

## **NRF Foundation RISE Up Business of Retail Exam Preview and Sample Questions**



This document will provide instructors with information on proctoring a RISE Up exam, how students will access the exam and what they will see while taking the exam, before and after.

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 as any other measure of student learning before taking the exam.

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For more information about the RISE Up program, please visit our [website](#). If you have any questions, please reach out via email: [RISEUp@nrf.com](mailto:RISEUp@nrf.com).

## Pre-Exam Information:

### Signing Up as an In-Person Proctor

Group administrators, sites, administrators, and teachers can sign up to be proctors to administer online exams in an in-person setting, usually for a group of students. To become approved as a proctor:

Log into your account (<https://riseup.kaleidolearning.com/>) and click **Apply to be a Proctor** from the "hamburger" menu in the upper-left corner. Clicking **Apply to be a Proctor** from the Proctor Exam page opens a page with the rules and responsibilities for proctors.

Read the rules and responsibilities, and then click **Agree** to accept them. You will then be granted permission to proctor exams. Next time you click on the "hamburger" menu, it should say **Proctor Exam**, which will allow you to access the exam codes for students for the exams at that time.

**Proctor Rules and Responsibilities**

Proctors play an important role in the administration of high stakes exams to ensure that the exam policies are followed by the student. This process ensures that the validity of the exam is fair for all students and that the results are an accurate reflection of the tested content and can be trusted. As a proctor you play a very important role to uphold the integrity of the programs and the value they hold for all that pass and earn the credential.

To become a proctor, please click to agree to this document to acknowledge this duty and confirm that you will adhere to the responsibilities below.

As a proctor I agree to:

1. Verify the test taker's name and identification with a government issued photo ID (examples include a state-issued driver's license/ID card, a passport or military ID), ensuring that it matches the learner account for the exam.
2. Supervise students during the entire closed-book exam session:
  - a. Students cannot use any notes, books or other materials throughout the exam
  - b. Students only have the exam open on their computers - web searches are prohibited during the exam session
  - c. Mobile phones or any other electronic devices are not used
3. Communicate that students cannot leave the room for any reason during the exam; if they do, they will forfeit their exams and it will be submitted as-is.
4. Report any exam violations to Penn Foster immediately after the exam session.
5. Do not provide guidance, other than technical assistance, during the exam.

**I understand and agree to carry out the proctor responsibilities.**

**CANCEL** **AGREE**

## Requesting Accommodations for a Student

If you have a student who needs accommodations for testing, request those accommodations in advance.

Log into your account and click on **Request Accommodations for a Student** from the "hamburger" menu in the upper-left corner.



To request accommodations for a student taking an exam, please use our [Accommodations Request Form](#).

To request an accommodation(s) for a student who will be taking an exam, click on the **Accommodations Request Form**. After you submit an accommodations request, our team will review the request and will typically respond within one business day.

## Proctoring an Exam

Log into your account and click on **Proctor Exam** from the "hamburger" menu in the upper-left corner. Your page should look like the below:

### Proctor Rules and Responsibilities

Before proctoring an exam:

1. Confirm the identity of each person taking the test.
2. Collect phones, smart watches, and other devices or ensure that they are silenced and secured for the duration of the test.
3. Once testers are ready, instruct them to launch the test and enter the code below.

[REVIEW GUIDELINES](#)

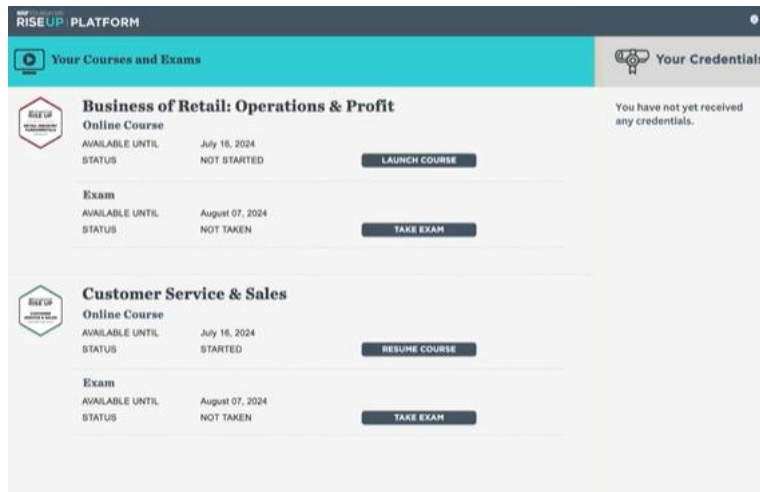
[GET EXAM CODES](#)

You can review the guidelines and get exam codes on this page. Click **Get Exam Codes** and provide this code to your learners to activate the exam. **Only the Customer Service & Sales and Business of Retail exams require an exam code. The codes change every day so it's important to check the exam code on the day of the exam.**

