

## WHY ARE APTITUDE TESTS USED?

Employers are increasingly using aptitude tests as part of their assessment procedures - both for selection of staff and for development and counselling.

The aim of this leaflet is to introduce you to the four aptitude tests which make up the SHL Customer Contact Aptitude Series. These tests have been designed for use in the recruitment or development of staff in a wide range of sales or customer service roles.

## TESTS CAN HELP YOU:

- ◆ To demonstrate your strengths
- ◆ To be assessed fairly in a competitive situation
- ◆ To find out more about your own strengths and weaknesses
- ◆ To select a career path for which you are suited

## TESTS CAN HELP THE EMPLOYER:

- ◆ To select people best suited to the demands of the job
- ◆ To identify areas which might benefit from further development
- ◆ To counsel staff appropriately
- ◆ To place staff accurately within an organisation

## PRACTICE MAKES PERFECT

The tests include full instructions and some example questions. To do your best at the test session, however, it is worth becoming familiar beforehand with the kind of questions that will be asked. On the following pages there are some practice questions for each of the skills listed to the right. Because real tests are timed, these practice questions also have time guidelines. Try to keep to the guidelines shown to give you an idea of the pace required. However, don't worry too much if you find it difficult to answer all the questions within the suggested time limit. When completing the test always try to work as quickly and accurately as you can. The aptitude tests require you to record your answers on a separate answer sheet. In order to practice this, mark your answers in the sections provided by filling in completely the appropriate circles. You are allowed to use a calculator for the numerical tests.

Now turn over the page and see how you get on.



## PRACTICE LEAFLET

### WHAT APTITUDE TESTS MIGHT YOU HAVE TO DO?

The Customer Contact tests measure skills relevant to the job, position or responsibilities for which you are being considered. While different jobs make different demands on individuals, extensive analyses of many sales and customer service roles have shown that competence in verbal and numerical reasoning is a common requirement. This practice leaflet covers tests which look at your ability to:

- ◆ **Verbal Interpretation**  
Understand and evaluate the logic of straightforward written arguments.
- ◆ **Numerical Interpretation**  
Understand and make deductions from data laid out in the form of simple tables or graphs.
- ◆ **Verbal Evaluation**  
Understand and evaluate the logic of more complex written arguments.
- ◆ **Numerical Evaluation**  
Evaluate or make deductions from more complex numerical data laid out in the form of tables or graphs.



Saville & Holdsworth Ltd

This test consists of a series of passages, each of which is followed by several statements. Your task is to evaluate each statement given the information or opinions contained in the passage; and to mark the appropriate circle in the answer section, following the rules given below.

**Mark circle A**  
**TRUE:** the statement is true given the information or opinions contained in the passage.

**Mark circle B**  
**FALSE:** the statement is false given the information or opinions contained in the passage.

**Mark circle C**  
You **CANNOT SAY** whether the statement is true or false without further information.

**Verbal Interpretation**  
**Answer Section**

- |    |                         |                         |                         |
|----|-------------------------|-------------------------|-------------------------|
| 1. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 2. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 3. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 4. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 5. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 6. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 7. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 8. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |

**Verbal Interpretation**

**Time guidelines:** See how many questions you can answer in 3 minutes

The international travel business has been hard hit in recent years, a problem that has impacted severely on the hotel industry. Despite this hotels are now fighting back by transferring attention from attracting tourists to attracting business travellers. One popular way of doing this is by creating an "Executive Floor". These floors are specially designed to provide business people with communal facilities such as personal computers, facsimile machines and photocopiers. Rooms on "Executive Floors" are supplied with complimentary business magazines and newspapers, and more money is spent on decorating and furnishing these rooms than on other hotel rooms.

Rooms on "Executive Floors" are decorated more economically than other parts of hotels.

- 2. More business travellers than ever before are now staying in hotels.
- 3. The hotel industry is now shifting its attention away from holiday makers.
- 4. Guests staying on the "Non-Executive Floors" do not get free newspapers.

A new course aimed exclusively at training unemployed young people in sales and marketing skills has been started in the city centre by the CPU group. Financial backing for the course has come from the government and a local private enterprise fund. The CPU course can cater for up to 180 students at a time on either six-month or one-year courses. The CPU group already runs about 30 similar programmes, primarily in the south of the country. To be eligible, students must be unemployed, at least 19 years of age and have been out of full time education for the previous two years. Depending on their personal circumstances, they may receive a cash allowance.

- 5. The CPU group has its head office in the south of the country.
- 6. All trainees on the course are entitled to an allowance.
- 7. Funding for the new CPU course comes from a couple of sources.
- 8. Students completing any of the CPU courses have a greater chance of finding suitable employment than students from other equivalent colleges.



In this test you will be using facts and figures presented in various tables to answer questions designed to assess your ability to reason with data. In each question you are given five answers to choose from. One, and only one, of the answers is correct in each case.

