

Organized Retailing

NVEQF Level 1 – Class IX

RS107-NQ2012 – WORK INTEGRATED LEARNING

Students Workbook



पं.सु.श. केन्द्रीय व्यावसायिक शिक्षा संस्थान, भोपाल (म.प्र.)

PSS Central Institute of Vocational Education, NCERT, Bhopal

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Preface

The National Curriculum Framework, 2005, recommends that children's life at school must be linked to their life outside the school. This principle makes a departure from the legacy of bookish learning which continues to shape our system and causes a gap between the school, home, community and the workplace.

The student workbook on "Work Integrated Learning" is a part of the qualification package developed for the implementation of National Vocational Education Qualification Framework (NVEQF), an initiative of Ministry of Human Resource Development (MHRD), Government of India to set common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. It is envisaged that the NVEQF will promote transparency of qualifications, cross-sectoral learning, student-centred learning and facilitate learner's mobility between different qualifications, thus encouraging lifelong learning.

This student workbook, which forms a part of vocational qualification package for student's who have passed Class VIII or equivalent examination, was created by a group of experts. The Retailer's Association of Skill Council of India (RASCI), approved by the National Skill Development Corporation (NSDC) organized Retailing Industry developed the National Occupation Standards (NOS). The National Occupation Standards are a set of competency standards and guidelines endorsed by the representatives of organized retailing Industry for recognizing an assessing skills and knowledge needs to perform effectively in the workplace.

The Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), a constituent of National Council of Educational Research and Training (NCERT) in association with SKSDC has developed modular curricula and learning materials (Units) for the vocational qualification package in organized retailing sector for NVEQ levels 1 to 4; Level 1 is equivalent to Class IX. Based on NOS, occupation related core competencies (knowledge, skills and abilities) were identified for development of curricula and learning modules (Units).

This student workbook attempts to discourage rote learning and to necessary flexibility in offering of courses, necessary for breaking sharp boundaries between different subject areas. The workbook attempt to enhance these endeavour by giving higher priority and space to opportunities contemplation and wondering, discussion in small groups and activities requiring hands on experience. Hope these measures will take us significantly further in the direction of a child centred system of education outlined in the National Policy of Education (1986).

The success of this effort depends on the steps that school Principals and Teachers will take to encourage children to reflect their own learning and to pursue imaginative and on the job activities and questions. Participation of learner in skill development exercises and inculcation of values and creativity is possible if involve children as participant in learning, and not as receiver of information. These aims imply considerable change in school routines and mode of functioning. Flexibility in the daily time table would be a necessity to maintain the rigour in implementing the activities and required number of teaching days will have to be increased for teaching and training.

Acknowledgements

List of Contributors

Advisors

1. Prof. R.B. Shivagunde, Joint Director, PSSCIVE, NCERT, Bhopal.
2. Prof. R.K. Shukla, Head, Department of Business & Commerce, PSSCIVE, NCERT, Bhopal.
3. Dr. V.S. Mehrotra, Associate Professor & In-charge Curriculum Development and Evaluation Center (CDEC), PSSCIVE, NCERT, Bhopal.

Material Production Group

- A. Working Group Meeting for Development of Instructional Material in the area of Retail Marketing Management for NVEQF Level - 1 held from 28th May to 15th June, 2012 at Central Institute of Educational Technology, NCERT Campus, New Delhi.
 1. Dr. K. Sambashiva Rao, Professor, Department of Commerce & Management Studies, Andhra University, Vishakhapatnam - 530 003 (A.P.).
 2. Dr. R. Saibaba, Professor in Commerce and Business Management, Lal Bahadur P.G. College, Warangal - 506 007(A.P.).
 3. Dr. T. Srinivasa Rao, Professor, MBA Section, School of Distance Learning and Continuing Education, Kakatiya University, Vidyaranyaपुरi, Warangal - 506 009 (A.P.).
 4. Prof. S. N. Borhade, Department of Commerce and Management, Bharathi Vidyapeeth Deemed University, Yashwantrao Mohite College, Pune - 411 038.
 5. Mr. Sunil S. Desai, Vocational Teacher, Jagruti Jr. College, Gadhingiaj, Dist: Kolhapur (Maharashtra).
 6. Mr. Rajeev Khare, Course Coordinator (Organized Retail), Bharathi Airtel Office, Malva Nagar, Bhopal - 462 001 (M.P.).
 7. Dr. Dalbir Singh, Assistant Professor, Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar - 125 001 (Haryana).
 8. Dr. Shipra Vaidya, Associate Professor, Department of Secondary Education, CIET, NCERT, Sri Aurobindo Marg, New Delhi - 110 016.
 9. Dr. Biswajith Shaw, CBSE, New Delhi.
 10. Mrs. Deepa Singh, Consultant, NSDC, New Delhi.
 11. Dr. V. S Mehrotra, Associate Professor and **Resource Person**, Department of Agriculture & Animal Husbandry, PSSCIVE, Bhopal.
 12. Dr. P. Veeraiah, Assistant Professor and **Programme Coordinator**, Department of Business and Commerce, PSSCIVE, Bhopal
 13. Dr. Amarendra P. Behera, Associate Professor and **Honorary Director**, CIET, NCERT, Sri Aurobindo Marg, New Delhi - 110 016

