

Paper Code: M-EPA-RM4992**Level
4**

Retail Manager Mock EPA Written Exam

Information for registered Centres

Under no circumstances should a learner use an unsealed examination paper.

Information for candidates

This examination consists of **8** mandatory written questions.

There are **80 marks** available all together.

The pass mark is 48 out of 80.

The mark for a distinction is 68 out of 80.

The duration of this examination is **2 hours**.

The apprentice will be given 5 minutes to read the question paper before attempting to provide any answers.

In total the examination will last **2 hours and 5 minutes**.

You are **NOT** allowed any assistance to complete the answers.

1

You work for a retailer that is looking to increase its focus on corporate social responsibility.

1a

Outline 3 potential benefits to your organisation of demonstrating corporate social responsibility.

(Legal and governance) (3 marks)

1b

A competitor recently marketed a product as being sustainable, but this was found to be incorrect by Trading Standards. Describe 2 potential implications of falsely promoting a product.

(Legal and governance) (2 marks)

1c

Your store has recently acquired a new range of responsibly sourced products. Describe 3 ways that you could drive sales of these products in your store using this unique selling point.

(Merchandising) (3 marks)

2

Retailers try extremely hard to ensure that their brand is unique, stands out in the marketplace and remains protected.

2a

Describe 3 ways in which a retailer might be able to differentiate its brand from those of its competitors.

(Brand reputation) (3 marks)

All retailers want to handle customers' complaints effectively and the increased use of social media has introduced new ways of achieving this.

2b

Outline 2 impacts that social media has had on customer complaints in the retail industry and explain 2 ways retailers manage customers' complaints effectively and efficiently.

(Brand reputation) (4 marks)

3

Effective communication between a manager and their team is essential for any retailer to be successful.

A member of your team has not been performing as well as usual recently, despite initial assurances from them that there were no issues. You have decided to meet with them to establish the issue and try to resolve it.

3a

Outline 3 key aspects of active listening and describe how these differ from the listening techniques you would usually use within a meeting.

(Communications) (3 marks)

Despite your efforts to understand the decline in your team member's performance, it has now reached an unacceptable level.

3b

Describe how you would structure constructive feedback to address the situation.

(Communications) (3 marks)

4

The Christmas sales period is crucial in retailing. After it has finished, retailers need to examine very closely how successful it has been.

4a

Identify 4 key performance indicators (KPIs) that a retailer should analyse after the event, giving a brief reason for why each needs to be reviewed.

(Finance) (4 marks)

You find that sales are up 10% compared to the previous year.

4b

Outline 2 further factors that should be taken into account before concluding whether the Christmas sales period was successful, giving reasons why each factor should be considered.

(Finance) (4 marks)

5

Continual learning for you and your team is vital in today's dynamic retail environment.

5a

Outline the type of information that a training needs analysis will provide a retailer with.

(Developing self and others) (2 marks)

5b

Identify 2 different learning styles that retail team members may adopt. For each example given, suggest a training method appropriate to that learning style.

(Developing self and others) (4 marks)

6

Controlling all stock, including age-restricted products, is very important practice for retailers.

6a

Identify 4 legally age-restricted items that are commonly sold in retail stores, stating the minimum age a customer must be to purchase each.

(Stock) (2 marks)

6b

After the initial allocation of stock to a store, many retailers will use automated target stocks to auto-replenish stock to a specific level. Assuming there are no space issues or key promotions, state how this stock level can be calculated.

(Finance and Stock) (3 marks)

7

Cost cutting within your business has meant that store departments are being merged and run by a single manager. You have looked after the ladies' wear department for the last 3 years with good success rates and have now been given the menswear department to run as well, as one overall clothing department.

7a

Your aim is to cultivate an atmosphere of trust. Describe what style of leadership would be most suitable to use in bringing the two teams together, giving 2 reasons for your choice.

(Leadership) (3 marks)

7b

You are aware that your recently inherited menswear department has not been hitting sales and customer service targets. The previous manager of this department had a very authoritative management style as opposed to your own coaching style.

Describe a motivational theory that supports the previous manager's style of management.

(Leadership) (3 marks)

7c

Your usual practice is to provide a short briefing to your team before the store opens. However, with your team size having increased, you no longer have time to do this effectively.

Outline 3 ways of keeping your newly merged team up to date with sales, KPIs and business news. Give brief examples of the advantages and disadvantages of each.

(Communications) (3 marks)

7d

Within the first 2 weeks of taking over the 2 departments together, you hear that several members of your team are concerned about additional staff cuts. You know that further cuts are not going to be made and want to communicate this to your team in the most effective manner.

Outline which method or style of communication you would use, giving your reasons.

(Communications) (3 marks)

7e

Your company's vision statement and values are very important.

Provide a description and example of both vision statements and values then analyse the differences between them.

(Leadership) (8 marks)

8

Retailers have long used loyalty cards and schemes. While these can build loyalty and increase sales, they often do so at the expense of margin.

8a

Identify 3 reasons why retailers employ loyalty cards and schemes, giving a brief description of their benefits to the retailer.

(Marketing) (2 marks)

8b

Apart from collecting loyalty points for discounts in the future, retailers often provide other offers to customers with loyalty cards and schemes. Identify 3 common offers that retailers may promote to card holders.

(Marketing) (3 marks)

8c

When store staff are giving customer-specific account loyalty card information to a customer in store they must be aware of certain legal aspects. Outline 3 legal aspects they need to be aware of.

(Legal and governance) (3 marks)

8d

Margin is a widely used term in retail and is usually expressed as a percentage (%). In its most basic form explain how margin percentage (%) is calculated.

(Finance) (3 marks)

8e

Explain the difference between margin percentage (%) and mark-up percentage (%).

(Finance) (3 marks)

8f

Retailers can often be frustrated at not being able to achieve both good sales and good margin simultaneously. Explain why this is not always possible, making reference to the concept of 'supply and demand' to support your argument.

(Finance) (3 marks)

8g

Considering **only financial factors**, would it be more beneficial for a retailer to ensure that cash margin is achieved, or that margin percentage (%) is achieved? Give a reason for your answer.

(Finance) (2 marks)

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Level 4

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