

Paper Code: M-EPA-RTL3001
Level 3

Retail Team Leader

EPA On-Demand Test

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

You work in a high street fashion store that specialises in popular branded clothing aimed at younger adults. The **key** costs that need to be considered in order to meet demand are:

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

2

You need to collate information in a report to send to head office that includes both net and gross profit. Gross profit is calculated by:

- 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

3

You are supporting the store manager by creating an expenses report for the last financial year and need to break down the different costs for the store. The **most** appropriate example of a fixed cost is:

- A. overtime
- B. utilities
- C. sales commissions
- D. building rent

4

When setting sales targets for your team you consider ways to motivate them to reach their potential. The **most** effective way of establishing sales targets for your team is to:

- A. set challenging and realistic goals
- B. identify the best-selling staff member as it always inspires others
- C. provide incentives for individuals that reach certain goals
- D. discuss and set team goals with other department managers

5

As part of your development, your line manager has asked for your help in planning the team rotas. The **main** factors to consider are:

- A. estimated sales targets and promotional events
- B. previous rotas for the teams and staff availability
- C. any additional tasks from head office and fixed costs
- D. the opening times of stores nearby and variable costs

6

A tourist is considering purchasing several of your products in store. They understand that they can claim some tax back and are unsure of the rate. You confirm that the current rate of value added tax (VAT) in the UK for most goods and services is:

- A. 15%
- B. 17.5%
- C. 20%
- D. 20.5%

7

You have noticed that one of your team members is not performing to their usual high standards. The **most** appropriate action to take is to:

- A. discuss dropping performance levels in the next team meeting and explain that it is not acceptable
- B. talk to the individual in their 1:1 and explain that you will need to start disciplinary action
- C. have an informal chat with the individual in private and try to find out the reason
- D. wait to see if the issue with dropping performance resolves itself without any further action

8

The new season stock has been ordered and you are expecting a delivery. To ensure the store always has sufficient stock to meet this demand, you need to:

- A. increase the lead time with the supplier
- B. hold a minimum of 20% more stock
- C. carry out frequent stock rotation
- D. understand the warehouse flow

9

One of the **main** reasons that retailers have sales is:

- A. it is an opportunity to clear excess stock
- B. so they can sell stock at a reduced price
- C. to help meet monthly sales targets
- D. to try stock from a new supplier

10

You work for a large clothing retailer located in a town centre and part of your role is stock control. The **main** reason for effective stock control is because:

- A. the additional cost of small deliveries reduces profitability
- B. unsold stock is an investment and directly affects profitability
- C. you cannot predict demand so all stock should be kept to a minimum
- D. bulk ordering is always cost effective and increases profit margins

11

You are preparing a training session on restricted sales items for your team. It is illegal to sell national lottery tickets to anyone under the age of:

- A. 14
- B. 16
- C. 18
- D. 21

12

You work in a DIY store that stocks solvents. You are reminding your team that it is illegal to sell solvents to anyone under the age of:

- A. 16
- B. 18
- C. 21
- D. 25

13

Head office have asked you to update a number of store managers, area managers and sales managers with a report at the earliest convenience. The **most** appropriate way to relay this information accurately and quickly is to:

- A. send one email that confirms the report conclusions to all the managers
- B. arrange a conference call with all the recipients sending the report and results in advance
- C. call everyone separately so you can explain the report and answer their questions on an individual basis
- D. email everyone separately putting on read receipt so you know that they have received it

14

You are covering for the store manager while they are on annual leave. You have just updated the store's merchandising and would like feedback from the area sales manager, who you know is working in their office today. The **most** appropriate way to gain feedback in this situation is to:

- A. send them an email explaining what updates you have completed across the store
- B. call them to describe the actions you have taken
- C. wait for them to complete a store visit so they can see the updates you've made in person
- D. arrange for a video conference call so they can see what you have completed across the store

15

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

16

You work for a large retail chain that prides itself on selling quality products at competitive prices and has consumers who associate these values with its corporate branding. It is important to convey the same brand image across all forms of communication so that it:

- A. saves the company time and money
- B. is easier for the customers to recognise and identify with
- C. makes all communications cost effective and colourful
- D. shows that your store sells high-end products and follows trends

17

You find that a newer member of staff is not providing the correct standard of customer service. The **most** appropriate course of action is to:

- A. give them a copy of the employee handbook and ask them to read it
- B. monitor them and see if they get better with experience
- C. provide feedback including things that went well and how they can improve
- D. tell the store manager so that they can organise customer service training for the store

18

You work in a busy store and have an established team that works in a busy department. You notice that a member of your team has had a change in behaviour recently that is affecting the team morale. The **most** appropriate action to take is to:

- A. take them out for a drink to see if they will open up about the issue
- B. send them an email to ask them if there are any problems
- C. talk to them in person off the shop floor somewhere private
- D. tell them they will be disciplined if this behaviour continues

19

Retail calendars are used to enable stores to:

- A. lower costs and increase demand
- B. forecast supply and increase profits
- C. meet demand and increase sales
- D. plan working patterns and staff holidays

22

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

- A. a 24-hour selling opportunity
- B. company policy
- C. part of the daily checklist
- D. what other stores in your area do

20

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

23

There is an event happening in your town for children and you have a large children's department that is located on the first floor. The **most** effective way of increasing sales from the event for the 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. move the children's department downstairs and move the ladies' upstairs for the week of the event

21

Which of the following would **not** be a consideration when producing merchandising plans for your store?

