	4	6
	PC11. record payments accurately.		5	2	3
	PC12. store payments securely and protect them from theft.		5	2	3
	PC13. offer additional services to the customer where these are available.		5	2	3
	PC14. treat customers politely throughout the payment process.		10	4	6
	PC15. balance the need to give attention to individual customers with the need to acknowledge customers who are waiting for help		10	4	6
	Total		100	40	60
RAS/N0112 <ul style="list-style-type: none"> • To process customer orders for goods - Processing customer transactions at Point of sale – Sale, 	PC1. identify customers' needs accurately by asking suitable questions.	100	10		
	PC2. identify the goods that will meet customers' needs and check with customers that these are satisfactory.		5	4	6
	PC3. find out who can supply the goods needed and on what terms.		10	2	3
	PC4. keep customers informed of progress in finding the goods they		5	4	6
				2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
Promotions, delivery orders, exchanges, returns, markups, markdowns	need.				
	PC5. give customers clear, accurate and complete information about the availability of goods and the terms of supply.		10	4	6
	PC6. follow legal and company procedures for checking the customer's identity and credit status.		5	2	3
	PC7. follow company policy for offering to order goods the customer needs if they are not in stock.		5	2	3
	PC8. prepare accurate, clear and complete information about the order & pass this information to people responsible for fulfilment.		10	4	6
	PC9. provide accurate, clear, complete and timely information to those responsible for issuing the invoice.		10	4	6
	PC10. tell the right person promptly when he/she cannot process an order and explain the reasons clearly.		10	4	6
	PC11. let the customer know promptly and politely if their order cannot be delivered within the agreed time.		10	4	6
	PC12. store customers' details securely and show them only to people who have a right to see them.		10	4	6
	Total		100	40	60

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
RAS / N0113 • To process part exchange sale transactions - Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns	PC1. thoroughly inspect the item being offered.	100	10	4	6
	PC2. protect the item from damage while handling it.		5	2	3
	PC3. identify accurately any repairs and cleaning needed and the costs involved.		5	2	3
	PC4. work out the exchange value of the item accurately within company guidelines.		5	2	3
	PC5. explain to the customer clearly and accurately the part-exchange value of the item and the benefits of a part exchange arrangement.		10	4	6
	PC6. tell the customer politely that the item is not acceptable for part exchange, when this applies.		10	4	6
	PC7. treat the customer politely throughout the valuation process.		5	2	3
	PC8. follow company policies and procedures for checking who owns the item.		5	2	3
	PC9. work out accurately the balance to be paid by the customer on the item he/she wants to buy.		10	4	6
	PC10. accept or refuse the customer's offers according to company policies and the discretion he/she is allowed.		7	2.8	4.2
	PC11. end the transaction politely if the customer is not willing to go		7	2.8	4.2

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment Outcome	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	ahead.				
	PC12. explain clearly and accurately the terms and conditions of the sale.		7	2.8	4.2
	PC13. fill in the paperwork for the transaction.		7	2.8	4.2
	PC14. treat the customer politely throughout negotiations.		7	2.8	4.2
	Total		100	40	60
RAS / N0115 • To process payments - Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns - Process of handling different tenders through POS machine	PC1. accurately identify the price of purchases.	100	25	10	15
	PC2. promptly sort out any pricing problems by referring to pricing information.		25	10	15
	PC3. seek advice promptly from the right person when he/she cannot sort out pricing problems himself/herself.		25	10	15
	PC4. work out accurately the amount the customer should pay.		25	10	15
	Total		100	40	60
RAS/N0116	PC1. follow company guidelines for setting customer credit limits.		5	2	3

<ul style="list-style-type: none"> • To process cash and credit transactions - Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns 	PC2. check customer accounts accurately and at suitable intervals to check that payments are up to date.		5	2	3
	PC3. promptly investigate reasons for missed payments and accurately record the findings.		5	2	3
	PC4. identify customers who go over their credit limits and report the findings promptly to the right person.		10	4	6
	PC5. act promptly and within company guidelines to deal with customers who go over their credit limits.		5	2	3
	PC6. report to the right person the results of the action taken to deal with customers who go over their credit limits		10	4	6
	PC7. check that payments from customers are valid and accurate.		5	2	3
	PC8. record payments from customers promptly and accurately.		5	2	3
	PC9. record clearly and accurately the reasons why payments are overdue.		5	2	3
	PC10. identify problems accurately and sort them out promptly.		5	2	3
	PC11. tell the right person promptly about any problems that he/she cannot sort out.		10	4	6
	PC12. store collected payments securely and in line with company procedures.		5	2	3
	PC13. check that charges made to customer accounts are correct.		5	2	3

	PC14. check that credits made to customer accounts are correct.		5	2	3
	PC15. identify and sort out problems with customer accounts.		5	2	3
	PC16. tell the right person about problems with customer accounts that he/she cannot sort out or that are beyond his/her responsibility and control.		10	4	6
	Total		100	40	60
RAS/N0117	PC1. check clearly and politely with the customer what goods they want to return and their reasons.	100	10	4	6
<ul style="list-style-type: none"> • To process returned goods - Processing customer transactions at Point of sale – Sale, Promotions, delivery orders, exchanges, returns, markups, markdowns 	PC2. apologise promptly if the company appears to be at fault.		5	2	3
	PC3. follow legal & company requirements for offering replacements and refunds, and explain these to the customer clearly & politely.		5	2	3
	PC4. explain to the customer clearly and politely the action to be taken, and any charges that apply.		10	4	6
	PC5. pick out accurately the replacement goods and follow company procedures for preparing them to be sent out.		10	4	6
	PC6. explain to the customer accurately, clearly and politely the arrangements for returning the unwanted goods.		10	4	6
	PC7. check accurately the type, quantity and condition of returned goods.		10	4	6

	PC8. give accurate and complete information to the person who can raise a credit note or refund the payment.		10	4	6
	PC9. update the stock control system promptly, accurately and fully.		10	4	6
	PC10. label clearly any goods that are to be returned to the supplier or manufacturer.		10	4	6
	PC11. move returned goods to the correct place and position unsaleable goods separately from sales stock.		10	4	6
Total			100	40	60
RAS / N0121 <ul style="list-style-type: none"> • To maintain health and safety - Equipment and machineries used in retail stores - Health, hygiene and safety & security practices 	PC1. notice and correctly identify accidents and emergencies.	100	5	2	3
	PC2. get help promptly and in the most suitable way.		10	4	6
	PC3. follow company policy and procedures for preventing further injury while waiting for help to arrive.		5	2	3
	PC4. act within the limits of his/her responsibility and authority when accidents and emergencies arise.		10	4	6
	PC5. promptly follow instructions given by senior staff and the emergency services.		5	2	3
	PC6. follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.		10	4	6
	PC7. use safety equipment correctly and in the right situations.		10	4	6

