

## NRF Foundation RISE Up



### Exam Preview and Sample Questions

This document will provide teachers with information on how students will access the exam and what they will see while taking the exam. We have also provided 10 sample questions with an answer key. These questions are intended only as a sample of what the real exam questions will look like. They are not intended to be used as a pre-test or any other measure of student learning prior to taking the exam. We have also provided information about what students can expect once they have completed their exam.

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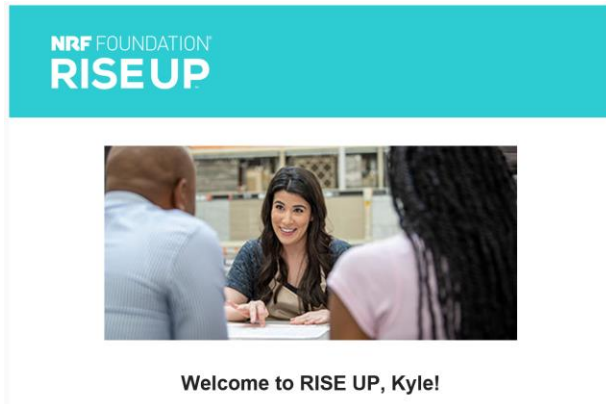
For more information about the RISE Up Programs please visit our [website](#). For questions, please reach out to us a [riseup@nrf.com](mailto:riseup@nrf.com).

## Pre-Exam Information:

### Student Portal Login Site:

<https://my.pennfoster.com/StudentLMSPFX/?returnUrl=%2FStudentLMSPFX%2FDashboard%2FDefaultDashboard>

Once you have enrolled your student in a Business of Retail Exam license each, enrolled student will receive an email from RISE Up to create and login to their account. This email will come from [learn@bemore.pennfoster.com](mailto:learn@bemore.pennfoster.com), please make sure this is whitelisted for your students.



Student will click the Let's Get Started button next to their new student id to start the enrollment process.

Here is your log in information:

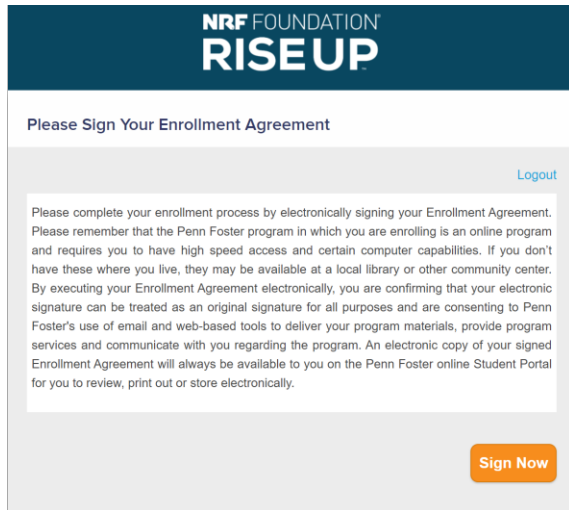
Student ID: 

Let's get started

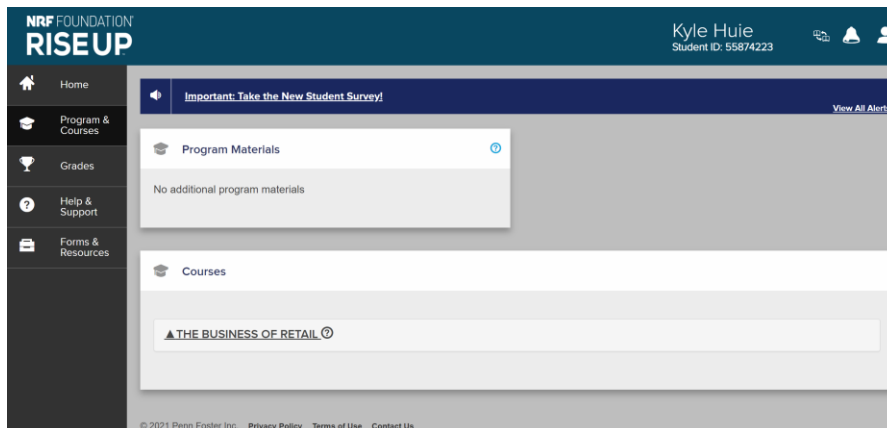
If you used the school's physical address when enrolling your students, please make sure to provide students with the Zip Code used for their registration so they will be able to login to the account. Students will be asked to create a Username and Password, enter their Zip Code, and create two security questions to create their account.

**Student Login View:**

The first time that student logs in to their account they will fill out the Student Attestation, they will need to e-sign that before they can access their account.



When the student has successfully logged into their student account they will be greeted with this screen:



Students can then click the triangle next to Business of Retail to see the blue Take Exam button and get started on their Exam.

▼ THE BUSINESS OF RETAIL ?					VIEW GRADES
Course Materials	Lesson #	Study Materials	Support Materials	Exam Date	Action
1. Exam 1	609002				TAKE EXAM

### Exam View:

Once students click the TAKE EXAM button, they will see this screen with exam Guidelines and Instructions. They will click Start Exam to begin taking their exam.

Exam Lesson Name: NRF The Business of Retail Exam 1

Exam number: 609002

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**Exam Guidelines**  
This exam is now available only in the online assessment system. If your study guide still contains an exam, that exam is no longer valid. You must complete the online version of this exam.