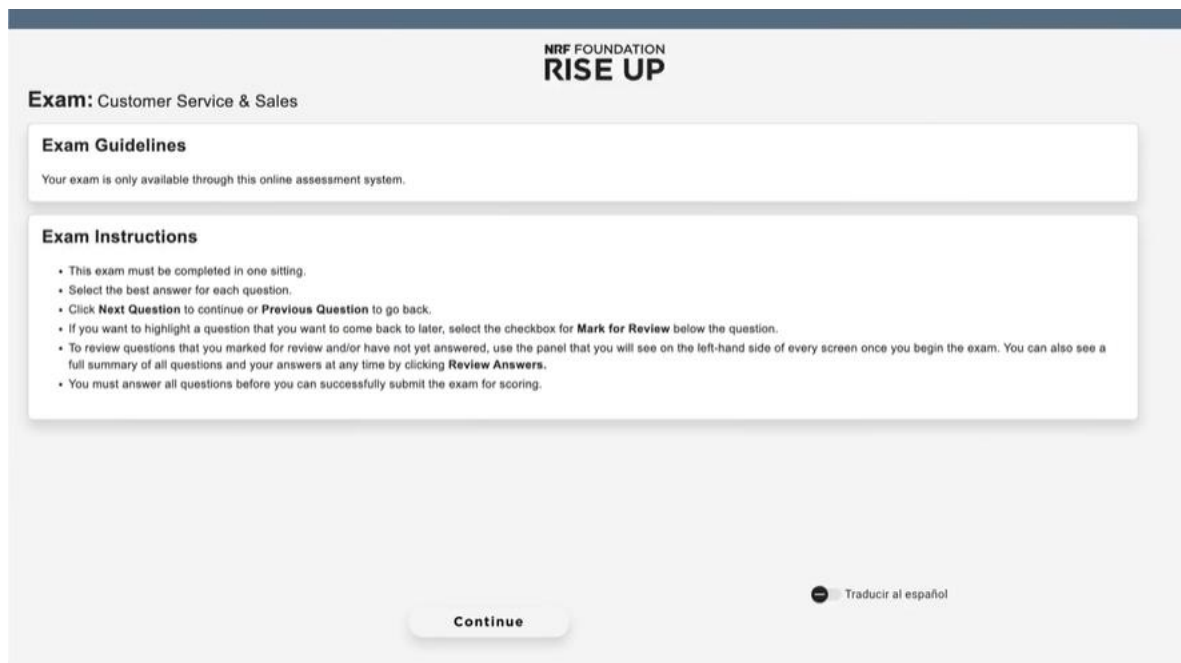
## Student View

Once you have assigned students to an exam, each student will see their exam in their account when they log in. The student login site is the same as the instructor:

<https://riseup.kaleidolearning.com/>.

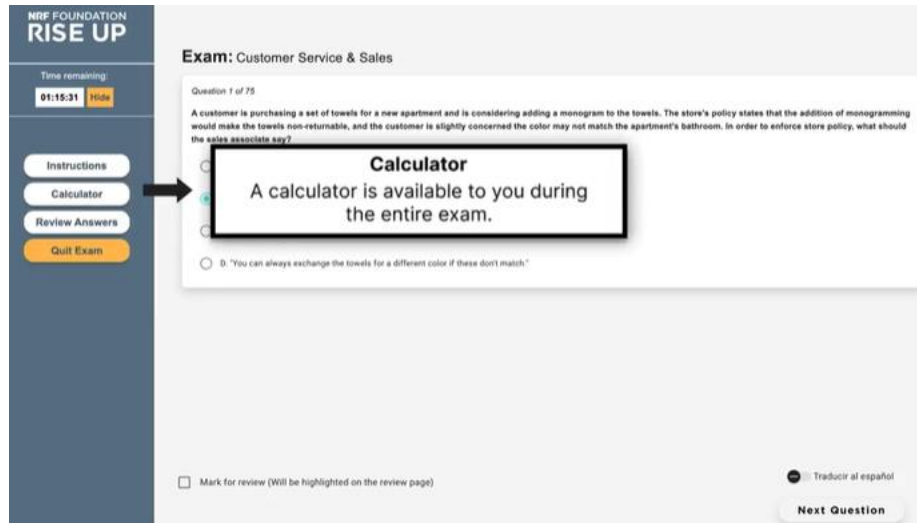


If your students are ready to take the exam, students should click on **Take Exam**. The exam is timed for 90 minutes. Once they are in the exam, they will be able to view the exam guidelines and instructions before starting.