	PC8. get advice and help from the right people when he/she is concerned about his/her ability to work safely.		5	2	3
	PC9. take suitable safety measures before lifting to protect himself/herself and other people.		5	2	3
	PC10. use approved lifting and handling techniques.		5	2	3
	PC11. check that any equipment he/she needs to use is fit for use.		10	4	6
	PC12. use lifting and handling equipment in line with company guidelines and manufacturers' instructions.		5	2	3
	PC13. plan a safe and efficient route for moving goods.		5	2	3
	PC14. make sure that he/she understands his/her own responsibilities when he/she asks others to help in lifting and handling operations.		10	4	6
	Total		100	40	60
RAS/N0130 • To create a positive image of self & organization in the customers mind - Customer relationships and its importance in enhancing the	PC1. meet the organization's standards of appearance and behaviour.	100	5	2	3
	PC2. greet customers respectfully and in a friendly manner.		5	2	3
	PC3. communicate with customers in a way that makes them feel valued and respected.		5	2	3
	PC4. identify and confirm the customer's expectations.		5	2	3
	PC5. treat customers courteously and helpfully at all times.		10	4	6

value of the business	PC6. keep customers informed and reassured.		5	2	3
	PC7. adapt his/her behaviour to respond effectively to different customer behaviour.		5	2	3
	PC8. respond promptly to a customer seeking assistance.		5	2	3
	PC9. select the most appropriate way of communicating with customers.		10	4	6
	PC10. check with customers that he/she has fully understood their expectations.		5	2	3
	PC11. respond promptly and positively to customers' questions and comments.		10	4	6
	PC12. allow customers time to consider his/her response and give further explanation when appropriate.		5	2	3
	PC13. quickly locate information that will help customers.		5	2	3
	PC14. give customers the information they need about the services or products offered by the organisation.		5	2	3
	PC15. recognise information that customers might find complicated and check whether they fully understand.		10	4	6
	PC16. explain clearly to customers any reasons why their needs or expectations cannot be met.		5	2	3
	Total		100	40	60

Criteria for Assessment of Skill Component (Retail Trainee Associate, Level 3)

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
RAS/N0105 • To display stock to promote sales - Organizing the products for sale – Product display process, product quality conformance, waste management	PC1. Identify the need for the display in relation to stock, space, position of the display and dates.	100	10	4	6
	PC2. Check that the display area is the right size and report any concerns		5	2	3
	PC3. Gather the materials, equipment and stock needed for the display and check that they are clean, safe and in good working order.		10	4	6
	PC4. Follow company procedures for clearing, cleaning and preparing the display area before use.		5	2	3
	PC5. Set up and dismantle the display safely, in line with plans and within the time allowed.		10	4	6
	PC6. Check that the display is clean, tidy and safe for use.		5	2	3
	PC7. Check that the display has the levels of stock needed.		10	4	6
	PC8. Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.		5	2	3
	PC9. Check requirements for labelling stock.		10	4	6
	PC10. Check information on the label is clear, accurate and legal before starting to label stock.		5	2	3
	PC11. Report promptly any information on labels that may need changing.		5	2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC12. Attach the right labels to the right products.		5	2	3
	PC13. Position labels so that they are securely fastened and customers can see them clearly.		10	4	6
	PC14. Complete labelling within the time allowed.		5	2	3
	Total		100	40	60
RAS/N0106 • To plan and prepare visual merchandising displays - Principles of Visual Merchandising - Elements of Visual merchandising - Types of visual merchandising (VM) displays	PC1. Identify the purpose, content and style of the display.	100	10	4	6
	PC2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.		10	4	6
	PC3. Evaluate whether the place to put the display is likely to fulfil the design brief.		10	4	6
	PC4. Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority you have.		15	6	9
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	4	6
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.		10	4	6
	PC7. Verify arrangements for delivery of merchandise & props with right people, allowing enough time for deliveries to arrive before display must be installed.		15	6	9

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	4	6
	PC9. Update stock records to account for merchandise on display.		10	4	6
	Total		100	40	60
RAS/N0107	PC1. Use the design brief to identify the focal points of the display.	100	10	4	6
• To dress visual merchandising displays	PC2. Choose shapes, colours and groupings that are suited to the purpose and style of the display.		5	2	3
- Principles of Visual Merchandising	PC3. Create displays that achieve the required visual effect and are consistent with the company's visual design policy.		5	2	3
- Elements of Visual merchandising	PC4. Position merchandise, graphics and signs in ways that promote sales.		5	2	3
- Types of visual merchandising (VM) displays	PC5. Check that lighting is installed in line with the design brief.		5	2	3
- Fixtures used in retail stores	PC6. Check that the finished display meets health and safety guidelines and legal requirements.		10	4	6
- Planograms and their significance	PC7. Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need.		5	2	3
	PC8. Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief.		5	2	3
	PC9. Make sure that lighting is installed in line with lighting requirements.		5	2	3
	PC10. Check that all the parts of the display are suitable for the purpose of the display and meet the requirements.		5	2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC11. Check that the display meets requirements for easy access, safety and security.		5	2	3
	PC12. Identify safety and security risks to the display and choose suitable ways of reducing risks.		5	2	3
	PC13. Consider how the display looks from all the directions from which customers will approach it.		5	2	3
	PC14. Encourage colleagues to provide constructive comments about the display.		5	2	3
	PC15. Promptly make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure.		5	2	3
	PC16. Regularly check the display's visual effect.		5	2	3
	PC17. Promptly report to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.		10	4	6
	Total		100	40	60
RAS/N0108 • To dismantle and store visual merchandising displays - Principles of Visual Merchandising - Elements of Visual	PC1. Dismantle displays safely.	100	5	2	3
	PC2. Protect the parts of the display from being damaged during		10	4	6
	PC3. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.		10	4	6
	PC4. Get rid of unwanted materials safely and keep accurate records of this if needed.		10	4	6
	PC5. Clean display sites and parts using safe and approved cleaning materials and equipment.		10	4	6

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
merchandising - Types of visual merchandising (VM) displays - Organizing the products for sale – Product display process, product quality conformance, waste management	PC6. Work out accurately the storage space required.	100	10	4	6
	PC7. Identify the protective packaging he/she needs and the security measures that need to be in place.		10	4	6
	PC8. Store items in suitable places and with clear and accurate labels.		5	2	3
	PC9. Keep accurate and up-to-date records of items in storage.		10	4	6
	PC10. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.		10	4	6
	PC11. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.		10	4	6
	Total		100	40	60
RAS/N0109 • To prepare products for sale - Organizing the products for sale – Product display process, product quality conformance, waste management	PC1. Check that all expected items and parts of the product are in the package.	100	10	4	6
	PC2. Remove all unwanted packaging and safely get rid of waste.		10	4	6
	PC3. Gather the tools he/she needs for putting products together.		10	4	6
	PC4. Use safe work methods and follow manufacturers' instructions when putting products together.		10	4	6
	PC5. Check that products have been assembled correctly and can be used safely.		20	8	12
	PC6. Ask the right person for help when products are proving difficult to put together.		15	6	9
	PC7. Check regularly that products on display are in a satisfactory condition.		10	4	6

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC8. Promptly remove damaged products from display and follow company procedures for dealing with them.		15	6	9
	Total		100	40	60
RAS/N0118 • To promote loyalty schemes to customers - Customer Loyalty schemes Types, significance, features and benefits	PC1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.	100	10	4	6
	PC2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.		10	4	6
	PC3. Respond positively to any questions or objections that the customer raises.		10	4	6
	PC4. Provide relevant information to the customer to help them decide whether to join the scheme.		5	2	3
	PC5. Treat the customer politely at all times and in a way that promotes goodwill.		5	2	3
	PC6. Recognise accurately when customers are interested in joining the scheme.		10	4	6
	PC7. Take opportunities to ask customers who are showing signs of interest to sign up for the scheme.		10	4	6
	PC8. Fill in the membership application accurately with the customer, using the information they provide.		10	4	6
	PC9. Give the customer proof of their membership.		10	4	6

