



Highfield Core

Mock exam results

Retail Manager - Written Exam

EPA-RetM4993

Question 1:

As a retail manager, ensuring accurate stock control is essential, especially during holiday seasons. Using an automated stock system and co-ordinating deliveries effectively helps keep high-demand items available while avoiding excess stock of slower-moving items.

Outline 2 impacts of delivery shortages **not** being reported accurately and how this affects a retail business.

Marker feedback

Score:

/4

Question 2:

As a retail manager, ensuring accurate stock control is essential, especially during holiday seasons. Using an automated stock system and co-ordinating deliveries effectively helps keep high-demand items available while avoiding excess stock of slower-moving items.

Describe 2 benefits of using a fully automated ordering system compared to a manual stock ordering system.

Marker feedback

Score:
/4

Question 3:

As a retail manager, ensuring accurate stock control is essential, especially during holiday seasons. Using an automated stock system and co-ordinating deliveries effectively helps keep high-demand items available while avoiding excess stock of slower-moving items.

Explain 2 reasons why a fully automated ordering system may be less efficient than a manual stock ordering system.

Marker feedback

Score:
/4

Question 4:

A retail business is conducting a financial review of its stores. The retail manager must evaluate key financial aspects including profit margins, budgeting, forecasting practices and the use of financial data for strategic planning.

Identify 3 contributing factors that need to be considered when planning the staffing budget for a retail business and how each factor can impact overall budget planning.

Marker feedback

Score:

/6

Question 5:

A retail business is conducting a financial review of its stores. The retail manager must evaluate key financial aspects including profit margins, budgeting, forecasting practices and the use of financial data for strategic planning.

A retail store's success can be measured using 'sales per square foot' or 'sales per square metre'. Identify 2 factors that contribute to achieving a high volume of sales per square foot or metre.

Marker feedback

Score:

/2

Question 6:

A retail business is conducting a financial review of its stores. The retail manager must evaluate key financial aspects including profit margins, budgeting, forecasting practices and the use of financial data for strategic planning.

Outline 2 ways profit and loss statements help a retail manager in assessing business performance.

Marker feedback

Score:

/4

Question 7:

A retail manager needs to schedule a performance review meeting with a team member to address their underperformance and explore ways to support their improvement.

Describe 2 benefits that constructive feedback will have on the team member during the performance review, and how each benefit supports the team member's performance.

Marker feedback

Score:

/4

Question 8:

A retail manager needs to schedule a performance review meeting with a team member to address their underperformance and explore ways to support their improvement.

Identify 2 methods the retail manager could use to understand the team member's needs before the performance review meeting.

Marker feedback

Score:
/2

Question 9:

A retail manager needs to schedule a performance review meeting with a team member to address their underperformance and explore ways to support their improvement.

Describe 3 **key** principles of active listening and how each principle contributes to a more productive and constructive discussion during a performance review.

Marker feedback

Score:
/6

Question 10:

Retailers aim to maintain a distinctive and consistent brand reputation by following brand standards and messaging, which help to communicate the brand's unique identity and values across all customer interactions and channels.

Explain 1 reason why multi-channel consistency is important in retail branding and how it could be applied.

Marker feedback

Score:
/2

Question 11:

Retailers aim to maintain a distinctive and consistent brand reputation by following brand standards and messaging, which help to communicate the brand's unique identity and values across all customer interactions and channels.

A retail manager has noticed several complaints on social media regarding a key product sold by the retailer. Identify 1 immediate action and 1 long-term strategy that the retailer could use to address these complaints and protect its reputation.

Marker feedback

Score:
/2

Question 12:

A retail manager at a large department store needs to set the sales targets for the upcoming year. This requires an analysis of the current product mix that includes both established items and new product launches to ensure targets are achievable and aligned with market trends.

Identify 2 internal factors and 2 external factors to consider when establishing sales targets for the upcoming year.

Marker feedback

Score:
/4

Question 13:

A retail manager at a large department store needs to set the sales targets for the upcoming year. This requires an analysis of the current product mix that includes both established items and new product launches to ensure targets are achievable and aligned with market trends.

Give 2 stages of the product life cycle and provide an example of a product that is currently in each stage.

Marker feedback

Score:
/4

Question 14:

A retail manager at a large department store needs to set the sales targets for the upcoming year. This requires an analysis of the current product mix that includes both established items and new product launches to ensure targets are achievable and aligned with market trends.

Explain 2 strategies a merchandising plan typically includes to support the launch of a new product in-store.

Marker feedback

Score:
/4

Question 15:

A strong understanding of key legislations governing business operations is important for a retail manager. This knowledge supports compliance, enhances customer confidence and promotes responsible business practices.

State the legislation that determines a customer's legal right to a refund and provide 3 examples of when a retailer is **not** legally obligated to offer a refund

Marker feedback

Score:
/4

Question 16:

A strong understanding of key legislations governing business operations is important for a retail manager. This knowledge supports compliance, enhances customer confidence and promotes responsible business practices.

Explain 2 legal requirements that **must** be followed when handling customer data under the current Data Protection Act and General Data Protection Regulation (GDPR).

Marker feedback

Score:

/4

Question 17:

A retail manager has been assigned to a struggling store with tight deadlines for improving several key performance indicators (KPIs). Failure to meet targets will trigger a store review. Recognising team members' strengths and development areas can enhance training effectiveness and boost overall performance.

Explain 1 leadership style that could be used to drive team improvement and how this could effectively impact team performance.

Marker feedback

Score:

/4

Question 18:

A retail manager has been assigned to a struggling store with tight deadlines for improving several key performance indicators (KPIs). Failure to meet targets will trigger a store review. Recognising team members' strengths and development areas can enhance training effectiveness and boost overall performance.

Describe 2 different learning styles that team members might have and provide an example of a training approach that would suit each learning style.

Marker feedback

Score:
/4

Question 19:

A retail manager has been assigned to a struggling store with tight deadlines for improving several key performance indicators (KPIs). Failure to meet targets will trigger a store review. Recognising team members' strengths and development areas can enhance training effectiveness and boost overall performance.

Explain 2 ways feedback can be used to enhance training effectiveness.

Marker feedback

Score:
/4

Question 20:

A retail manager has been assigned to a struggling store with tight deadlines for improving several key performance indicators (KPIs). Failure to meet targets will trigger a store review. Recognising team members' strengths and development areas can enhance training effectiveness and boost overall performance.

With the investment in training, maintaining low staff turnover is a priority. Discuss 3 factors that contribute to high staff turnover and how a performance management system can address each factor.

Marker feedback

Score:
/6

Question 21:

A retail manager has been assigned to a struggling store with tight deadlines for improving several key performance indicators (KPIs). Failure to meet targets will trigger a store review. Recognising team members' strengths and development areas can enhance training effectiveness and boost overall performance.

Explain a benefit of using continuous professional development (CPD) in supporting a performance management system.

Marker feedback

Score:

/2

Overall Marker feedback

Overall Score:

/80