You may use a calculator

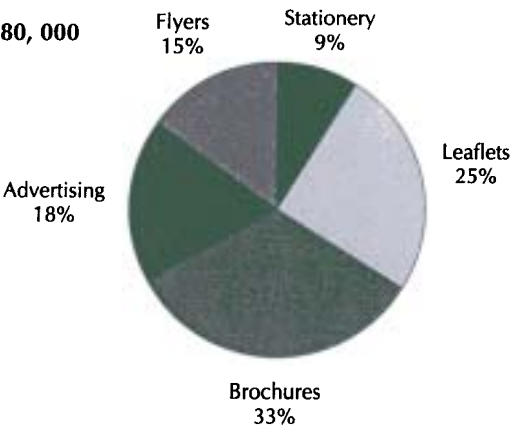
# Numerical Interpretation

Time guidelines: See how many questions you can answer in 5 minutes.

TELEPHONE CALLS RECEIVED BY CUSTOMER SERVICES THIS MONTH				
Person taking call	No. of product enquiries	No. of complaints	No. of accounts queries	Total no. of calls
Jo	155	6	6	167
Mark	310	2	10	322
Michelle	205	0	47	252
Susan	112	14	25	151
Tony	370	8	35	413

COST OF PROMOTIONAL ACTIVITIES IN LAST FINANCIAL YEAR	
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Total cost over year: \$80,000



- 1    How many product enquiries were received this month?
- A            B            C            D            E
- 1142        1152        1182        1232        1292
2.    If each complaint call lasted for an average of 12 mins, how much time was spent dealing with complaint calls?
- A            B            C            D            E
- 5 hours     5 hours     5 hours     5 hours     6 hours
- 12 mins    24 mins    36 mins    48 mins
3.    Two-thirds of complaining customers received a \$15 voucher and the rest received a \$50 voucher. What was the total value of these vouchers?
- A            B            C            D            E
- \$500        \$760        \$800        \$1,010        \$1,150
4.    How much money was spent on promotional stationery in the last Financial Year?
- A            B            C            D            E
- \$4,900        \$5,300        \$6,800        \$7,200        \$7,400
5.    If 50,000 brochures were printed, what was the approximate cost per brochure?
- A            B            C            D            E
- 26 cents     44 cents     53 cents     62 cents     78 cents
6.    If the average cost of printing a flyer is 4 cents, how many were printed in the last Financial Year?
- A            B            C            D            E
- 200,000        300,000        400,000        600,000        900,000

## Numerical Interpretation Answer Section

1.	A	B	C	D	E
2.	A	B	C	D	E
3.	A	B	C	D	E
4.	A	B	C	D	E
5.	A	B	C	D	E
6.	A	B	C	D	E

This test consists of a series of passages, each of which is followed by several statements. Your task is to evaluate each statement given the information or opinions contained in the passage, and to mark the appropriate circle in the answer section, following the rules given below.

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Verbal Evaluation  
Answer Section

- |    |                         |                         |                         |
|----|-------------------------|-------------------------|-------------------------|
| 1. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 2. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 3. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 4. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 5. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 6. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 7. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 8. | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |

Verbal Evaluation

Time guidelines: See how many questions you can answer in 4 minutes.

The Osprey hotel chain yesterday confirmed plans to introduce a range of theme restaurants, amid speculation that it is facing severe financial difficulties. The concept was tested out in the flagship hotel during a three month period last summer. During that period the increase in average charge per head and the number of meals served surpassed all expectations. Competitors view the programme as the last feasible attempt to prevent this household name from becoming a distant memory.

The Osprey chain is about to close down.

- 2. Competing hotel chains believe that should this project fail, no other remedial action would save the company.
- 3. Estimates concerning the impact of the theme restaurants upon sales in the flagship hotel were accurate.
- 4. Osprey is a well known hotel chain

Despite their aesthetic landscaping, ease of access and generous parking, out-of-town business parks have not turned out to be the attractive proposition that speculative developers had hoped. Their polished appearance and spaciousness have failed to compensate for limited provision of basic infrastructure such as shops, banks and leisure facilities as less scrupulous developers reneged on earlier promises or struggled with cash flow problems and other difficulties. It is thought that an expansion of home working, relying on advanced communication systems and technology, would make visits to smaller head offices situated in the heart of town centres more acceptable.

- 5. Proximity to retail outlets is seen as an important issue when evaluating office locations.
- 6. The continued popularity of business parks will be reinforced by new technology.
- 7. Cash flow is the main problem for speculative developers.
- 8. In certain instances, there have been discrepancies between the original plans and the finished business park.



In this test, you will be answering a range of questions using facts and figures presented in various tables. In each question you are given five answers to choose from. One, and only one, of the answers is correct in each case.