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC10. Check with the customer that their details, as shown on the membership documentation, are correct.		10	4	6
	PC11. Give application forms to customers who show interest but are not willing to join the scheme there and then.		10	4	6
Total			100	40	60
• To keep the store secure - Health, hygiene and safety & security practices	PC1. Notice and correctly identify security risks.	100	20	8	12
	PC2. Follow company procedures for reporting security risks.		20	8	12
	PC3. Report security risks to the right people promptly and accurately.		20	8	12
	PC4. Follow company procedures for preventing security risks while working.		20	8	12
	PC5. Notice where stock may have been stolen and tell the right person about it.		20	8	12
Total			100	40	60
• To keep the store clean and hygienic - Health, hygiene and safety & security practices	PC1. Get the equipment and materials that are suitable for the surfaces that need cleaning.	100	5	2	3
	PC2. Safely position the cleaning equipment and materials and any items he/she must move.		5	2	3
	PC3. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly.		10	4	6
	PC4. Get rid of rubbish and waste promptly and safely.		5	2	3
	PC5. Disturb other people as little as possible while cleaning.		5	2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
	PC6. Check that surfaces are thoroughly clean.		10	4	6
	PC7. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.		5	2	3
	PC8. Use suitable equipment to tidy work areas.		5	2	3
	PC9. Check that equipment is safe to use before starting to use it.		5	2	3
	PC10. Get rid of waste and litter safely and in line with company procedures.		5	2	3
	PC11. Disturb other people as little as possible while getting rid of waste and litter.		10	4	6
	PC12. Store equipment correctly and promptly after use.		5	2	3
	PC13. Wear protective clothing that is clean and suitable for the work he/she needs to do.		10	4	6
	PC14. Dispose correctly of used clothing and products.		5	2	3
	PC15. Use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.		10	4	6
	Total		100	40	60
RAS/N0124 • To provide information and advice to customers - Providing information and advice to the	PC1. Acknowledge promptly and politely customers' requests for information and advice.	100	10	4	6
	PC2. Identify the customer's needs for information and advice.		10	4	6
	PC3. Communicate information and advice to customers in ways they can understand.		10	4	6

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
customers	PC4. Provide information and advice to customers that is relevant, complete, accurate and up to date.		10	4	6
	PC5. Check politely that the information and advice provided meets the customer's needs.		10	4	6
	PC6. Find other ways to help the customer when the information and advice given is not satisfactory.		10	4	6
	PC7. Refer requests for information or advice to the right person when he/she cannot help the customer.		5	2	3
	PC8. Identify the nature of the complaint from information obtained from customers.		10	4	6
	PC9. Acknowledge the complaint clearly and accurately and apologise to the customer.		5	2	3
	PC10. Follow legal requirements and company policies and procedures for dealing with complaints.		10	4	6
	PC11. When it is not his/her responsibility to sort complaints, refer them promptly to the right person & explain the referral procedure clearly to the customer.		10	4	6
	Total		100	40	60
RAS/N0137 • To work effectively in a Retail team - Roles and responsibilities of trainee associate & cashier at the store	PC1. Display courteous and helpful behaviour at all times.	100	5	2	3
	PC2. Take opportunities to enhance		5	2	3
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		10	4	6
	PC4. Complete allocated tasks as required.		5	2	3
	PC5. Seek assistance when difficulties arise.		5	2	3

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	OJT
- Working effectively with the team in retail environment	PC6. Use questioning techniques to clarify instructions or responsibilities.		10	4	6
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members.		5	2	3
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2	3
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation.		5	2	3
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2	3
	PC11. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		10	4	6
	PC12. Ask questions to seek and clarify workplace information.		5	2	3
	PC13. Plan and organise daily work routine within the scope of the job role.		10	4	6
	PC14. Prioritise and complete tasks according to required timeframes.		10	4	6
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		5	2	3
	Total		100	40	60

Criteria for Assessment of Skill Component (Retail Sales Associate, Level 4)

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS/N0114 • To process credit applications for purchases - Managing sales on credit	PC1. Identify the customer's needs for credit facilities.	100	15	6	9
	PC2. Clearly explain to the customer the features and conditions of credit facilities.		20	8	12
	PC3. Provide enough time and opportunities for the customer to ask for clarification or more information.		15	6	9
	PC4. Accurately fill in the documents needed to allow the customer to get credit.		20	8	12
	PC5. Successfully carry out the necessary credit checks and authorisation procedures.		15	6	9
	PC6. Promptly refer difficulties in processing applications to the right person		15	6	9
	Total		100	40	60
RAS/N0120 • To help keep the store secure - Health, hygiene and safety & security practices	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so.	100	15	6	9
	PC2. Follow company policy and legal requirements when dealing with security risks.		20	8	12
	PC3. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person.		15	6	9
	PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise.		20	8	12
	PC5. Follow company policies and procedures for maintaining security while you work.		15	6	9
	PC6. Follow company policies and procedures for making sure that security will be maintained when he/she goes on your breaks and when he/she finishes work		15	6	9

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	Total		100	40	60
RAS/N0125 • To demonstrate products to customers - Demonstration of products & specialist products	PC1. Prepare the demonstration area and check that it can be used safely.	100	15	6	9
	PC2. Check whether the required equipment and products for demonstration are in place.		15	6	9
	PC3. Demonstrate products clearly and accurately to customers.		20	8	12
	PC4. Present the demonstration in a logical sequence of steps and stages.		15	6	9
	PC5. Cover all the features and benefits he/she thinks are needed to gain the customer's interest.		15	6	9
	PC6. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer		20	8	12
	Total		100	40	60
RAS/N0126 • To help customers choose right products - Personalized sales & post sales service - Closing a sale	PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.	100	10	4	6
	PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.		10	4	6
	PC3. Compare and contrast products in ways that help customers choose the product that best meets their needs.		5	2	3
	PC4. Check customers' responses to his/her explanations, and confirm their interest in the product.		5	2	3
	PC5. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.		5	2	3
	PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.		5	2	3

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC7. Constantly check the store for security, safety and potential sales whilst helping customers.		10	4	6
	PC8. Give customers enough time to evaluate products and ask questions.		10	4	6
	PC9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.		10	4	6
	PC10. Identify the need for additional and associated products and take the opportunity to increase sales.		10	4	6
	PC11. Clearly acknowledge the customer's buying decisions.		10	4	6
	PC12. Clearly explain any customer rights that apply.		5	2	3
	PC13. Clearly explain to the customer where to pay for their purchases.		5	2	3
	Total		100	40	60
RAS/N0127 <ul style="list-style-type: none"> • To provide specialist support to customers facilitating purchases - Personalized sales & post sales service - Demonstration of products & specialist products 	PC1. Talk to customers politely and in ways that promote sales and goodwill.		10	4	6
	PC2. Use the information given by the customer to find out what they are looking for.		5	2	3
	PC3. Help the customer understand the features and benefits of the products they have shown an interest in.		5	2	3
	PC4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.		10	4	6
	PC5. Promote the products that give the best match between the customer's needs and the store's need to make sales.		5	2	3
			100		