**Exam Instructions**

- Select the best answer for each question, Click **Next Question** to continue or **Previous Question** to go back.
- You can flag a question to review at the end by selecting **Mark for Review**
- You must answer all questions before you can **Submit** the exam for grading
- To review the questions you have answered or have not answered click **Review my Answers**

Good Luck! You've got this!

[Start Exam](#)

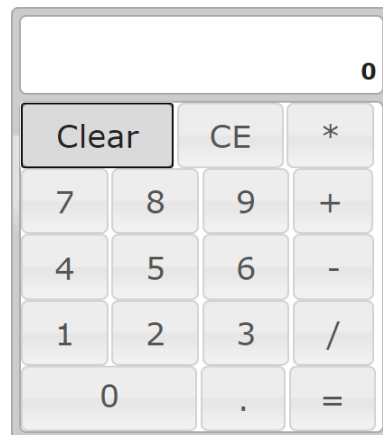
[BACK](#)

During the Exam students will also see a calculator tool that they can use for any math questions they may need it on. The calculator icon is located on the right side, just above the question. This is what it looks like. When expanded it will show a full-sized calculator for them to use.

ICON:



Full-sized:



Students will also see an exam time located above the questions. They will have the option to hide this exam time if they wish to do so.

89:20

[Hide Timer](#)

This exam will be submitted automatically when you reach the total time allowed.

**Sample Exam Questions:** These questions are similar to the questions that students will see when taking the official NRF Foundation RISE Up Business of Retail Exam. These questions are not intended as a pre-test or any other measure of student learning.

**Business of Retail Sample Questions:**

1. A customer is exiting the store and the alarm at the front of the store sounds, notifying store employees that an electronic article surveillance tag may not have been deactivated. What's the best next step?
  - a. Stop the customer and ask them to review their receipt to ensure the item has been purchased. Then, deactivate the tag.
  - b. Call your manager to handle it
  - c. Tell the customer to stop stealing and hold still until the police arrive.
  - d. Tell the customer it happens all the time and to have a good day.
2. Which of the following are not cost's associated with retailing?
  - a. Insurance
  - b. Employee payroll
  - c. Cost of goods
  - d. Profit
3. The drawings or schematic diagrams created to visually represent the store and the way the merchandise should be displayed on the sales floor is called:
  - a. Marketing Plan
  - b. Planogram
  - c. Store Layout
  - d. Aerial View
4. You are a sales associate at a sporting goods store and the manager has noticed that green socks are not selling very fast. The manager challenges you to sell 15 green sock pair for \$3.00 each. Which of the following is the **BEST** action to achieve this goal?
  - a. Decorate the store with a green theme.
  - b. Offer them to each customer while ringing them up.
  - c. Let the customer use the green socks to try on shoes.
  - d. Ask the customers if they need green socks.
5. A sales associate in a video game store overhears a customer say that it is confusing to try to find things in the store. What should the sales associate do?
  - a. Tell store management that additional personnel should be assigned to assist customers.
  - b. Finish your assigned tasks on the sales floor, and listen for other customer complaints.
  - c. Disregard the customer's complaint and leave it up to the company to make improvements to the store.
  - d. Mention the comment to store management and suggest they install more signage.
6. On the first rainy day of the autumn season, a sales associate notices that customers are entering the store cold and unprepared for the weather. Currently, tables of tank tops and beach accessories are stationed where the customers enter the store. Which action would be **BEST** for the associate to take to ensure that the customers' needs are being met?
  - a. Direct the customers who appear cold toward the merchandise that interests them.

- b. Create an inviting display of sweaters, scarves, and umbrellas at the store entrance.
  - c. Pull sales reports on the sale of winter items and show the figures to the store manager.
  - d. Inform the department manager that the sales floor is not merchandised properly.
7. Laci was excited to open her gourmet cookies shop. As a small business owner, she had to carefully determine what products she would sell, the price of those products, the place or location of her physical store and how she would promote her business. Laci is creating her:
- a. Inventory Plan
  - b. Business Model
  - c. Marketing Plan
  - d. Delivery Route
8. It was the end of the winter holiday season and the retail store was already beginning to receive items for the next holiday, Easter. What tactic should the store do to help make room for the new items?
- a. Discontinue the holiday items
  - b. Mark down the holiday items
  - c. Mark the holiday items out of stock
  - d. Store away the old holiday items for next season
9. A robber is pointing a gun at an associate and demanding all the cash in the register. Which of the following should the associate do?
- a. Remain as calm as possible and comply with the robber's requests.
  - b. Try to run from the robber and leave the store.
  - c. Plead with the robber to stop.
  - d. Fight the robber back.
10. Jesse sells 20 cakes at \$20.00 each. The cost of each cake is \$6.00. What is Jesse's gross profit?
- a. \$200
  - b. \$350
  - c. \$240
  - d. \$160

**Answer Key:**

These are the answers for the above practice questions.

1. A
2. D
3. B
4. B
5. D
6. B
7. C
8. B
9. A
10. C

## Post-Exam Information:

Once students have completed and submitted their exams online, they immediately will see their results on the screen.

If the student was successful, they will receive their RISE Up Business of Retail certificate in an email within 24-48 hours after their exam. This email will come from [Learn@BeMore.PennFoster.com](mailto:Learn@BeMore.PennFoster.com).

Students will also be emailed a copy of their RISE Up digital badge that they can add to their social media, emails, and resume. That email will come from [admin@youracclaim.com](mailto:admin@youracclaim.com).



If the student was unsuccessful you have the option to purchase them a retake exam license and enroll the student in that retake exam.