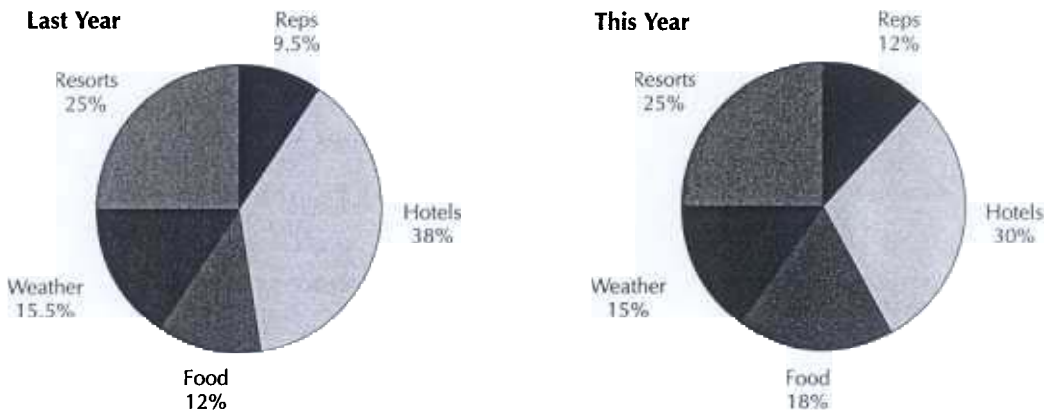
You may use a calculator.

# Numerical Evaluation

Time guidelines: See how many questions you can answer in 5 minutes.

INTERNATIONAL PRODUCT SALES (Sales Revenue \$ (000's))				
Product Stock Codes	Asia		North America	
	Last Year	This Year	Last Year	This Year
A002	17	31	410	354
B008	26	56	18	59
C015	21	69	27	71
D024	37	67	13	50
E001	31	32	19	37
F073	36	16	29	19

## SOURCE OF COMPLAINTS TO TRAVEL AGENCY CUSTOMER SERVICES DEPARTMENT



Of the following, which had the highest sales revenue last year?

- A B C D E
- B008 in D024 in E001 in C015 in F073 in
- Asia N America Asia N America Asia

2. This year, which two sources together attracted more than half the complaints received?

- A B C D E
- Reps and Food and Hotels and Resorts and Resorts and
- Resorts Hotels Resorts Weather Food

3. If product E001 was sold at a price of \$44.80 per unit this year, approximately how many units were sold in North America this year?

- A B C D E
- 826 1,250 1,272 2,656 2,509

4. If last year, "resorts" generated 600 complaints, how many complaints did "hotels" generate?

- A B C D E
- 900 912 930 945 968

5. If "food" generated 330 complaints this year, representing an **increase** of 10% from last year, approximately how many complaints were there about "weather" last year?

- A B C D E
- 300 388 474 1833 2500

6. What was the approximate % increase in revenue generated by Asian sales of D024 from last year to this?

- A B C D E
- 45% 55% 76% 81% 92%

## Numerical Evaluation Answer Section

1. A B C D E
2. A B C D E
3. A B C D E
4. A B C D E
5. A B C D E
6. A B C D E

## HOW DID YOU GO?

These are the correct answers. Check your answers against them and see how many you got right. Look again at those you got wrong and try to understand how to arrive at the correct answer.

VCC1 - VERBAL INTERPRETATION				NCC2 - NUMERICAL INTERPRETATION			
1.	B	5.	C	1.	B	4.	D
2.	C	6.	B	2.	E	5.	C
3.	A	7.	A	3.	C	6.	B
4.	C	8.	C				
VCC3 - VERBAL EVALUATION				NCC4 - NUMERICAL EVALUATION			
1.	C	5.	A	1.	E	4.	B
2.	A	6.	B	2.	C	5.	B
3.	B	7.	C	3.	A	6.	D
4.	A	8.	A				

## WHAT CAN YOU DO TO GIVE YOUR BEST PERFORMANCE?

Don't be discouraged if you found the questions difficult, there are several things you can do to improve your performance:

### Verbal Tests

Read newspapers, reports, trade journals.  
Do verbal problem solving exercises.

### Numerical Tests

Read financial reports in newspapers.  
Study tables of data.  
Practise your arithmetic using a calculator.

## PREPARING BEFORE THE SESSION

- ◆ Work through this practice leaflet again.
- ◆ Try to understand how to reach the correct answer for each question.
- ◆ Make a note of any points or questions you might want to ask at the test session.
- ◆ Get a good nights sleep before the test session.
- ◆ Give yourself plenty of time to get to the test venue so that you don't have to rush.
- ◆ If you wear glasses, contact lenses or a hearing aid, be sure to take them with you.
- ◆ If appropriate, advise the test co-ordinator of any special requirements you might have.

## AT THE TEST SESSION

- ◆ Listen carefully to the instructions.
- ◆ Don't be afraid to ask questions during the introduction and practice session.
- ◆ Read each question carefully before answering.
- ◆ Work quickly and accurately - most tests have time limits.
- ◆ If you are not sure of an answer mark your best choice, but avoid wild guessing.
- ◆ Don't waste time on difficult questions.
- ◆ Try as hard as you can. The more questions you get right, the higher your score will be.

Remember, the outcome of most assessments is based on the combination of information from different sources. Even if you don't feel confident about your performance in the tests, you may have other strengths which will be taken into account. Employers will often offer you the opportunity to receive feedback on test performance - this can help you to understand your own relative abilities and may aid you in your career choice. Take up this opportunity if it is offered to you.

GOOD LUCK

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