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC6. Spot and use suitable opportunities to promote other products where these will meet the customer's needs.		5	2	3
	PC7. Control the time he/she spends with the customer to match the value of the prospective purchase.		10	4	6
	PC8. Constantly check the store for safety, security and potential sales while helping individual customers.		5	2	3
	PC9. Find out if the customer is willing to see a demonstration.		5	2	3
	PC10. Set up demonstrations safely and in a way that disturbs other people as little as possible.		5	2	3
	PC11. Check whether he/she has everything needed to give an effective demonstration.		5	2	3
	PC12. Give demonstrations that clearly show the use and value of the product.		10	4	6
	PC13. offer customers the opportunity to use the product themselves, where appropriate.		5	2	3
	PC14. Give customers enough chance to ask questions about the products or services he/she is demonstrating to them.		5	2	3
	PC15. Check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.		10	4	6
	Total		100	40	60
RAS/N0128 • To maximise sales of goods & services	PC1. Identify promotional opportunities and estimate their potential to increase sales.		15	6	9
	PC2. Identify promotional opportunities which offer the greatest potential to increase sales.		10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
<ul style="list-style-type: none"> - Upselling & Cross Selling - Managing promotions - Introduction to B2B retailing 	PC3. Report promotional opportunities to the right person.	100	15	6	9
	PC4. Fill in the relevant records fully and accurately		15	6	9
	PC5. Tell customers about promotions clearly and in a persuasive way.		10	4	6
	PC6. Identify and take the most effective actions for converting promotional sales into regular future sales.		15	6	9
	PC7. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.		10	4	6
	PC8. Record clearly and accurately the results of promotions		10	4	6
	Total		100	40	60
RAS/N0129 <ul style="list-style-type: none"> • To provide personalised sales & post-sales service support - Personalized sales & post sales service 	PC1. Use available information in the client records to help you prepare for consultations.	100	5	2	3
	PC2. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand.		5	2	3
	PC3. Quickly create a rapport with the client at the start of the consultation.		5	2	3
	PC4. Talk and behave towards the client in ways that project the company image effectively.		10	4	6
	PC5. Ask questions to understand the client's buying needs, preferences and priorities.		5	2	3
	PC6. tactfully check, where appropriate, how much the client wants to spend.		5	2	3

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC7. Explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.		10	4	6
	PC8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.		5	2	3
	PC9. Make recommendations to the client in a confident and polite way and without pressurising them.		5	2	3
	PC10. Pace client consultations to make good use of the selling time while maintaining good relations with the client.		5	2	3
	PC11. Meet the company's customer service standards in your dealings with the client.		5	2	3
	PC12. Follow the company's procedures for keeping client records up-to-date.		5	2	3
	PC13. Record client information accurately and store it in the right places in your company's system.		5	2	3
	PC14. Keep client information confidential and share it only with people who have a right to it.		5	2	3
	PC15. Keep to clients' wishes as to how and when they may be contacted.		10	4	6
	PC16. Follow the company's policy and procedures for contacting clients.		5	2	3
	PC17. Tell clients promptly and offer any other suitable products or		5	2	3
	Total		100	40	60
RAS/N0132 • To resolve customer concerns	PC1. Identify the options for resolving a customer service problem.		10	4	6
	PC2. Work with others to identify and confirm the options to resolve a customer service problem.		10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
- Customer service concerns - Proposing appropriate solutions alternative products handling objections &	PC3. Work out the advantages and disadvantages of each option for customers and the organisation.	100	10	4	6
	PC4. Pick the best option for customers and the organisation.		10	4	6
	PC5. Identify for your customer other ways that problems may be resolved if you are unable to help		10	4	6
	PC6. Discuss and agree the options for solving the problem with customers.		10	4	6
	PC7. Take action to implement the option agreed with customers.		5	2	3
	PC8. Work with others and the customer to make sure that any promises related to solving the problem are kept.		5	2	3
	PC9. Keep customers fully informed about what is happening to resolve problem.		10	4	6
	PC10. Check with customers to make sure the problem has been resolved to their satisfaction.		10	4	6
	PC11. Give clear reasons to customers when the problem has not been resolved to their satisfaction		10	4	6
	Total		100	40	60
RAS/N0133 • To organise the delivery of reliable service - Customer service management - Types of customers,	PC1. Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.	100	5	2	3
	PC2. Organise what he/she does to ensure consistency in giving prompt attention to customers.		5	2	3
	PC3. Reorganise his/her work to respond to unexpected additional workloads		5	2	3

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
complaint handling resolution, delivery of reliable service, process for continuous improvement, significance of team work in meeting the expectations of customers, CRM systems and their uses.	PC4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.		10	4	6
	PC5. Consistently meet customers' expectations.		10	4	6
	PC6. Balance the time he/she takes with customers with the demands of other customers seeking attention.		5	2	3
	PC7. Respond appropriately to customers when they make comments about the products or services being offered.		10	4	6
	PC8. Alert others to repeated comments made by customers.		5	2	3
	PC9. Take action to improve the reliability of his/her service based on customer comments.		5	2	3
	PC10. Monitor whether the action taken has improved the service given to customers.		10	4	6
	PC11. Record and store customer service information accurately following organisational guidelines.		5	2	3
	PC12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.		10	4	6
	PC13. Quickly locate information that will help solve a customer's query.		5	2	3
	PC14. Supply accurate customer service information to others using the most appropriate method of communication		10	4	6
	Total		100	40	60
RAS/N0134 • To improve	PC1. Select and use the best method of communication to meet customers' expectations.		10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
customer relationship - Customer service management Types of customers, complaint handling resolution, delivery of reliable service, process for continuous improvement, significance of team work in meeting the expectations of customers, CRM systems and their uses.	PC2. Take the initiative to contact customers to update them when things are not going as per plan or when further information is required.	100	5	2	3
	PC3. Adapt appropriate communication to respond to individual customers' feelings		10	4	6
	PC4. Meet customers' expectations within the organisation's service offer		5	2	3
	PC5. Explain the reasons to customers sensitively and positively when their expectations cannot be met		10	4	6
	PC6. Identify alternative solutions for customers either within or outside the organisation		5	2	3
	PC7. Identify the costs and benefits of these solutions to the organisation and to customers		10	4	6
	PC8. Negotiate and agree solutions with your customers which satisfy them and are acceptable to the organisation		5	2	3
	PC9. Take action to satisfy customers with the agreed solution		5	2	3
	PC10. Make extra efforts to improve his/her relationship with customers		5	2	3
	PC11. Recognise opportunities to exceed customers'		10	4	6
	PC12. Take action to exceed customers' expectations within the limits of his/her authority		10	4	6
	PC13. Gain the help and support of others to exceed customers' expectations		10	4	6
	Total		100	40	60
RAS/N0135 • To monitor and solve service concerns - Customer	PC1. Respond positively to customer service problems following organisational guidelines.		10	4	6
	PC2. Solve customer service problems when he/she has sufficient authority.		5	2	3

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
service concerns	PC3. Work with others to solve customer service problems.	100	5	2	3
	PC4. Keep customers informed of the actions being taken.		10	4	6
	PC5. Check with customers that they are comfortable with the actions being taken.		5	2	3
	PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.		5	2	3
	PC7. Inform managers and colleagues of the steps taken to solve specific problems		5	2	3
	PC8. Identify repeated customer service problems.		5	2	3
	PC9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.		10	4	6
	PC10. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation		5	2	3
	PC11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.		5	2	3
	PC12. Action the agreed solution.		10	4	6
	PC13. Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.		10	4	6
	PC14. Monitor the changes that have been made and adjust them if appropriate		10	4	6
	Total		100	40	60

