

Fashion Unit 5 Test



DIRECTIONS FOR NUMBER #####: Carefully read each of the following multiple-choice items and the possible answers. Mark the letter of the correct answer on your answer sheet or as instructed by your teacher. **REMEMBER: MAKE NO MARKS ON THIS TEST**

1

Anthony explains that he likes the khaki slacks but because they must be dry cleaned he hesitates to purchase them. The salesperson responds, “Actually, these slacks are made with microfiber, so you can machine wash them and dry them on low in the dryer.” Which technique for handling objections has the salesperson used?

- A Demonstration
- B Direct denial
- C Question
- D Third Party

2

Lisa works for Neiman Marcus, a large upscale department store. Customers make appointments with Lisa to tell her of their needs and preferences. She provides a high level of individualized attention to her customers and often pulls together their entire season’s wardrobe. Lisa is a:

- A Personal shopper.
- B Sales associate.
- C Sales clerk.
- D Stock associate.

3

Personal selling:

- A Imposes the personal preferences of the salesperson.
- B Involves two-way communication with the customer.
- C Requires direct experience on the part of the customer.
- D Requires the salesperson to give personal information.

4

Many fashion retailers offer various methods of motivating their employees. They provide special opportunities such as promotions, rewards, and honors. The feeling that employees have regarding these opportunities is called:

- A Company morals.
- B Happiness.
- C Organizational climate.
- D Store environment.

5

“I found the same pants in another store for \$5 less,” states a customer. “Yes, that is accurate, but we offer free alterations for the life of the garment,” responds the sales associate. Which technique is being used to handle this objection?

- A Boomerang
- B Demonstration
- C Direct denial
- D Superior point

6

Amy works at the cosmetics counter in a department store. Each time she performs a makeover for a customer, she records the information for future reference. Amy is using a/an:

- A Client file.
- B Inventory record.
- C Sales record.
- D Stock list.

7

Payment and benefits for work accomplished are:

- A Commission.
- B Compensation.
- C Insurance.
- D Sales Quotas.

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- 8 The planned change fund is \$200.00. The cash drawer actually contains 50 pennies, 40 nickels, 50 dimes, 120 quarters, 20 one-dollar bills, 5 five-dollar bills, 5 ten-dollar bills, and 4 twenty-dollar bills. The change fund is:
- A Over by \$11.50.
 - B Short by \$11.50.
 - C Over by \$12.50.
 - D Short by \$12.50.
- 9 Successful salespeople should be:
- A Aggressive towards coworkers in order to gain sales and job promotions.
 - B Forceful in dealing with undecided customers.
 - C Slow to approach customers who are examining merchandise.
 - D Skilled in solving customer problems to create repeat customers.
- 10 As a sales associate of Jarmin's Menswear, Dakota must sell \$500.00 worth of merchandise each night during the first three weeks in December. This is an example of a/an:
- A Commission.
 - B Incentive.
 - C Sales quota.
 - D Sales target.
- 11 Estée Lauder cosmetics will award the sales associate with the highest total sales for the summer a three-day all-expense-paid-trip to Myrtle Beach. The trip is a/an:
- A Commission.
 - B Incentive.
 - C Salary.
 - D Sales quota.

- 12 Cherie answers the customer's questions about microfibers and explains the benefits of owning apparel made from microfibers. She is demonstrating:
- A Commission selling.
 - B High esteem.
 - C High pressure selling.
 - D Product knowledge.
- 13 Juan is helping a customer with a purchase. The customer cannot decide which item to buy. At this point, Juan's **BEST** course of action to help his customer reach a buying decision would be to:
- A Show the customer more new merchandise.
 - B Stop showing additional items.
 - C Use the direct close.
 - D Use the standing room only close.
- 14 A salesperson, assisting a customer who appears ready to purchase, asks "Would you like to use your store charge account?" Which closing technique is illustrated?
- A Direct
 - B Service
 - C Standing-room-only
 - D Which
- 15 Hannah, an employee at Lakeside Boutique, is allowed the typical employee discount given to many entry-level employees. The rate of discount Hannah receives is **MOST LIKELY** between:
- A 5% and 10%.
 - B 10% and 15%.
 - C 10% and 30%.
 - D 40% and 50%.

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16 Frankie's store buyer asked him to determine the retail price for a shipment of men's ties. He was given the cost and told to use a keystone markup. Frankie should:

- A Add 10% to the cost.
- B Add 25% to the cost.
- C Double the cost.
- D Triple the cost.

17 Belk ran a coupon in the newspaper for 15% off twin bed sheets regularly priced \$48.50. Excluding tax, what would a customer pay if they used a coupon?

- A \$7.28
- B \$36.38
- C \$41.22
- D \$43.35

18 Small pieces of ribbon or cloth that are permanently attached to the insides of garments to provide product information are:

- A Hanger loops.
- B Hangtags.
- C Labels.
- D Packaging.

19 An example of the greeting approach used in the retail selling process is:

- A "Good afternoon, Ms. Edwards."
- B "May I help you find a certain size?"
- C "We have a great selection of leather handbags."
- D "Which sweater do you like best?"