B. Working Group Meeting (WGM) for Development of Instructional Material in the area of Retail Marketing Management for NVEQF Level - 1 (Phase-II) was held at Department of Commerce, SNDT, Women's University, Mumbai from 9 to 13 July, 2012.

1. Dr. Dalbir Singh Assistant Professor, Haryana School of Business, GJU, Hisar (Haryana).
2. Prof. T. Srinivasa Rao, Professor of Commerce & Business Management, SDLCE, Kakatiya University, Warangal - 506 009 (A.P.).
3. Mr. Sunil S. Desai, Lecturer (Vocational), Jagruti Jr. College, Godhinglaj, Distt. Kolhapur (Maharashtra).
4. Mr. Ashok M. S., Lecturer Trainer, Open Minds Institute, Bengaluru (Karnataka).
5. Dr. Dinakar, G., Prof. & Head, Rajarajeshwari College of Engineering, Kumbalagodu, Mysore Road, Bangalore - 560 074.
6. Mrs. Yadav, K.P., Lecturer (Vocational), Camp Education Society Junior College Camp, Pune - 411 001 (Maharashtra)
7. Prof. K.S. Rao Professor & Head, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, (A.P.).
8. Mr. Pradip D. Powar, Lecturer (Vocational), Janata Vidyalaya & Junior College, Satpur, Nasik (Maharashtra).
9. Dr. S. N. Borhade, Associate Professor, Department of Commerce, Bharati Vidyapeeth University, Yashwanthrao Mohite College, Pune - 411 038.
10. Mrs. K.S. Fulmali, Associate Professor, M.L. Dhanukar College, Vile Parle, Mumbai - 400 029.
11. Mr. M.S. Dhanawade, Associate Professor, Singhad Institute of Management, Pune (Maharashtra).
12. Dr. Kinnary V. Thakkar, Associate Professor, Department of Commerce, University of Mumbai, Mumbai.
13. Mr. Sugam Chaubal, Consultant with Retail Organizations, Mumbai.
14. Mr. Ravindra M. Chiplunkar, Principal, Consultant with Retail Organizations, Mumbai.
15. Dr. G.Y. Shitole, Honorary Director, Professor & Head, Department of Commerce, SNDT Women's University, New Marine Line, Mumbai.
16. Dr. P. Veeraiah Assistant Professor & Programme Coordinator, PSSCIVE, NCERT, Bhopal - 462 013.
17. Mr. Ashok Kumar, Assistant Librarian, PSSCIVE, NCERT, Bhopal - 462 013.
18. Mr. Durgesh K. Satankar, Computer Operator Gr. II, PSScive, NCERT, Bhopal - 462 013.

Editing and Coordination

1. Dr. P. Veeraiah, Assistant Professor & Programme Coordinator, Department of Business and Commerce, PSSCIVE, NCERT, Bhopal - 462 013.
2. Dr. V.S. Mehrotra, In-charge, Curriculum Development and Evaluation Centre (CDEC), PSSCIVE, NCERT, Bhopal - 462 013.
3. Dr. Nidhi Gupta, Assistant Professor (Contractual), Department of Business and Commerce, PSSCIVE, NCERT, Bhopal - 462 013.

About the Workbook

This workbook is to assist you with completing the Unit of Competency **RS107-NQ2012: Work Integrated Learning**. You should work through the workbook in the classroom, at the workplace or in your own time under the guidance and supervision of your teacher or trainer. This workbook contains sessions which will help you to acquire relevant knowledge and skills (soft and hard) on various aspects of the unit of competency. Each session is small enough to be easily tackled and digested by you before you move on to the next session. Animated pictures and photographs have been included to bring about visual appeal and to make the text lively and interactive for you. You can also try to create your own illustrations using your imagination or taking the help of your teacher. Let us now see what the sections in the sessions have for you.