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS/N0136 • To promote continuous improvement in service - Customer service management Types of customers, complaint handling resolution, delivery of reliable service, process for continuous improvement, significance of team work in meeting the expectations of customers, CRM systems and their uses.	PC1. Gather feedback from customers that will help identify opportunities for customer service improvement.	100	10	4	6
	PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.		5	2	3
	PC3. Discuss with others the potential effects of any proposed changes for customers and the organisation.		5	2	3
	PC4. Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change.		10	4	6
	PC5. Organise the implementation of authorised changes.		5	2	3
	PC6. Implement the changes following organisational guidelines.		5	2	3
	PC7. Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.		10	4	6
	PC8. Monitor early reactions to changes and make appropriate fine-tuning adjustments.		5	2	3
	PC9. Collect and record feedback on the effects of changes.		10	4	6
	PC10. Analyse and interpret feedback and share your findings on the effects of changes with others.		5	2	3
	PC11. Summarise the advantages and disadvantages of the changes.		10	4	6
	PC12. Analyse and interpret the changes to identify opportunities for further improvement.		10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC13. Present these opportunities to somebody with sufficient authority to make them happen		10	4	6
	Total	100	40	60	
RAS/N0138 • To work effectively in an organization - Working effectively in an Organization	PC1. Share work fairly with colleagues, taking account of own and others' preferences, skills and time available.	100	5	2	3
	PC2. Make realistic commitments to colleagues and do what has been promised.		5	2	3
	PC3. Let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.		5	2	3
	PC4. Encourage and support colleagues when working conditions are difficult.		5	2	3
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2	3
	PC6. Follow the company's health and safety procedures while working.		5	2	3
	PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2	3
	PC8. Identify the knowledge and skills needed to achieve his/her goals.		5	2	3
	PC9. Agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.		5	2	3
	PC10. Regularly check his/her progress and, when necessary, change the way of working.		5	2	3
	PC11. Ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance		5	2	3

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC12. Encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.		5	2	3
	PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2	3
	PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.		10	4	6
	PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2	3
	PC16. Encourage colleagues to ask questions if they don't understand the information and advice given to them.		5	2	3
	PC17. Give colleagues opportunities to practise new skills, and give constructive feedback.		5	2	3
	PC18. Check that health, safety and security are not compromised when helping others to learn.		10	4	6
	Total		100	40	60

Criteria for Assessment of Skill Component (Distributor Salesman, Level 4)

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS/N0601 • Be updated on knowledge of Products to be	PC1. Keep self updated with current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically.	100	10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
sold and merchandising - Roles and responsibilities of a distributor salesperson Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking	PC2. Have up-to-date knowledge on channel wise, category wise, outlet type wise schemes.		10	4	6
	PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly.		10	4	6
	PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material		10	4	6
	PC5. Put branding materials on the area surrounding the rack and inside the rack		5	2	3
	PC6. Stock products to maximise number of facings.		5	2	3
	PC7. Obtain natural visibility by clearing cluttered space and stocking company's products.		10	4	6
	PC8. Place products next to the competitor brand and maintain category and competition adjacency		5	2	3
	PC9. Replace damaged display materials		5	2	3
	PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet		10	4	6
	PC11. Articulate USP of New products – Features and benefits to the retailer		10	4	6
	PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.		10	4	6
	Total		100	40	60
RAS / N0602 • Have thorough understanding of business and	PC1. Know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.	100	10	4	6

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
productivity targets and measures to achieve the same - Roles and responsibilities of a distributor/salesperson Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking	PC2. Be aware of target vs. achievement till date and strive towards 100% target achievement.		10	4	6
	PC3. Carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.		10	4	6
	PC4. Ensure category and outlet wise billing targets are met.		5	2	3
	PC5. Ensure category wise and outlet wise billing targets are met on the route.		5	2	3
	PC6. Cover all target outlets/entire route and take note of new outlets/closed outlets in the beat		10	4	6
	PC7. Update info on the type of outlet and its respective trade channel.		5	2	3
	PC8. Ensure availability of new launch products as per availability norms		5	2	3
	PC9. Set beat and outlet wise targets to achieve launch targets		5	2	3
	PC10. Check stock position of each SKU everyday at the distributor point.		5	2	3
	PC11. Estimate sales from the beat and optimize order as per stock available on hand		5	2	3
	PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs		5	2	3
	PC13. Check the stock available in the selling area / shelves		5	2	3
	PC14. Check stocks available in the backroom for reserves		5	2	3
	PC15. Stock check for all brand and capture order as per SOQ		10	4	6
	Total		100	40	60

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS/N0603 • Learn steps to make an effective sales call - Process of carrying out effective sales calls	PC1. Analyze current stock on hand and sales of the outlets. Advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	100	4	1.6	2.4
	PC2. Explain, how the recommendation will boost Retailer's sales.		4	1.6	2.4
	PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.		4	1.6	2.4
	PC4. Ask open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.		4	1.6	2.4
	PC5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.		4	1.6	2.4
	PC6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition		4	1.6	2.4
	PC7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet		4	1.6	2.4
	PC8. Route list & outlet list in the palmtop/handheld device and its usage		4	1.6	2.4
	PC9. Ensure product list & scheme details are available in the palmtop		4	1.6	2.4
	PC10. Implement order capture process in palmtop/handheld		4	1.6	2.4

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC11. Ensure summary reports / productivity reports are available in the palmtop/hand held		4	1.6	2.4
	PC12. Ensure retail survey features available in the palmtop		4	1.6	2.4
	PC13. Ensure correct syncing process is followed.		4	1.6	2.4
	PC14. Check stock physical condition and freshness		4	1.6	2.4
	PC15. Arrange stock as per FMFO and even educate retailer on FMFO.		4	1.6	2.4
	PC16. Do stock rotation in those outlet where the movement of stocks is very low.		4	1.6	2.4
	PC17. Carryout stock rotation in case stock movement is very low		4	1.6	2.4
	PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.		2	0.8	1.2
	PC19. Maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)		4	1.6	2.4
	PC20. Maintain appropriate distance from the retailer/outlet owner.		4	1.6	2.4
	PC21. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.		2	0.8	1.2
	PC22. Refrain from indulging in any act that may irritate the retailer.		2	0.8	1.2
	PC23. Speak clearly in a soft tone without stammering or hesitation.		4	1.6	2.4
	PC24. Maintain proper eye contact with the retailer.		2	0.8	1.2

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS / N0604 <ul style="list-style-type: none">• Develop capability for handling credit management of an outlet both receivables and payables- Roles and responsibilities of a distributor salesperson – Territory, day to day planning, route & beat plans, target achievement, outlet categories, productivity metrics, merchandising & branding, stock management, order booking	PC25. Enter ordered quantity against each SKU ordered.	100	4	1.6	2.4
	PC26. Submit the orders and check summary of the order.		4	1.6	2.4
	PC27. Communicate the order value to the retailer.		4	1.6	2.4
	Total		100	40	60
RAS / N0605 <ul style="list-style-type: none">• Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution- Objection	PC1. Collect details of pending invoices from the distribution point everyday before starting the beat	100	20	8	12
	PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly		20	8	12
	PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status.		20	8	12
	PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.		20	8	12
	PC5. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues		20	8	12
	Total		100	40	60