20 A decided customer:

- A Has a need but has not identified a product to meet that need.
- B Knows exactly what he/she wants and why.
- C Needs the salesperson to make recommendations.
- D Wants to browse.

21 An exchange transaction in which the replacement merchandise sells for more or less than the returned merchandise is a/an:

- A Allowance.
- B Even exchange.
- C Odd exchange.
- D Uneven exchange.

22 The salesperson's first attempt to get a buying commitment from the customer is which type of sales close?

- A Direct
- B Service
- C Trial
- D Which

23 A strategy used to stimulate sales, dispose of slow moving merchandise, meet competitor's prices, and increase store traffic is:

- A Extension.
- B Keystone.
- C Markdown.
- D Markup.

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- 24** Janice purchased 4 packs of socks at \$6.99 per pack. What was the final selling price of her purchase before sales tax was added?
- A \$9.32
 - B \$20.97
 - C \$27.96
 - D \$48.93
- 25** Sara was asked to use keystone markup on an item that was priced at \$59.99. What will the retail price be once the markup is applied?
- A \$59.99
 - B \$65.99
 - C \$74.99
 - D \$119.98
- 26** Jack purchased a pair of boots for \$70.00. The cost was \$36.50. How much markup did the store add to the cost?
- A \$33.50
 - B \$35.50
 - C \$36.50
 - D \$38.50
- 27** Last year's suits are marked down 25%. The dollar amount of the markdown on a suit originally priced \$388 is:
- A \$79.00.
 - B \$97.00.
 - C \$291.00.
 - D \$485.00.
- 28** How much would a customer save on a pair of shoes originally priced \$49.50 with a 15% markdown?
- A \$7.43
 - B \$7.35
 - C \$42.07
 - D \$42.15
- 29** What is the markup percentage based on retail for an item with a dollar markup of \$70.00, cost of \$30.00, and a retail price of \$100.00?
- A 30%.
 - B 70%
 - C 100%
 - D 333%
- 30** A salesperson that stands behind a counter, takes customer orders, and rings up sales is a:
- A Register attendant.
 - B Sales associate.
 - C Sales clerk.
 - D Sales representative.
- 31** Compensation based on a percentage of the dollar amount of the sale made by a salesperson is:
- A Commission.
 - B Overtime.
 - C Salary.
 - D Wages.
- 32** The covering, wrapper, or container in which some items are placed is the:
- A Container.
 - B Hangtag.
 - C Label.
 - D Packaging.

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- 33** Which information would **MOST LIKELY** be included on a hangtag?
- A Care requirements
 - B Identification of the item's country of origin
 - C Identification of the producer or distributor
 - D Style and price
- 34** The **FIRST** face-to-face meeting of the customer and the salesperson is the:
- A Approach.
 - B Closing.
 - C Demonstration.
 - D Merchandise presentation.
- 35** The **LEAST** effective selling approach for creating actual sales is the:
- A Greeting.
 - B Merchandise.
 - C Opening.
 - D Service.
- 36** A salesperson who explains the fiber content of a particular fabric has presented a/an:
- A Benefit.
 - B Feature.
 - C Objection.
 - D Option.
- 37** The reason a customer hesitates to buy a product is a/an:
- A Argument.
 - B Boomerang.
 - C Mistake.
 - D Objection.
- 38** Add-ons, trading up, special offers, and more-than-one are techniques for:
- A Closing the sale.
 - B Determining wants and needs.
 - C Handling objections.
 - D Suggestion selling.
- 39** Coins and currency designated for use in opening the register for a given day's activity is the:
- A Cash allowance.
 - B Cash drawer.
 - C Change allowance.
 - D Change fund.
- 40** Jason purchased a sweater from a local men's store. The price he paid was the:
- A Cost.
 - B Extended price.
 - C Keystone price.
 - D Retail price.
- 41** The most common type of retail price change is a/an:
- A Employee discount.
 - B Initial markup.
 - C Markdown.
 - D Markup.
- 42** Most department and fashion specialty stores calculate markup percent based on:
- A Cost.
 - B Markdown.
 - C Markup.
 - D Retail price.

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- 43** The number of units sold multiplied by the cost per unit is the:
- A Calculation.
 - B Discount.
 - C Extension.
 - D Keystone markup.
- 44** Which type of markup is the difference between the cost of the merchandise and its final selling price?
- A Extended
 - B Initial
 - C Keystone
 - D Maintained
- 45** Which is 75% converted from a percent to a decimal?
- A .0075
 - B .075
 - C .75
 - D 7.5
- 46** An effective sales approach begins:
- A Within 30 seconds.
 - B Within 45 seconds.
 - C Within 1 minute.
 - D Within 5 minutes.
- 47** Buying motives based on customers' feelings are:
- A Emotional.
 - B Impulse.
 - C Patronage.
 - D Rational.
- 48** Which is an emotional buying motive?
- A Comfort
 - B Prestige
 - C Price
 - D Quality
- 49** Which is a patronage motive?
- A Durability
 - B Economy of use
 - C Love
 - D Merchandise assortment
- 50** Which is a rational buying motive?
- A Ambition
 - B Durability
 - C Fear
 - D Love