Section 1: Introduction

This section introduces you to the topic of the Unit. It also tells you what you will learn through the various sessions covered in the Unit.

Section 2: Relevant Knowledge

This section provides you with the relevant information on the topic(s) covered in the session. The knowledge developed through this section will enable you to perform certain activities. You should read through the information to develop an understanding on the various aspects of the topic before you complete the exercise(s).

Section 3: Exercise

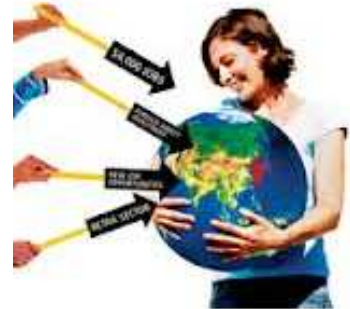
Each session has exercises, which you should complete on time. You will perform the activities in the classroom, at home or at the workplace. The activities included in this section will help you to develop necessary knowledge, skills and attitude that you need for becoming competent in performing the tasks at workplace. The activities should be done under the supervision of your teacher or trainer who will guide you in completing the tasks and also provide feedback to you for improving your performance. To achieve this, prepare a timetable in consultation with your teacher or trainer and strictly adhere to the stipulated norms or standards. Do not hesitate to ask your teacher or trainer to explain anything that you do not understand.

Section 4: Assessment

The review questions included in this section will help you to check your progress. You must be able to answer all the questions before you proceed to the next session.

Introduction

You must have come across several small independent grocery and **retail shops** in your life. You might have even gone with your parents to buy certain consumer goods such as toothpaste, toothbrush, hair oil, spices, food items, etc. from a **retail shop**. You, as a **consumer** must have stood outside the retail shop, asked for what you want and purchased the product by paying the price of the product.



The term 'retail' is derived from the French word 'retailer' which means 'to cut a piece off' or 'to break bulk'. Retailing is a vital part of the business industry that involves selling products and services to consumers for their individual or family use. Retailing can also be defined as the timely delivery of goods demanded by consumers at an affordable and competitive price. India's retailing industry is essentially owner manned small shops. The organized retailing comprises larger format **convenience stores** and **supermarkets**, which accounts for about four percent of the industry, and these are present only in large urban centers.



Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

In the recent past, the retail sector has emerged as an important sector and the largest provider of employment opportunities. Generally, retail business can be classified into

several types depending on their size, shape, product lines, service they offer and prices they charge. Some among them are specialty stores, supermarket/ malls, factory outlets, franchises, chain stores, discount stores, lifestyle and personal products, furnishings, household appliances, groceries, stores, etc. The jobs in retail sector may range from a salesperson to that of the level of retail executive. Though plenty of jobs are available in this sector, specialized skills are required to work in this sector.

In order to enter into retail sector, one should understand the career prospects, jobs available and promotional opportunities in the sector. After deciding to work in this sector one has to undergo formal training so that he/she becomes suitable for the job and can apply to the post he is interested to work. In majority of the jobs, candidates are selected through a process of selection; interview being an integral method of assessment.



In this unit, we will examine the various career opportunities available in the retail sector and also learn how to prepare a resume and job application.

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Session 1: Job Opportunities in Retailing

Relevant Knowledge

Organized retail can be categorized by the type of products retailed, as well as the by the different kind of formats. The major retail formats include the following:

Departmental Store

It represents retail outlets that stock a wide variety of merchandise ranging from apparel, toiletries, cosmetics, toys, and jeweler to appliances and furniture. Size of the store is about 15,000 to 1 lakh sq. ft. Store personnel working in the Departmental store need to be aware of the various products within a particular department. The stores which are smaller in size would require the store personnel to do multiple tasks.

Supermarkets

These are self service stores which offer a range of food and household articles. These stores generally occupy a larger area vis-a-vis the departmental stores. Store size is about 5,000 to 15,000 sq. ft. Nilgiri's was the first supermarket in India. Food world was the first chain of supermarkets in India offering a wide range of products that included fruits, vegetables, etc. Other supermarkets operating in India include Food Bazaar, Sabka Bazaar, Fabmall, Arambagh Food Mart, etc.