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
handling and negotiation with retailers	PC4. Explain the benefits that the retailer will have from the sale		20	8	12
	PC5. Handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview		20	8	12
Total			100	40	60

Criteria for Assessment of Skill Component (Seller Activation Executive, Level 4)

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
RAS/N0301	PC1.study the market to be able to identify new sellers		7	2.8	4.2
• Conduct profiling and acquisition of sellers based on business requirement - Significance of product Catalogues on the e-com website - Seller acquisition process for eCom platforms	PC2. study the prospective seller base based on product categories in the marketplace		7	2.8	4.2
	PC3. set targets to approach, explain and register sellers		7	2.8	4.2
	PC4. communicate advantages and benefits about the platform to sellers		7	2.8	4.2
	PC5. match offer proposition with likely clients (sellers)		7	2.8	4.2
	PC6. create relevant proposals entailing all required details about business		7	2.8	4.2
	PC7. identify the prospective sellers for the organization		7	2.8	4.2
		100			

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
	PC8. identify critical elements of seller registration		7	2.8	4.2
	PC9. follow the process and documentation required for registration as per the company standards		7	2.8	4.2
	PC10. list down key elements of knowledge to be passed on to the sellers		7	2.8	4.2
	PC11. explain the documentation requirement and registration process to seller for undertaking business		7	2.8	4.2
	PC12. ensure accurate and timely completion of documentation process		6	2.4	3.6
	PC13. keep abreast of international operating standards for benchmarking		6	2.4	3.6
	PC14. know about success stories of comparative organizations		6	2.4	3.6
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2	3
		Total	100	40	60
RAS/N0302 • Update the sellers on product promotions and orient them on operating the technology platform - Seller acquisition	PC1. know and understand the critical aspects of the online portal	100	8	3.2	4.8
	PC2. orient and train sellers on the elements of portal operation and seller panel		10	4	6
	PC3. troubleshoot simple issues that sellers face while operating the technology platform		8	3.2	4.8
	PC4. help and guide seller in uploading		8	3.2	4.8

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
process for eCom platforms	new products				
	PC5. assist sellers in order processing, packaging and shipping		8	3.2	4.8
	PC6. abreast about existing promotions		8	3.2	4.8
	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions		10	4	6
	PC8. ensure seller receives advantages and dues as per contract		8	3.2	4.8
	PC9. update self about upcoming promotions and applications		8	3.2	4.8
	PC10. help seller plan his work as per business information received		8	3.2	4.8
	PC11. suggest and guide new sellers about how to grow business online		8	3.2	4.8
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	3.2	4.8
			Total	100	40
RAS/N0303 • Execute daily operational activities to enhance business and improve seller satisfaction - Seller acquisition process for eCom platforms	PC1. ensure complete tracking of seller listing on the portal	100	12	4.8	7.2
	PC2. complete seller training about process, guidelines and panels to targeted sellers		16	6.4	9.6
	PC3. address seller queries and resolve concerns/issues if any		12	4.8	7.2
	PC4. monitor and achieve targets in terms of seller registration		12	4.8	7.2
	PC5. collect, collate and share seller feedback with management		12	4.8	7.2

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
	PC6. use MIS reporting		12	4.8	7.2
	PC7. conduct webinars and exhibitions for sellers		12	4.8	7.2
	PC8. manage the payment cycle for sellers		12	4.8	7.2
		Total	100	40	60
RAS/N0304 • Build relationships with new sellers and strengthen relationships with existing sellers - Seller acquisition process for eCom platforms	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	100	8	3.2	4.8
PC2. help build healthy relationships between seller and account manager	8		3.2	4.8	
PC3. ensure induction material is complete in all respects	8		3.2	4.8	
PC4. take feedback on the material and incorporate the same	8		3.2	4.8	
PC5. train and orient sellers about the process, guidelines, and panels	8		3.2	4.8	
PC6. address all seller queries and resolving concerns and issues, if any	8		3.2	4.8	
PC7. suggest and guide sellers about how to grow their business online	8		3.2	4.8	
PC8. train sellers on all documentation and reporting processes as per company policy	8		3.2	4.8	
PC9. identify the list of existing sellers who have come from different mediums	8		3.2	4.8	
PC10. understand the background of the seller accounts	6		2.4	3.6	

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
	PC11. understand and interpret seller queries		6	2.4	3.6
	PC12. suggest solutions to address the identified queries		8	3.2	4.8
	PC13. help manage and grow their businesses		8	3.2	4.8
		Total	100	40	60
RAS/N0305 • Study the market and competition to improve business performance - Competition and market information to enhance business performance	PC1. study competitors services and their work in the area of seller activation	100	14	5.6	8.4
PC2. seek information about their market share, sale and revenue figures	12		4.8	7.2	
PC3. seek information on their strengths and weaknesses	12		4.8	7.2	
PC4. seek information on any new strategies/service offerings provided by competitors	12		4.8	7.2	
PC5. identify offers/schemes that work, based on competitor study	14		5.6	8.4	
PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers	12		4.8	7.2	
PC7. collect seller feedback and provide valuable inputs to reporting manager/ business partners	12		4.8	7.2	
PC8. identify live sellers on other websites and pitch to them	12		4.8	7.2	
		Total	100	40	60
RAS/N0306 • Maintain good	PC1. differentiate between external and internal customers		6	2.4	3.6

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
interpersonal relationships with all stakeholders - Seller acquisition process for eCom platforms	PC2. understand expectations as per relationship with individual/group		6	2.4	3.6
	PC3. adopt appropriate medium of communication		6	2.4	3.6
	PC4. determine importance of selling/activation function in business-to-business processes		6	2.4	3.6
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities		6	2.4	3.6
	PC6. attend training programs when required		6	2.4	3.6
	PC7. build network of sellers through various sources as per company policy			2.4	3.6
	PC8. manage network of sellers by being in continuous contact with them		6	2.4	3.6
	PC9. establish trust and confidence with sellers by communicating the need, expectations and shareable information with them		6	2.4	3.6
	PC10. ensure minimization of possible losses and risks in relationships		6	2.4	3.6
	PC11. communicate clearly in local language (where required)		6	2.4	3.6
	PC12. articulate clearly and coherently and respond appropriately		6	2.4	3.6
	PC13. treat all stakeholders with respect and dignity		6	4.8	7.2
	PC14. handle interpersonal conflict / disputes according to company policy /		8	3.2	4.8

				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Theory	OJT
	procedures				
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility		6	2.4	3.6
	PC16. concisely and accurately record details of the conflict and report to concerned authority		6	2.4	3.6
		Total	100	40	60

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

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS/N0146 • To organize the display of products at the store - Conformance and management of product display - Roles and responsibilities of a team leader	PC1. Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process.	100	5	1	4
	PC2. Check whether the display area, equipment and accessories are clean and take prompt action on finding any problems.		5	1	4
	PC3. Assemble and check products and additional materials and prepare them for use.		5	1	4
	PC4. Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.		10	2	8