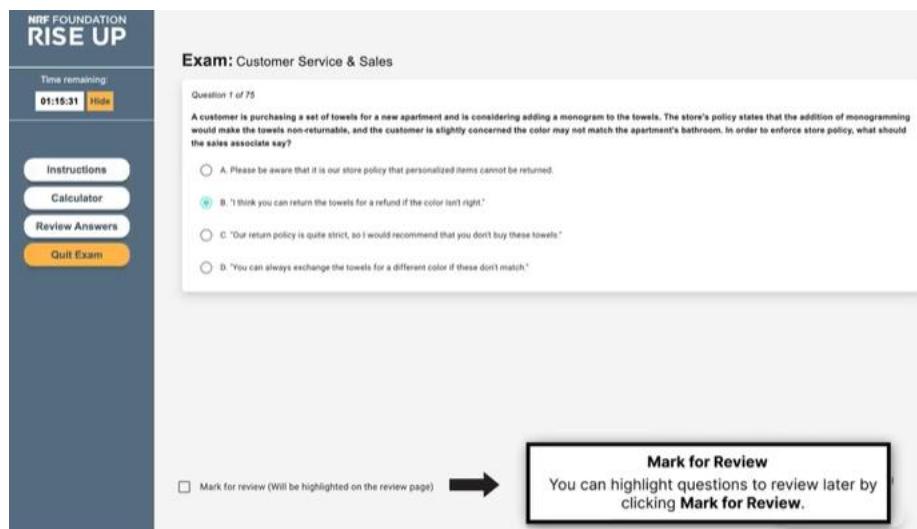
Your students will have some features available to them during the exam:

## Digital Calculator



The screenshot shows the exam interface for 'Exam: Customer Service & Sales'. On the left sidebar, the 'Calculator' button is highlighted with a black arrow pointing to a callout box. The callout box contains the text: 'Calculator' and 'A calculator is available to you during the entire exam.' The main content area shows 'Question 1 of 75' with a text prompt and four multiple-choice options. At the bottom, there is a 'Mark for review' checkbox and a 'Next Question' button.

## Mark for Review



The screenshot shows the exam interface for 'Exam: Customer Service & Sales'. On the left sidebar, the 'Mark for Review' button is highlighted with a black arrow pointing to a callout box. The callout box contains the text: 'Mark for Review' and 'You can highlight questions to review later by clicking Mark for Review.' The main content area shows 'Question 1 of 75' with a text prompt and four multiple-choice options. At the bottom, there is a 'Mark for review' checkbox and a 'Next Question' button.

## Review Answers

The screenshot shows the exam interface for 'Exam: Customer Service & Sales'. On the left sidebar, there are buttons for 'Instructions', 'Calculator', 'Review Answers', and 'Quit Exam'. The 'Review Answers' button is highlighted with a callout box that says: 'Click this button at any time during the exam to see a summary of your answers so you can review them.' The main content area shows 'Question 1 of 75' with a text-based question and a multiple-choice option. At the bottom, there is a 'Mark for review' checkbox and a 'Next Question' button.

## Spanish Helping Translation

The screenshot shows the Spanish translation of the exam guidelines and instructions. The header includes the NRF FOUNDATION RISE UP logo. The main content is divided into two sections: 'Exam Guidelines' and 'Exam Instructions'. The 'Exam Guidelines' section states that the exam is only available through the online assessment system. The 'Exam Instructions' section provides a list of rules and tips for taking the exam, such as completing it in one sitting, selecting the best answer, and using the 'Mark for Review' feature. At the bottom, there is a 'Continue' button and a 'Traducir al español' button.

## 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.

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 have a good day.
2. Which of the following are not costs 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 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 saying 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 cookie 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 use 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 away 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 to 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 your students have completed and submitted their exams online, they will see their results on the screen immediately after. They will also see how well they performed in each content domain.

The screenshot shows the 'Exam Result' for 'Customer Service & Sales' with a date of 'Tue Sep 05 2023' and a 'Passing' status. Below this, five content domains are listed with their respective performance levels: 'Learn About Company Products and/or Services' (Proficient), 'Handling Product Returns & Customer Issues' (Proficient), 'Meeting Customer Needs' (Proficient), and 'Educate the Customer, Gain Commitment, and Close the Sale' (Proficient).

If your students passed the exam, they will receive a congratulations email from [riseup@kaleidolearning.com](mailto:riseup@kaleidolearning.com) and their RISE Up certificate will be available to download in their portal.

The screenshot displays the 'Your Courses and Exams' section of the RISE UP PLATFORM. It is divided into two columns: 'Your Courses and Exams' and 'Your Credentials'. Under 'Your Courses and Exams', there are sections for 'Customer Service & Sales' and 'Business of Retail: Operations & Profit'. The 'Customer Service & Sales' section shows an 'Exam' taken on September 19, 2023, with a 'PASSED' status and a 'REVIEW RESULTS' button. It also lists 'Online Course' options with 'LAUNCH COURSE' and 'RESUME COURSE' buttons. The 'Business of Retail: Operations & Profit' section shows an 'Online Course' that is 'STARTED'. The 'Your Credentials' column shows two completed exams: 'Customer Service & Sales' (completed September 19, 2023, expires September 12, 2024) and 'Warehouse, Inventory & Logistics' (completed September 15, 2023, expires August 15, 2024). Both have 'DOWNLOAD' buttons.



(\*image of the Customer Service & Sales certificate for example)

Students will also be sent a digital badge from Credly via email. The email will come from [admin@credly.com](mailto:admin@credly.com).



If students were unsuccessful, you have the option to purchase a retake exam license for them.

For additional questions, please make sure to visit our [Help Center](#).