

Paper Code: M-EPA-RTL3002
Level 3

Retail Team Leader

EPA Mock Test 2

Information for registered Centres

The seal on this examination paper must only be broken by the learner at the time of the examination.
Under no circumstances should a learner use an unsealed examination paper.

Information for candidates

Under no circumstances should you the candidate use an unsealed examination paper.

This examination consists of **40** questions. The minimum pass mark is 24 correct answers.

The duration of this examination is **60 minutes**.

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

In total the examination will last **65 minutes**.

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

You must use a pencil to complete the answer sheet - pens must **NOT** be used.

When completed, please leave the **Examination Answer Sheet (EAS)** on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:

For each question, fill in **ONE** answer **ONLY**.

If you make a mistake ensure you erase it thoroughly.

You must mark your choice of answer by shading in **ONE** answer circle only.

Please mark each choice like this:

01 A B C D **ANSWER COMPLETED CORRECTLY**

Examples of how NOT to mark your Examination Answer Sheet (EAS). These will not be recorded.

01 A B C D **DO NOT** partially shade the answer circle
ANSWER COMPLETED INCORRECTLY

01 A B C D **DO NOT** use ticks or crosses
ANSWER COMPLETED INCORRECTLY

01 A B C D **DO NOT** use circles
ANSWER COMPLETED INCORRECTLY

01 A B C D **DO NOT** shade over more than one answer circle
ANSWER COMPLETED INCORRECTLY

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

1

In setting realistic sales targets, which of the following is **least** helpful?

- A. Store location
- B. Historical sales data
- C. Sales initiatives and events throughout the year
- D. The capacity of your sales team

2

You work in a high street fashion store. In order to meet demand, the key factors that need to be considered are:

- A. product durability and quality
- B. material resources and productivity
- C. the supply and storage of goods
- D. brand reputation and price

3

You work in a high street fashion store. The **most** effective way to minimise costs is to:

- A. increase security
- B. reduce electrical tests
- C. use paper bags
- D. reduce staffing levels

4

Gross profit is calculated as:

- A. total turnover minus the cost of goods sold
- B. cost of sales minus the net profit
- C. cost of sales minus the cost of goods
- D. total turnover minus all costs

5

The main components of a team training needs analysis are:

- A. identify your team's skills and abilities; select the strongest team member and list the skills gaps between them and the newest team member
- B. identify your own skills and abilities; prioritise the top three and identify team members who need developing in those areas
- C. identify the desired outcomes; compare your team's skills and abilities with the outcomes and identify the gaps in their knowledge and skills
- D. identify the desired outcomes, share them with the team and ask them to list the areas they would like training in

6

In a recent survey of staff thinking of leaving the retail sector, they listed three things that they were seeking in a new role:

- A higher salary
- A more meaningful job
- More flexible and adaptable work schedules

Which of the following initiatives is most likely to be **feasible** and **successful** for a large retailer to improve staff retention:

- A. introduce across-the-board pay rises
- B. reduce the number of part-time staff
- C. involve staff in planning shifts and work schedules
- D. extend the range of training opportunities for staff

7

You notice that a customer is extremely upset at the way they have been treated by a new sales assistant. Once the problem has been resolved, the **main** reason you need to give feedback to the assistant is because:

- A. customers will always complain about them
- B. they need to know the customer is always right
- C. they should handle similar situations differently in the future
- D. it will develop their knowledge and understanding

8

A retail calendar is designed to enable a retailer to:

- A. lower costs and increase demand
- B. forecast supply and increase profit
- C. meet demand and increase sales
- D. maintain contact with suppliers

9

Your store is supporting a fundraising event for a local charity and you have been asked to effectively plan for the occasion. The **most** important things to consider are:

- A. the type of event and predicted attendance
- B. stock rotation and brand image
- C. the staff rotas and product range
- D. available shelf space and customers' knowledge

10

The **main** objective of a merchandising plan is to:

- A. guarantee the income from a sales event
- B. increase the profitability of the business
- C. enhance the brand image
- D. develop customers' loyalty

11

In retailing, a re-order point is:

- A. the location by the changing rooms where clothing retailers retain garments tried on by customers
- B. the process of ensuring that products are displayed in size order
- C. the stock level which, when reached, triggers the re-ordering of more stock
- D. the location of the customer enquiries desk