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC.5 Prepare the display to ensure maximum appeal and to comply with product safety requirements		5	1	4
	PC6. Confirm requirements for labelling of products with the relevant people.		5	1	4
	PC7. Confirm label information is correct and conforms to legal and standard operational requirements, with the relevant people.		5	1	4
	PC8. Position labels for products correctly.	10	2	8	
	PC9. Ensure that labels are legible, visible to customers, and securely positioned in the correct place	5	1	4	
	PC10. Check and take steps to ensure that the display area always meets the requirement of hygiene, safety and saleability.	5	1	4	
	PC11. Transfer products safely to the display area according to instructions and specifications.	5	1	4	
	PC12. Arrange and promptly replace products and additional materials in a way that is attractive to customers and meets the requirements of hygiene and safety.	10	2	8	
	PC13. Reposition and reorganize the position of products and accessories, where product is not available, to maintain presentation and to meet trading conditions.	5	1	4	
	PC14. Monitor displays according to instructions and specifications.	10	2	8	
	PC15. Carry out any emergency cleaning procedures promptly when required.	5	1	4	
	PC16. Take prompt action to address any product or display related problem	5	1	4	
	Total	100	20	80	
RAS / N0139	PC1. Identify the purpose, content and style of the display.	100	10	2	8

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
• To plan visual merchandising - Conformance and management of VM displays	PC2. Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it.		10	2	8
	PC3. Evaluate whether the place you plan to put the display is likely to fulfil the design brief.		10	2	8
	PC4. Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have.		15	3	12
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	2	8
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person.		15	3	12
	PC7. Verify arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed .		10	2	8
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	2	8
	PC9. Update stock records to account for merchandise on display.		10	2	8
	Total		100	20	80
RAS / N0140 • To establish and satisfy customer needs - Sales & customer service process management	PC1. Stay alert to, and make unobtrusive observations about, customer choices and movements within the store	100	10	2	8
	PC2. Heed to customer queries about the products and supplies they wish to purchase and unobtrusively and politely enquire about their purchase requirements, when necessary		10	2	8
	PC3. Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are stocked / displayed		10	2	8

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC4. Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections		10	2	8
	PC5. Extend appropriate courtesy to customers during the sales process and provide appropriate and accurate information and advice		10	2	8
	PC6. Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions		10	2	8
	PC7. Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases		10	2	8
	PC8. Advise the customer, where allowed by store or business policy, to sample the product or supplies in the course of the purchase decision.		10	2	8
	PC9. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas		10	2	8
	PC10. Ensuring that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process		10	2	8
	Total		100	20	80
RAS / N0147 <ul style="list-style-type: none">• To process the sale of products<ul style="list-style-type: none">- Sales & customer service process management- Exceptions in sales & service processes	PC1. Confirm prices of product and supplies with customers and ensure customers are agreeable to the pricing, terms and the department's business policies.	100	15	3	12
	PC2. Confirm that customer is aware and agreeable to the modes of payment available at the department		15	3	12
	PC3. Process payment or credit in line with business policies and ensure accurate accounting of units of purchased product or supplies and the payments and credits processed.		15	3	12
	PC4. Ensure safe handling and movement of product and supplies off the racks and through to billing counters.		15	3	12

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
RAS / N0148 • To maintain the availability of goods for sale to customers - Stock management on the floor	PC5. Ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.	100	15	3	12
	PC6. Ensure proper functioning of departmental processes that lead to a sale and alert appropriate persons in case of a process malfunction or process failure.		10	2	8
	PC7. Conclude dealing with customers with appropriate and prescribed mannerisms		15	3	12
	Total		100	20	80
RAS / N0148 • To maintain the availability of goods for sale to customers - Stock management on the floor	PC1. Confirm the purchase of the display and any relevant requirements and standards and, where necessary, check them with the appropriate authority	100	4	0.8	3.2
	PC2. Clearly explain to staff the purpose of the display and any relevant requirements and standards		4	0.8	3.2
	PC3. Check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers		4	0.8	3.2
	PC4. Provide constructive feedback to staff on their performance		4	0.8	3.2
	PC5. Provide opportunities for staff to check they understand the requirements and standards of the display		4	0.8	3.2
	PC6. Check that the assembled display confirms to company requirements and standards		4	0.8	3.2
	PC7. Obtain permission from the appropriate authority to modify or change the display		4	0.8	3.2
	PC8. Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales		4	0.8	3.2
	PC9. Keep complete, accurate and up-to-date records of displays		4	0.8	3.2
	PC10. Identify what standards the display should meet		4	0.8	3.2
	PC11. Check displays against all the relevant standards to decide how effective they are		4	0.8	3.2

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC12. Encourage staff to make helpful comments and identify changes that may make the display more appealing to customers		4	0.8	3.2
	PC13. Ask the right person for permission to make any changes that you cannot authorize yourself		4	0.8	3.2
	PC14. Give staff clear instructions and encouragement so that they can make any changes needed to the display		4	0.8	3.2
	PC15. Take prompt and suitable action to deal with any risks to security or health and safety that your assessment		4	0.8	3.2
	PC16. Collect and record accurate information on price changes		4	0.8	3.2
	PC17. Give accurate, up-to-date price information to the staff who need it		4	0.8	3.2
	PC18. Regularly check price marking and promptly sort out any pricing problems you spot		4	0.8	3.2
	PC19. Make sure that stock replenishment plans are up-to-date and realistic		4	0.8	3.2
	PC20. Deal with out of date or deteriorating stock in line with company policy and any relevant laws		4	0.8	3.2
	PC21. Involve staff in spotting potential improvements to the way stock is organised and presented		4	0.8	3.2
	PC22. Spot realistic and effective ways of improving how stock is organised and presented		8	1.6	6.4
	PC23. Get permission from the right person, where necessary, to improve the way stock is organised and presented		4	0.8	3.2
	PC24. Make sure that you maintain customer goodwill and staff morale while stock is being reorganised		4	0.8	3.2
	Total	100	20	80	
RAS / N0131 • To allocate and	PC1. Use information collected on the performance of team members in any formal appraisal of performance.	10	2	8	

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
check work in your team - Work allocation to team - Monitoring performance - Escalation management	PC2. Recognise successful completion of significant pieces of work or work activities by team members and the	100	10	2	8
	PC3. Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members.		5	1	4
	PC4. Monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively		5	1	4
	PC5. Motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to		10	2	8
	PC6. Support team members in identifying and dealing with problems and unforeseen events.		5	1	4
	PC7. Check the progress and quality of the work of team members on a regular and fair basis against the standard or level of expected performance and provide prompt and constructive feedback		10	2	8
	PC8. Encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated.		10	2	8
	PC9. Recognise and find out about differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximise productivity.		5	1	4
	PC10. Brief team members on the work they have been allocated and the standard or level of expected		10	2	8
	PC11. Allocate work to team members on a fair basis taking account of their skills, knowledge and understanding, experience and workloads and the opportunity for development.		5	1	4
	PC12. Plan how the team will undertake its work, identifying any priorities or critical activities and making best use of the available resources.		5	1	4