Hypermarket

It has the features of both a supermarket and a department store. These stores operate on a very large scale. Some of the prominent hypermarkets include Big Bazaar (Pantaloon Retail), Star India Bazaar (Trent), Choupal Sagar (ITC), Hyper City (K Raheja Group), etc.

Specialty Stores

Specialty stores sell specific merchandise with focus on single/few categories. Planets M, Music World, Crossword etc. are among the leading specialty stores in India.

Convenience Stores

These stores are located at convenient locations like fuel stations and have flexible timings. My Mart, In and Out, Red Shop, DHL Service point, Touch world and 24/7 are some of the players in this format.

Kiosks

Kiosks are located in malls, multiplexes, railway stations, and airports where space is at a premium and mostly engage in selling consumer goods like edibles and snacks, newspapers and magazines, fashion accessories stores and entertainment. There seems to be a misleading perception that opportunities for career progression within the retail sector tend to be limited. After all, when most people consider retail as a career possibility, they often think of casual part-time roles in shops or working shifts, including weekends and irregular hours where pay isn't all that attractive. However, the retail sector is big business with so many facets to it and with many companies also trading globally and online as well, there are so many different career avenues to explore, many of which are behind the scenes.

Of course, it's not unheard of for people to start off in the most junior of roles on the shop floor and end up rising to store manager and positions which are even higher. Nevertheless, in order to rise to the very top within retail, the more qualifications you have, the better and with a suitable degree behind you, many organizations offer fast track management training schemes.

Discount Stores

Discount Retail can be broadly defined as a retail format where 60% to 70% of the merchandise is sold at a discount of 10% to 25% or more. As per estimates, nearly 20% of the sales of most brands are through some form of discounts. Some of the major players in this space include Big Bazaar, Mega mart, Prateek Lifestyle (Coupon Mall), and Sankalp Retail Value Stores (My Dollar Store). Largely, Discount Retail has been dominated by apparel focused stores and factory outlets.

Career Prospects

When considering a career in retail, there are so many different types of job available in the retail sector. Let us first try to understand the retail sector as a whole, which can broadly be broken down into the following categories:

- Store Operations
- Finance and Administration
- Marketing
- Logistics
- Buying
- Customer Service Call Centres
- Human Resources/Training
- Information Technology



Store Operations

Store operations involve selling, management of goods flow, store maintenance, customer service and transaction processing. The sales person plays an important role in technology goods, high value high involvement goods such as jewellery, watches, etc. The vast majority of jobs in retail come under the umbrella of store operations. From actually selling goods out on the shop floor to ensuring that the store runs smoothly, you might start off your career as a part-time floor assistant and work your way up to department or store manager or even to director of operations.

Merchandising

It involves selecting and displaying of the assortment of goods to be sold.

Finance and Administration

Here you'll be working with figures and could be focused on paying the staff's wages, to ensuring that you find money to run the business or to make acquisitions as well as making financial budgetary projections for the future. You could be working within the purchase or sales ledger departments either ensuring that you keep on top of customers who owe you money (credit control) and that your company itself is paying its bills on time (purchase ledger).

Marketing

The marketing department is responsible for developing brands and by raising customer awareness and building brand loyalty through a range of advertising methods such as on TV or radio, in print or online and via in store promotions.

Logistics

This is one of the key areas of retail which is essential if you're going to run a successful business. At its simplest, it could simply be the movement of goods from your stock room to the shop floor but a career in logistics also encompasses the handling, the movement and the storage of goods through a whole variety of means including transporting goods by rail, road, sea and air.

Buying

The main role of a buyer within a retail career is to successfully purchase merchandise or materials to manufacture a particular range of merchandise whilst ensuring that you can buy it at a competitive price and that you're able to provide customers with what they want, when they want it and at a price they can afford.

Sales and Customer Service Call Centers

If you're working in a retail sales or customer service call centre, the main focus of your job will either be on the sale of goods and services over the phone and/or providing information

and advice to customers as well as dealing with customer complaints. These environments are often target driven and you may also work in an administrative capacity instead where you'll be responsible for ensuring that customers' records are kept up to date.

Human Resources/Training

This involves devising and implementing policies relating to the effective use of your staff as well as their own training and career development alongside things such as drawing up rotes and holiday rosters and dealing with disciplinary matters.

Information Technology

These days in all organizations, all of the other job areas could not function as easily if they weren't all underpinned by IT systems. You may be working on installation and ensuring that back up systems and security are taken care of. On the other hand, you may end up working as a software designer, creating new programs to meet operational expectations.