- A. Minimising customer trends
- B. Minimising losses from markdowns
- C. Maximising sales potential
- D. Maximising return on investment

24

You work in a department store and are working on the merchandising plan for the winter season's footwear. Your manager has set you an objective to try and incorporate poor-selling products where possible. You remember that there is still a moderate stock of shoe waterproofing products located on a stand at the rear of the store. The **best** way to increase sales of these products would be to:

- A. move the location of the display near the till points
- B. locate the product at eye level near the front of the store
- C. leave the product where it is and reduce the price
- D. base the new display designs on weather

25

To meet deadlines that have been set by your store manager, you need to prioritise your work and delegate some of your day-to-day tasks. It is **most** appropriate to delegate these tasks to:

- A. anyone who volunteers and is willing to take on the work in addition to their own
- B. someone with the knowledge to complete the work involved and is looking to further their career
- C. a newer team member so they can learn from the experience
- D. no one, as it will be quicker to do the work yourself

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The **main** reason why objectives are set using SMART principles is:

- A. to help achieve goals by avoiding distractions
- B. to provide motivation by setting realistic targets
- C. so staff members feel involved with the rest of the team
- D. so goals are easy to complete

27

The **most** important reason to set team targets is to:

- A. make the job more interesting
- B. motivate individuals to work together
- C. allow managers to compare individuals for promotion
- D. have team members compete against each other

28

You are preparing for your team's review meetings and need to produce their individual sales targets. You have already taken into account the overall sales forecast and targets for the store. To establish realistic sales targets for the upcoming month, your **main** consideration is:

- A. customer service statistics
- B. regional forecasts
- C. new product lines
- D. sales and discount products

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You are preparing a team exercise based on the differences between working as a team and working as an individual. Teams are more successful if they:

- A. know all the procedures and operating practices needed to get the job done
- B. understand abbreviations associated with the role so communication is easier
- C. all know the different roles so the work is shared and completed evenly
- D. support and utilise each other's strengths to maximise productivity

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Team building is important to the workplace as it:

- A. gets staff talking to each other
- B. provides a break in the working day
- C. develops problem solving skills
- D. increases competitiveness

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You have found that a newer member of the team is not performing. You speak to them privately and they state that they are struggling to complete their daily tasks as they do not fully understand the instructions they have been given as company jargon has been used. The **best** way to resolve this is to:

- A. refer them to the company handbook whenever they are unsure
- B. stress that they need to be meeting their targets within the probationary period
- C. suggest that they observe their colleagues until they understand each of the tasks
- D. provide additional training and clearer instructions

32

A member of your team has approached you wanting to discuss changing their shift pattern as they feel they can no longer work with a colleague following a disagreement in the canteen. The **most** appropriate way to resolve this is to:

- A. discuss the issue with both staff members and bring them together to agree a way forward
- B. leave it with them as it first took place over lunch so it is not a work issue for you to resolve
- C. send a message to both members asking them to find a way to get on with each other
- D. ask each of them which shift they would like so that they no longer have to work with each other

33

You are completing refresher training on the company's health and safety policy for your team. Employees have a legal responsibility to:

- A. ensure their own health and safety
- B. produce their own safe systems of work
- C. carry out risk assessments
- D. investigate accidents they are involved in

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Part of your role requires you to understand regulations that cover your place of work and keep your team up to date of any changes. Under the General Data Protection Regulation (GDPR) 2018, any information that your store holds on its customers **must** be:

- A. retained for as long as possible
- B. only stored electronically
- C. only kept for 12 months
- D. kept in a secure manner

35

You are completing a floor walk in the department and notice that a member of staff from another team has stacked some boxes in front of a fire escape. The **most** appropriate action to take is to:

- A. ask them how long they will be stored there and make a decision depending on their answer
- B. ask if they can move the boxes away from the fire escape route by the close of business
- C. tell their manager so that they can speak with them in their next review meeting
- D. tell them to move the boxes immediately as the escape route must be kept clear

36

You are working with new members of the team. Part of their role includes collecting and processing customers information for marketing purposes, as well as any applications for store cards, so you need to ensure that they understand the data protection regulation and how it applies to their role. According to the General Data Protection Regulation (GDPR) 2018, any breach of data protection by organisations can result in a fine of up to:

- A. 1% of annual global turnover or €20 Million (whichever is greater)
- B. 2% of annual global turnover or €20 Million (whichever is greater)
- C. 4% of annual global turnover or €20 Million (whichever is greater)
- D. 5% of annual global turnover or €20 Million (whichever is greater)

37

HR have asked for you to complete a risk assessment for your team as you have recently employed some new members of staff. When evaluating risk, the group of people who are considered more vulnerable are:

- A. night-shift employees
- B. part-time or flexible working employees
- C. new or expectant mothers
- D. supervisors

39

Head office issue general communications that you amend to best reflect the products and services your store offers. The **most** appropriate factor to consider is:

- A. current store promotions
- B. differences in local demographics
- C. upcoming sales planned
- D. variations in store layout

38

Which of the following is **not** directly related to diversity in the workplace?

- A. Knowledge of local demographics can be reflected in the store's products
- B. Ensuring mandatory training on diversity is completed by all employees
- C. Overtime is offered as an incentive to well-performing staff
- D. Being mindful of differences when planning team-building activities

40

The **most** appropriate reason for valuing diversity in a team is:

- A. there are more social events and a wider range of activities that help to bond the team
- B. different opinions and experiences enable better problem-solving and creative solutions
- C. positive change and innovation can only be brought about if there is a strong mix of staff
- D. customers receive a much better experience when there is a staff member who speaks their language

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