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC13. Confirm the work required of the team with your manager and seek clarification, where necessary, on any outstanding points and issues		10	2	8
	Total		100	20	80
RAS / N0150 • To monitor and solve customer service problems - Sales & customer service process management	PC1. Respond positively to customer service problems following organisational guidelines	100	10	2	8
PC2. Solve customer service problems when you have sufficient authority	5		1	4	
PC3. Work with others to solve customer service problems	10		2	8	
PC4. Keep customers informed of the actions being taken	5		1	4	
PC5. Checking if the customers are comfortable with the actions taken	5		1	4	
PC6. Solve problems with service system and procedures	10		2	8	
PC7. Inform coworkers of the steps taken to solve specific problems	5		1	4	
PC8. Identify repeated customer service problems	10		2	8	
PC9. Identify advantages and disadvantages of options for dealing with problems	5		1	4	
PC10. Select the best option, balancing customers' and organisational needs	5		1	4	
PC11. Obtain approval from sufficient authority to change guidelines to reduce a problem	10		2	8	
PC12. Action your agreed solution	5		1	4	
PC13. Keeping customers positively involved in steps taken to solve problem	10		2	8	
PC14. Monitor and adjust changes made	5		1	4	
	Total		100	20	80
RAS / N0145 • To communicate	PC1. Pass on written information only to those people authorised to receive it and within agreed timescales	100	4	0.8	3.2

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
effectively with stakeholders - Vendor and supplier relationship management	PC2. Keep the information in written documents as required by your organization		4	0.8	3.2
	PC3. Maintain the communication mediums in line with your instructions and organisation's procedures		4	0.8	3.2
	PC4. Make sure the communication equipment you use is working properly, take corrective action as required		4	0.8	3.2
	PC5. Acknowledge incoming communication promptly and clearly, using appropriate terminology		4	0.8	3.2
	PC6. Pass on information to persons who require it within agreed timescales		4	0.8	3.2
	PC7. Check to ensure that the information you give is understood by the receivers		4	0.8	3.2
	PC8. Take prompt and effective action when there is difficulty in transmission or reception of information		4	0.8	3.2
	PC9. Accurately interpret and act upon instructions that you receive		4	0.8	3.2
	PC10. Make sure you get clarifications when you need to		4	0.8	3.2
	PC11. Consult with and help your team members to maximise efficiency in carrying out tasks		4	0.8	3.2
	PC12. Give instructions to others clearly, at a pace and in a manner that helps them to understand		4	0.8	3.2
	PC13. Listen actively and identify the most important things that customers are saying		4	0.8	3.2
	PC14. Identify the most important things that customers are telling you		4	0.8	3.2
	PC15. Summarize information for customers		4	0.8	3.2
	PC16. Use appropriate body language when communicating with customers		4	0.8	3.2
	PC17. Read your customers' body language to help you understand their feelings and wishes		4	0.8	3.2

Compulsory NOS Total Marks: 100		Marks Allocation			
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	OJT
	PC18. Deal with customers in a respectful, helpful and professional way at all times		2	0.4	1.6
	PC19. Help to give good customer service by passing messages to colleagues		2	0.4	1.6
	PC20. understand the roles and responsibilities of the different people you will be working with		4	0.8	3.2
	PC21. Agree and record arrangements for joint working that are appropriate and effective		2	0.4	1.6
	PC22. Agree to the information sharing timing, reasons and confidentiality		4	0.8	3.2
	PC23. Discuss on how and when the joint work will be monitored and reviewed		4	0.8	3.2
	PC24. undertake your role in the joint working in a way that is consistent with agreements made, your own job role and relevant policies and standards.		4	0.8	3.2
	PC25. Represent your agency's views and policies in a clear and constructive way		4	0.8	3.2
	PC26. Identify any tensions and issues in the joint working and seek to address		2	0.4	1.6
	PC27. Seek appropriate support when you are having difficulty working effectively		4	0.8	3.2

Annexure A:

List of Tools and Equipment

S. No.	Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification /Description of the Equipment/ ANY OTHER REMARK
1	Display Racks (Gondola)	2	Piece	Yes	Size 3' X 1.5' X 5, Non Branded
2.	Calculator	2	Piece	Yes	Casio or equivalent
3.	Dummy DSRs	30	Piece	Yes	Printouts of dummy DSR, Non Branded
4.	Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags	30	Piece	Yes	Random assortment of FMCG Stock, Multi-branded
5.	Product signages	10	Piece	Yes	Information on product category
6.	Pre - Printed Bill Book With Product Details	10	Piece	Yes	Orientation purpose
7.	Handheld Palm device with basic DSR information	2	Piece	Yes	Palmtop, Multibranded
8.	Software to run DSR on palmtop - demo version	1	Piece	Yes	Software created and licensed through standard vendors-

					demo version
9.	Dummy Product Detailers / Product Catalog	20	Piece	Yes	Dummy detailers, Non Branded
10.	Sample route plan	10	Piece	Yes	Customised
11.	Sales call process handouts	30	Piece	Yes	Customised
12.	Retail Shelf	1	Piece	Yes	To show different product categories and manage display on shelves
13.	Display Boards / Standees for product categories and offers (Different Types)	3	Piece	Yes	Size 3' X 3' ; 2' X 6', Non Branded
14.	Stock Almirah	1	Piece	Yes	Size 3' X 2' X 6', Godrej or equivalent
15.	Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine)	1	Piece	Yes	Multibranded
16.	(Mannequins - Full/Half Bust (1 -Full , 1-Half), Danglers (3), Wobblers (3), Hangers (3), Banners /Posters (2) POS Display (LED Lightbox) (1), Signage	17	Piece	Yes	Different types of VM elements with quantity : like Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Banners /Posters, POS Display (LED Lightbox), Signage Board, Offers /Policy

	Board (1), Offers /Policy Signage (2)				Signage
17.	Sales Call process / Customer Engagment Process handouts	30	Piece	Yes	A4 size
18.	Shopping Basket/Shopping Cart	1	Piece	Yes	60L capacity, Non Branded
19.	Dummy Fire Extinguisher	1	Piece	Yes	Cease Fire or equivalent
20.	Posters showing various types of digital payment options such as PayTM,PayPalet c)	10	Piece	Yes	Size A4; A3; A2; A1
21.	Customer Feedback Forms	15	Piece	Yes	Customised
22.	Customer Inquiry /Lead Register	3	Piece	Yes	Customised
23.	Sample Stock delivery note / challan	15	Piece	Yes	Customised
24.	Dummy Stock Transfer Notes / Invoice	15	Piece	Yes	Customised
25.	Register to record customer delivery	3	Piece	Yes	Customised
26.	Stock Inward/Stock Outward register	3	Piece	Yes	Customised

27.	Sample forms showing Loyalty scheme/EMI Offers	15	Piece	Yes	Customised
28.	Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store	2	Piece	Yes	Customised
29.	In-store induction training manual, HR Manual	2	Piece	Yes	Customised
30.	Sample contact list of key internal and external stakeholders	5	Piece	Yes	Customised
31.	Attendance register / Employee Work Shift planner	2	Piece	Yes	Customised
32.	Sample employee appraisal form	15	Piece	Yes	Customised
33.	Sample script for team briefing	15	Piece	Yes	Customised
34.	Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form)	15	Piece	Yes	Customised

Annexure B:

ASSESSMENT							
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	
Average	10	2	20	Written - MCQ	Multiple Choice		
Difficult	3	3	9	Written - MCQ	Multiple Choice		
Total	34	6	50				
Viva Voce	No. of questions	Marks per question	Max. Marks	Nature of	Nature of	Duration	Remarks
	4	5	20	Viva Voce	4 questions asked from within a choice of 8. Each answer will be evaluated on	20 mins per student	Local Language allowed for answers

OJT as a part of the curriculum is mandatory at every year.

OJT	Weightage						
Project Guide Rating (Assessment by Employer / SSC)	70%						
Project Report & Presentation (Assessment by Employer / SSC)	30%						
Total Marks	30						

