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| **KNOWLEDGE TEST** | |
| Qualification | 103150 OC: Retail chain store manager |
| Knowledge module | KM06 Concepts and principles of implementing promotional activities  NQF5 Credits 3 |

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| Learner surname |  |  |
| Learner full names |  |  |
| Learner ID number |  |  |
| Date |  |  |

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| Total possible marks | 146 | Minimum marks required (80%) | 116 |

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| **INTERNAL ASSESSMENT CRITERIA** | **QUESTION** | **GUIDELINES FOR ANSWER** | **MARKS** |
| KM06 IAC0101 | 1. Explain the concept of marketing mix(4Ps) in retail. Give examples for each of the components of the marketing mix |  | 12 |
| KM06 IAC0102 | 1. List typical advertising media to draw customers into the store |  | 6 |
| KM06 IAC0103 | 1. Explain promotional methods |  | 8 |
|  | 1. Explain the objectives of promotional activities |  | 8 |
| KM06 IAC0104 | 1. Explain the principles of sales/selling |  | 8 |
| KM05 IAC0104 | 1. Describe the principles of sales management on retail |  | 8 |
| KM06 IAC0105 | 1. Discuss four types of sales promotions |  | 8 |
| KM06 IAC0106 | 1. Describe the principles of display and their effect on sales |  | 15 |
| KM06 IAC0107 | 1. Describe the principles of point of sale ticketing and their effect on sales |  | 6 |
| KM06 IAC0201 | 1. Explain what visual merchandising is |  | 2 |
| KM06 IAC0201 | 1. Explain the purpose of visual merchandising |  | 2 |
| KM06 IAC0201 | 1. Explain the principles of visual merchandising shelf displays |  | 5 |
| KM06 IAC0203 | 1. Explain the principles of visual merchandising window displays. Give an example |  | 5 |
| KM06 IAC0203 | 1. Explain the principles of visual merchandising stock displays. Give an example |  | 5 |
| KM06 IAC0203 | 1. Explain the principle of visual merchandising blocking. Give an example |  | 2 |
| KM06 IAC0202 | 1. Explain the potential impact of visual merchandising on sales |  | 4 |
| KM06 IAC0301 | 1. Explain the use of wash line ticketing (bunting) |  | 2 |
| KM06 IAC0301 | 1. Explain the use of hanging banners |  | 2 |
| KM06 IAC0301 | 1. Explain the use of shelf tickets and wobblers |  | 2 |
| KM06 IAC0302 | 1. Explain the use of directional signage |  | 4 |
| KM06 IAC302 | 1. Explain types of price tickets and how they are used |  | 6 |
| KM06 IAC0303 | 1. Explain the impact on the store of information detailed on ticketing |  | 6 |
| KM06 IAC0401 | 1. Explain centralised control over promotional displays |  | 5 |
| KM06 IAC0401 | 1. Explain de-centralised control over promotional displays |  | 10 |
| KM06 IZC0402 | 1. Discuss the conflict between set layouts and promotional displays |  | 5 |