12

Which of the following is **not** a part of demand forecasting? Predicting:

- A. what your customers will buy
- B. which items your customers will return
- C. when your customers will buy
- D. how much your customers will buy

13

Product storage conditions are important to ensure that:

- A. products are easily transferred to the shop floor
- B. high demand can be met
- C. products do not get damaged or deteriorate
- D. packaging is easily removed and recycled

16

One member of the team consistently struggles with meeting their targets. During their performance review you need to:

- A. remind them that other members of the team meet their targets
- B. agree simple, meaningful, realistic and time-bound tasks
- C. insist that they must meet all future tasks
- D. arrange for a colleague to observe them

14

Automatic stock ordering systems benefit retailers by:

- A. increasing the IT skills of their workforce
- B. allowing bar code readers to be used at till points
- C. allowing stores to compete with on-line channels
- D. helping eliminate human error in stock control

17

The company you work for invests a lot of time in team training and development. The **most** likely reason for this is to:

- A. achieve "Investors in People" status
- B. identify processes and practice
- C. improve skills and productivity
- D. increase brand image and customer loyalty

15

The learning and development cycle (sometimes called the training cycle) has four stages best described as:

- A. identify learning needs; plan and design learning; deliver learning; evaluate learning outcomes
- B. teach; self-assess; consider; practise
- C. plan; do; record; extend
- D. plan the learning; develop the planning; implement the planning; embed the learning

18

You have asked team members to label new stock so that it is ready to be displayed on the shop floor. According to trading standards, retailers **must** display on all labels:

- A. the unit price
- B. the price in £ sterling
- C. metric measures
- D. VAT as a percentage

19

You work for a large high street retailer and a new recruit is due to join your team on the foods department next week. To prepare for this you must:

- A. ensure you and your team is familiar with the induction process
- B. check all references have been received and filed
- C. pass on the national insurance number of the new recruit to the pay roll department
- D. prepare to brief the new recruit on the company pension scheme

20

Under UK law, overseas visitors who purchase goods:

- A. can request special prices
- B. must pay export tax
- C. must prove their identity
- D. can claim tax-free shopping

21

An effective way to increase your profit margins is to:

- A. have more sales events
- B. spend less on advertising
- C. avoid markdowns
- D. reduce staff turnover

22

A recent report claimed that the average profit margin in the UK for alcohol is 40% and for jewellery, 60%. This means that:

- A. More is spent in the UK on jewellery than on alcohol
- B. Customs and excise duties impact on alcohol, but not on jewellery
- C. Operational costs are higher for alcohol retailers compared with jewellery retailers
- D. Jewellery retailers need to sell less in order to make the same amount of profit as alcohol retailers

23

A team member is unloading the day's stock delivery. They have approached you to explain that the stock that has been received does not match the listed stock on the invoice. The **most** appropriate course of action to take is to:

- A. thank the team member and sort it later
- B. tell the team member to just put it away as the store is very busy
- C. ask the team member to make a note of what was and wasn't delivered
- D. tell the team member to put it all to one side and leave it

24

While training a new team member to use the till point, a customer wants to purchase an item with no barcode. The **most** appropriate course of action is to:

- A. scan a different item of the same price
- B. tell the customer they can't buy that item
- C. select the exact same item off the shop floor
- D. scan the same item but in a different size or colour

25

Your store manager has received a letter from head office with some important information for staff. You are required to pass the information to the weekend team of part-time staff. The **most** appropriate way to communicate the information to the weekend team is to:

- A. put a copy of the letter on the staffroom notice board
- B. remove business terms and insider language then brief the team
- C. hand out a photo-copy of the letter to each team member
- D. read the letter to the team line by line

26

You need to relay some information to a group of managers spread over a large geographical area. The **most** efficient way to make sure they receive and understand this information is to:

- A. send an email to all recipients
- B. arrange a conference call with the managers
- C. call everyone individually
- D. post it on the company intranet

27

You work for a large national retailer who has established a strong corporate brand that its customers identify with and recognise. Corporate image and brand standards are important because:

- A. they are a representation of company's identity and core values
- B. they are easy to develop and shareholders like them being used
- C. people will know which shop it is and the full range of products they sell
- D. staff are easily recognisable to customers by the uniforms that they wear

