

Paper Code: EPA-RetM Mock Written Exam 1**Level 4**

Retail Manager

EPA Mock Written Exam

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 the candidate use an unsealed examination paper.

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

The first six questions are shorter answer questions, totalling 40 marks.

The last two questions are longer answer questions, totalling 40 marks.

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.

EXAMINATION ANSWER BOOKLET (EAB) INSTRUCTIONS:

Complete your answers in the Examination Answer Booklet (EAB) provided along with this examination paper.

When completed, please leave the Examination Answer Booklet (EAB) on the desk.

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

1

Your company is about to launch a new product in your department, in stores and online. (For this question you may choose a product type/category that you are familiar with and relate your answers to that product).

1a

Compare and contrast the benefits for each of these channels. Include one benefit that relates to both channels working together.

*(5 marks)***1b**

Which aspects of the retail calendar should you consider in planning the launch date, with reference to each sales channel and competitor activity?

*(2 marks)***1c**

The products in your department are at different stages in their product life cycle. Outline the stages of the product life cycle and explain how you would choose which product(s) to discontinue, relating your answer to the product life cycle.

*(2 marks)***2**

You have recently joined a new national retail company and have been asked to devise a retail calendar covering national and local promotions.

2a

Describe how you would complete the retail calendar.

*(2 marks)***2b**

In addition, you are asked to improve in-store implementation of promotions across your stores in the UK.

A major sales event is planned for the chain. Describe two ways of implementing visual merchandising plans to provide maximum impact.

(4 marks)

3

You are the manager of a large department and have been assigned a new Apprentice. As such you need to produce a PDP (personal development plan) that not only meets the needs of the business, getting them up to speed in the department, but also details any developmental requirements that they may require.

3a

Identify three appropriate goals for the apprentice's PDP and the key criteria for measuring progress on each one. Include one goal focussed on developing the 'whole' person to be ready for a full time Sales Associate role in the business.

(3 marks)

3b

Identify three different learning styles and for each, describe a development activity designed to achieve a development goal that may be found in a PDP.

(3 marks)

4

You have just joined a new retail company and after reviewing HR (Human Resource) reports you are concerned that the level of staff turnover is high.

4a

Identify 3 probable causes of the high level of staff turnover, indicating how each might be a factor.

(3 marks)

4b

You are recruiting new team members. State one legal and two 'best practice' requirements/guidelines that you should follow in order to ensure that the right people are employed and initially supported in their career with your company. For each requirement/guideline, outline its purpose.

(3 marks)

5

As a manager with a quality retailer one of your responsibilities is to ensure that new members of your team are fully trained, not only in key company rules, but also the legislation that underpins them.

Compare and contrast your company's actual rules with relevant legislation within the following scenarios (for the purpose of this question the item must be goods, not digital content, or services).

5a

A customer returning an item to a store that is confirmed as faulty after 2 months and demanding a refund.

(4 marks)

5b

Use of customers' data gathered in the company's online summer draw competition for a Christmas mailing list.

(3 marks)

6

You have recently taken over as manager of a new general merchandise store and are keen to maximise sales, especially as time is moving quickly towards the first sales peak of November 5th Bonfire night. To undertake this, you need to liaise and support the Buying/Merchandising team in ensuring that your store has enough of the right type of stock to maximise sales potential.

6a

Explain three pieces of information/data you would use to assess sales potential this year and to influence the buying and merchandising team to ensure sufficient stock levels for this promotion to maximise sales?

(3 marks)

6b

Is a basic automated stock replenishment system suitable for this promotion? Give reasons for your answer.

(3 marks)

7

Your manager has asked you to present some financial information to a new group of trainee managers. They would like you to:

7a

Write a description of four financial KPIs (key performance indicators) that your company regularly uses and how two of these KPIs help your business operate commercially.

(8 marks)

7b

Explain the difference between the sales figure (£) and the profit margin (%).

Give an example of how a shop can have a higher monthly sales figure yet be less profitable than a similar shop that takes less money during that month. Give illustrative figures to support your explanation/answer.

(6 marks)

7c

Write a description of the key factors involved when preparing next year's sales budget/ plan. Include an explanation of how forecasting is different from budgeting, and the purpose of forecasting.

(6 marks)

8

You have been promoted to become the manager of the company's flag ship store and are determined to communicate a good impression, both to the store team and the variety of head office visitors.

8a

You are considering your first communication with the team at the store. Describe the method(s) you would use to introduce yourself, giving reasons for your choices, and identify three key messages you would communicate in order to make your start successful.

*(8 marks)***8b**

You have been advised that the company's new Managing Director (MD) will be coming to your store to formally welcome you and discuss plans for the future. In this meeting, as well as undertaking a walk round the store, they would like to give you half an hour in private to discuss any matters of your choice.

Describe your approach to planning the half hour meeting with the MD, focussing on two types of communication you would use and why you have chosen them. Describe how you would know whether it had been a successful meeting.

*(6 marks)***8c**

Your natural leadership style is a coaching and people-oriented style.

You have been advised by Head Office that the store has an extremely serious stock loss problem. The issue is compounded by the last security audit highlighting lack of staff awareness of correct stock control procedures and you are required to take immediate remedial action.

Describe how your leadership style will be of benefit when dealing with this issue. Describe two aspects of another leadership style that you could adopt, identifying what benefits they bring when dealing with this specific issue.

(6 marks)

----- *END OF TEST* -----





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