Tips for You

- Always assess your strengths and weaknesses before choosing a career.
- Try to collect as much information as possible on the vocation that you would like to pursue.
- Always seek guidance from an Expert/ Counselor before deciding about your career.

Exercise: Assignment

- Look for employment advertisements in Newspapers, Employment News, Career Websites on Internet, etc.
- Keep a Note book and Pen to take note of the vacancies.
- Visit Employment Exchange, Organizations/ Academic Institutions/ Companies (Notice Board) and Library for employment related information.
- Visit Websites on Internet, which provide information about vocations and jobs.
- Visit Organization/Institutions providing Career Guidance

Assessment

A. Answer the following questions

1. Discuss the characteristics of a super market
2. What is a Discount Store?
3. List out the jobs available in retailing
4. What is a customer service centre?
5. What are the activities in stores operation?

B. Multiple Choice Questions

1. Which of the following is not retail store?
 - a) Big Bazar
 - b) Reliance Fresh
 - c) Spencer's
 - d) Metro(Answer; D)
2. Which of the following is not an activity of a Retail Store?
 - a) Store operation
 - b) Corporate Planning
 - c) Logistics
 - d) Merchandising(Answer; B)

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

- Differentiated between different types of retail formats.
- Identified the qualifications required for jobs in Retailing

Part B

- Discussed in class the following:
 - What is retail?
 - What are the different formats of retail?

Part C

Performance standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Performance standards	Yes	No
Able to identify the jobs in Retail sector.		

Appearing for an interview and getting through the interview is an art. Therefore, the aspiring candidates have to equip with the necessary skills for appearing for an interview.

Session 2: Career Prospects in Retailing

Relevant Knowledge

Customer Sales Associate: It is the entry-level post of retail business. But as every retail shop is completely dependent upon the sales they get, this is one of the important posts in this profession. To be a good sales person, one should have good knowledge about the products, the shop, the customers etc.



Table 1: Job Opportunities in Store Operations	
Job Position	Qualification
Department Manager/ Floor Manager/ Category Manager/ Store Manager/ Manager Back-end Operations	MBA with 5 to 10 years experience
Customer Interaction Manager/ Purchase and Merchandising Manager	Graduate with 2 to 5years experience
Transaction Processing Associate/ Purchase and Merchandising Associate	Graduates/12 th Pass
Customer Sales Associate	12 th Pass/10 th Pass

Knowledge and skills that a Customer Sales Associate should possess include the following:

- Knowledge of current sales promotion schemes of the company and ability to communicate the same to the customers.
- Ability to sell – i.e., selling skills
- Knowledge of policies regarding exchanges.
- In depth knowledge of store offerings.
- Stores/brands (in case of sales person engaged in apparel retail)
- Knowledge of product features such as:
 - brand options
 - warranties

- features and benefits
- use/application
- shelf life/use by dates
- care and handling
- storage requirements
- product/ingredient/material
- safety features
- price
- Ability to guide the customers to the relevant sections of the store.
- Knowledge about the merchandise in inventory to help customers find the desired merchandise which is not on display.
- Ability to watch out for security risks and thefts, and know how to prevent or handle these situations.
- Ability to cross sell.
- Ability to describe merchandise and explain use, operation, and care of merchandise to customers.
- Good communication skills
- Ability to understand product information, store policies and procedures.

Department Manager / Floor Manager/ Category Manager: These are some of the posts one could handle in the store.

Store Manager: Store managers sometimes called General Manager or Store Director, are responsible for managing an individual store and its day-to-day functioning. The store manager is in charge of the employees of the store and he himself may report to a District or Area manager or the store's owner.

Retail Operation Manager: It is the duty of a retail manager to plan and coordinate the operations of the outlet. This involves the layout of merchandise, monitoring the retail orders and stock, analyzing the supply etc. Candidates with Master Degree can start off as retail managers.

Retail Buyers and Merchandisers: They are the persons who select and buy the goods for the retail shop. They should understand the needs of the customer, should be aware of the trends in the market, and should possess great enthusiasm and energy.

Visual Merchandisers: These people give the brand a face, so they hold one of the very important positions in the industry. Being a part of concept and design one could also be a technical designer, product developer and store planner.

