



OCCUPATIONAL CATEGORY

Food Marketing Series

Associate Level

INSTRUCTIONAL AREA

Professional Development

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including Performance Indicators Evaluated and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge.
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS EVALUATED

1. Use proper grammar and vocabulary.
2. Demonstrate interest and enthusiasm.
3. Demonstrate initiative.
4. Demonstrate appropriate creativity.
5. Use appropriate assertiveness.

EVENT SITUATION

You are to assume the role of a high school student recently employed at a local grocery store named FOOD DEN. You will be asked to conduct market research with the store's customers.

FOOD DEN has always been interested in what its customers think, but has never conducted any formal research until now. The company is currently using a 10-question survey instrument on topics ranging from FOOD DEN's pricing policy to its store layout. The survey is designed to take approximately five minutes to complete, plus several minutes for any other additional verbal feedback.

Customers will be handed a clipboard and a number two pencil with the survey form. After customers have completed the questionnaire, the researcher will ask if there were any questions the customers did not understand and if there are any other areas they would like to comment on that were not mentioned. These answers will be recorded by the researcher on the bottom of the survey form. Every customer completing the survey process will be presented a \$5.00 discount coupon for purchases of \$25.00 or more. However, it has been suggested that the researcher not mention the coupon until the survey has been completed to assure impartial results. Each customer may complete the survey only once.

FOOD DEN would like to hire students from the local high school's marketing department to conduct the survey during a one-week period. The manager (judge) is interviewing potential researchers to conduct the survey.

You are to demonstrate your survey techniques during a role-play with the manager (judge) in the store's office. The manager (judge) will begin the role-play by greeting you and asking you to demonstrate how you will approach customers for the survey. The manager (judge) will then ask you several questions as a potential survey respondent and several more as the manager (judge) considering hiring you. After you have demonstrated your survey technique and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your time and effort.

SURVEY FORM

QUESTION	OUTSTANDING	LACKING	ADEQUATE
1. I find the selection of fresh produce to be:			
2. I find the gourmet food selections to be:			
3. I find the salad bar selections to be:			
4. I find the selections of deli foods to be:			
5. I find the fresh fish selections to be:			
6. I find the aisle signs to be helpful:			
7. I find the price of food items competitive with other stores I shop at:			
8. I find the number of registers open during slow and busy times of the day to be:			
9. I find the cashiers to be:			
10. I find the variety of general brand name foods to be:			

Judge's questions:

During the course of the role-play, you are to ask the following questions of each participant:

In the role of customer:

1. Why should I take your survey? I just want to get in and get my groceries and get out.
2. I have been shopping here for years. Why are you interested in my opinion now?

In the role of store manager:

1. If you were hired, how could we evaluate your effectiveness?
2. Besides the \$5.00, are there other incentives we could offer the customer?

JUDGE'S EVALUATION FORM

FMAL

DID THE PARTICIPANT:

1. Use proper grammar and vocabulary?

POOR

0, 2

Grammar and vocabulary were flawed and inadequate.

FAIR

4, 6, 8

Adequately used proper grammar and vocabulary.

GOOD

10, 12, 14

Effectively used proper grammar and vocabulary.

EXCELLENT

16, 18

Very effectively and thoroughly used proper grammar and vocabulary.

2. Demonstrate interest and enthusiasm?

POOR

0, 2

Attempts at demonstrating interest and enthusiasm were inadequate or ineffective.

FAIR

4, 6, 8

Adequately demonstrated interest and enthusiasm.

GOOD

10, 12, 14

Effectively demonstrated interest and enthusiasm.

EXCELLENT

16, 18

Very effectively and clearly demonstrated interest and enthusiasm.

3. Demonstrate initiative?

POOR

0, 2

Demonstration of initiative was inadequate; efforts were tentative.

FAIR

4, 6, 8

Adequately demonstrated initiative.

GOOD

10, 12, 14

Effectively demonstrated initiative.

EXCELLENT

16, 18

Very effectively and thoroughly demonstrated initiative.

4. Demonstrate appropriate creativity?

POOR

0, 2

Creativity was inadequate.

FAIR

4, 6, 8

Adequately demonstrated appropriate creativity.

GOOD

10, 12, 14

Effectively demonstrated appropriate creativity.

EXCELLENT

16, 18

Very effectively and thoroughly demonstrated appropriate creativity.

5. Use appropriate assertiveness?

POOR

0, 2

Presentation was not adequately or effectively assertive.

FAIR

4, 6, 8

Adequately used appropriate assertiveness.

GOOD

10, 12, 14

Effectively used appropriate assertiveness.

EXCELLENT

16, 18

Very effectively and clearly used appropriate assertiveness.

6. Overall impression and response to the judge's questions?

POOR

0, 1

Demonstrated few skills; could not answer the judge's questions.

FAIR

2, 3, 4

Demonstrated limited ability to link skills; answered the judge's questions adequately.

GOOD

5, 6, 7

Demonstrated the specified skills; answered the judge's questions effectively.

EXCELLENT

8, 9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively.

Judge's Initials _____

TOTAL SCORE _____