SCHEME AND CURRICULUM OF EXAMINATIONS

CERTIFICATE COURSE: RETAIL SALES EXECUTIVE

SESSION: 2026-27

COURSE CODE: CSAM-1321

JOB ROLE: RETAIL SALES EXECUTIVE - RAS/Q0109 (NSQF LEVEL-4)

Course Code	Course Name	QP Code	NSQF Level	Version	Total Duration
CSAM-1321	Retail Sales Executive	RAS/Q0109	4	2	480 Hours

Module 1: Introduction to Retail Sales

- Overview of the retail industry
- Role and responsibilities of a Retail Sales Executive
- Customer-centric retailing
- Personal grooming and communication in retail

Module 2: Sales Transactions and Billing

- Processing payments (cash, credit, digital)
- Handling part exchange sale transactions
- Processing returned goods and refunds
- Billing and receipt generation
- Managing sales records and daily reconciliation

Module 3: Customer Interaction and Product Sales

- Greeting and engaging customers
- Understanding customer needs and preferences
- Helping customers choose the right products
- Stock and inventory coordination
- Demonstrating products effectively
- Upselling and cross-selling techniques
- Managing customer expectations and feedback

Module 4: Security, Safety and Compliance

- Workplace health & safety and security standards
- Fire safety and evacuation procedures
- Regulatory compliance and ethical retailing
- Loss prevention techniques
- Safe cash handling and deposit procedures

Assessment Structure (by RASCI)

- Theoretical Knowledge Test: 30%
- Practical Demonstration: 50%
- Viva/Interview: 20%
- Graded as per NSQF performance criteria

Certification

- Upon successful completion and assessment by RASCI, candidates receive a **National Skill Certificate (NSQF Level 4)**.