Apart from the above the following careers also available in the retail business:

- Logistics and Warehouse Managers
- Retail Communication Manager
- Manager Private label Brands
- Retail Marketing Executives

Finance and Administration

- Marketing
- Logistics
- Buying
- Customer Service Call Centers
- Human Resources/Training
- Information Technology

The remuneration in the retail industry depends upon the company, nature of work and the area where you work. The average starting salary of a sales person in the retail industry is Rs 5,500/- per month. Depending on various post, the salary range varies Rs.6,000/- to Rs.22,000/- per month. The special packages, bonus, incentives offered are part of this career. The remuneration outside India also varies depending upon many factors such as shops, products and places.

Exercise: Assignment

1. Visit to a Super market in your locality and enquire about the jobs available
2. Refer a local news paper and note down the vacancies announced by the near by Retail Stores
3. View the TV and notice the job announcement made by the local news channel
4. Visit to a corner shop and find out the notices displayed by the local retail shops for jobs.

Assessment

Answer the following questions

1. What are the qualities of a good customer sales associate?
2. What are the qualifications required for Manager's post?
3. State the skills required for a marketing executive?

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

- Differentiated between the qualifications required for a lower level post and Manager's post
- Identified the qualifications required for a Managers post

Part B

- Discussed in class the following:
- Who is a customer service associate
- What are the different job opportunities in Retailing?

Part C

Performance standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Performance standards	Yes	No
Able to analyze the career prospects in Retail sector.		

Session 3: Writing a Resume

Relevant Knowledge

A short written description of your education, qualifications, and previous employment, which you send to an employer when you are trying to get a job is your Resume.



Format of a model Resume:

- (i) Name
- (ii) Permanent Address
- (iii) Address for Correspondence
- (iv) Phone No.
- (v) Age
- (vi) Date of Birth
- (vii) Academic Qualification
- (viii) Technical Qualification
- (ix) Vocational Education and Training
- (x) Internship (Apprenticeship)
- (xi) Extra-curricular Activities (Art, Literature, Sports, any other)
- (xii) Experience
- (xiii) Strengths (include skills)
- (xiv) References
- (xv) Place
- (xvi) Date
- (xvii) Signature

Exercise: Assignment

1. Prepare a Resume for the post of stores assistant.
2. Approach a teacher and ascertain how to prepare a resume.
3. Prepare a resume format.

Assessment

A. Short Answer Questions

1. What are the contents of a resume?
2. Describe various types of Resumes
3. What are the essentials of a Resume?

B. Multiple Choice Questions

1. Which of the following is important in a resume
 - A. Address
 - B. Qualifications
 - C. Signature
 - D. All the above(Answer-D)

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

- Differentiated between the qualifications required for a lower level post and Manager's post.
- Identified the qualifications required for a Managers post.

Part B

Discussed in class the following:

- Who is a customer service associate
- What are the different job opportunities in Retailing?

Part C

Performance standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Performance standards	Yes	No
Discussed the contents of a resume		
The purpose of a Resume		

Session 4: Writing a Job Application

Relevant Knowledge

After identification of job opportunities at an organization the essential step is to submit an application. Preparing the job application is an art. One should know how to prepare the job application before applying for a job. All the relevant information is to be included in the job application. The particulars of address, qualifications, experience etc., are to be mentioned in the job applications. Apart from this some times it is also essential to give some reference names. While writing the job application the particulars of the well known persons with all their details are to be included in the Job application. All the important items are to be highlighted in the job application in order to attract the attention of the employer. Command over the language is also important in preparation of a job application.



Personal Information

- Name
- Address
- City, Pin Code
- State
- Date of Birth
- Sex
- Nationality
- Phone Number
- E-mail address

Education

- Schools/Colleges Attended
- Degree/Diploma
- Graduation Dates(s)

Position Applied For Information

- Title of the job you are applying for
- When you can start work
- Salary expected

Employment Information

- Names, addresses, phone numbers of previous employers
- Supervisor's name
- Dates of employment
- Salary
- Reasons for Leaving
- Employment Registration No. (if any)

References

- List of three references - names, job title or relationship, addresses, phone numbers

Exercise: Assignment**Assessment****Answer the following Questions**

1. What are the contents of a Job application
2. What precautions are to be taken while preparing a job application

Checklist for Assessment Activity

Part A

- Discussed the essentials of a job application.
- Discussed the contents of a job application.

Part B

Part C

Performance standards

The performance standard may include, but not limited to:

Performance standards covered by this assessment

Performance standards	Yes	No
Able to prepare a job application.		