28

It is important your team talks to customers and builds a rapport with them. The **main** reason for doing this is that it:

- A. is nice to talk to the customers
- B. will increase the chance of them liking you
- C. is easier for you to establish their needs
- D. helps to boost your confidence

29

The **most** important elements of active listening are:

- A. listening to what is said and observing body language
- B. noting what the person is wearing and saying
- C. observing what shopping bags they are carrying and what they are saying
- D. listening to what they ask for and answering questions

30

You work in a shoe retailer and 40% of your annual sales happen during the school holidays in August. What changes could you make to your merchandising to capitalise on this?

- A. extend the children's department, during the school holidays
- B. extend the men's department and give more space to man bags
- C. extend the ladies department and give more space to handbags
- D. leave the shop as it is, don't make any changes

31

The **main** reason for keeping your store window display fresh, clean and up to date is because it is:

- A. windows are a 24-hour selling opportunity
- B. it is company policy to refresh window displays
- C. part of the daily checklist
- D. what other stores in your area do

32

The store where you work has a large children's department that is located on the first floor. The **most** effective way of increasing customer awareness of this department is to:

- A. put additional signage near the door confirming the children's department is on the first floor
- B. update the window displays to include a selection of bestselling children's lines
- C. tell every customer that enters the store that the children's department is located on the first floor
- D. introduce 5% price reductions on all items in the children's department

33

You have been set some objectives by your store manager and need to delegate some tasks to ensure work is completed on time. In the short term who do you delegate the work to?

- A. Anyone who is prepared to volunteer
- B. Someone with the knowledge about the work involved
- C. The newest team member
- D. Someone who needs training in that area

34

It is important to make your team's goals and targets 'SMART' in order to:

- A. prevent team members from getting distracted
- B. motivate and inspire team members
- C. ensure that the whole team is involved
- D. make sure that all team members meet their targets

35

You have just hired a new team member for a physical role, moving stockroom items. The **most** important reason to train this team member to do the job properly is to:

- A. reduce the risk of them injuring themselves
- B. ensure that they can carry out the task without supervision
- C. enable them to perform the tasks quicker in the future
- D. ensure that they know how to recycle packaging

36

The Sale of Goods Act is designed to ensure that customers:

- A. can return unwanted goods bought as a present and request a refund
- B. have the right to reject poor quality goods and request a refund
- C. can only return goods within a 6 month period after their purchase
- D. are not subject to aggressive or misleading selling tactics

37

According to the Equality Act 2010, protected characteristics are a:

- A. characteristic of a person that by law you cannot discriminate against
- B. characteristic that is unique to a person
- C. common characteristic that employers may not ask questions about
- D. characteristic that is protected from bullying

38

You have a team member who is unable to continue using the stairs due to development of arthritis. The **most** appropriate action to take is to:

- A. suggest they find a job that doesn't require them to use the stairs
- B. involve the HR department and discuss a reasonable adjustment to their job role which doesn't involve use of stairs
- C. ask another member of the team to do the part of their colleague's job that uses the stairs
- D. tell them they must use the stairs as it is part of their job role

39

A recent report claims that "Two thirds of retail spending growth will come from shoppers aged 55 plus". The same report also describes the rising impact on retailers of so-called "Generation Y", who are the under 30 to 35s. A realistic and practical response to this is for retailers to:

- A. ensure their product range appeals to the under 35's as well as the over 55's
- B. recognise that one size does not fit all and focus on their core market
- C. develop their brand image to appeal to all age ranges
- D. use on-line as well as store-based channels

40

You are managing a busy retail environment. A member of staff has approached you to advise that their daughter has been taken ill and has requested to leave immediately. You are aware that this would leave you short staffed. The **most** appropriate action is to tell them to:

- A. stay until end of their shift
- B. stay long enough to cover the lunch breaks
- C. leave immediately and make up the time later
- D. not raise personal issues during work time

Level 3

Highfield Assessment
Highfield House
Heavens Walk
Lakeside
Doncaster
South Yorkshire
DN4 5HZ
United Kingdom

Tel: +44 0845 2260350 Tel: +44 01302 363277
info@highfieldassessment.com www.highfieldassessment.com