

Numerical Reasoning

Test 11



Solutions Booklet

Instructions

This practice test contains **30 questions**, and you will have **30 minutes** to answer them.

Each question will have four possible answers, one of which is correct.

Calculators are permitted for this test. It's recommended to have some rough paper for your calculations. You will have to work quickly and accurately to perform well in this test. If you don't know the answer to a question, leave it and come back to it if you have time.

Try to find a time and place where you will not be interrupted during the test. When you are ready, turn to the next page and begin.

| Number of Employees | | | | | |
|---|-------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Q1 Between which three years was there an average of 1,553 employees for one of the Subsidiary Companies?

- (A) 2005-2007 Subsidiary 1
- (B) 2006-2008 Subsidiary 1
- (C) 2007-2009 Subsidiary 4
- (D) 2007-2009 Subsidiary 1
- (E) None of these

Answer:

Step 1: Looking at the employee totals there are only two Subsidiary Companies that could have an average of 1,553 employees across three years: Subsidiary Companies 1 and 4. The answer options include Subsidiary Companies 1 and 4, as well as (E) None of these.

Step 2: Calculate the average number of employees for answer options (A) – (D)

2005-2007 Subsidiary 1 = 1,565

2006-2008 Subsidiary 1 = 1,581

2007-2009 Subsidiary 4 = 1,553

2007-2009 Subsidiary 1 = 1,591

Thus the correct answer is (C) 2007-2009 Subsidiary 4

| Number of Employees | | | | | |
|---|-------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Q2 In 2008 subsidiary company 4 comprised 2 regions with double the number of employees in one region compared to the other. If the ratio of male:female employees in the smaller region was 1:1.15, what was this region's number of male employees?

- (A) 240
- (B) 828
- (C) 414
- (D) 394
- (E) 360

Answer:

Step 1: Calculate the number of employees in the smaller region $1,548/3 = 516$ employees

Step 2: Apply the 1:1.15 Male:Female ratio $516/2.15 = 240$ male employees
Thus the correct answer is (A) 240

| | Number of Employees | | | | |
|---|---------------------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Q3 1 in 15 of the parent company's part-time employees were managers in 2005, and 1 in 13 part-time employees were managers in 2007. What was the difference in the number of part-time managers in 2005 compared to 2007?

- (A) 14 less
- (B) 12 more
- (C) 12 less
- (D) 13 more
- (E) Cannot Say

Answer:

Step 1:

| | | |
|--|--------------|--------------|
| | 2005 | 2007 |
| | 1,538 | 1,573 |
| | 1,107 | 1,060 |
| | 1,340 | 1,393 |
| | 1,505 | 1,528 |
| | 1,010 | 946 |
| <i>Total employees for each year =</i> | <u>6,500</u> | <u>6,500</u> |

| Number of Employees | | | | | |
|---|-------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Step 2: Part-time employees = $6,500 \times 12\% = 780$ $6,500 \times 8\% = 520$

Step 3: Managers = $780 / 15 = 52$ $520 / 13 = 40$

Step 4: Difference = $52 - 40 = 12$

Thus the correct answer is (B) 12 more

| | Number of Employees | | | | |
|---|---------------------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Q4 What % of the Parent Company's total employees worked for Subsidiary 5 in 2006 (to the nearest whole %)?

- (A) 12%
- (B) 10%
- (C) 18%
- (D) 15%
- (E) 9%

Answer:

Step 1: Calculate the total number of employees across all 5 Subsidiaries i.e. the Parent Company's number of employees = 6,527

Step 2: Calculate the % of Subsidiary 5 employees $980/6527 = 15.01\%$

Thus the correct answer is (D) 15%

| | Number of Employees | | | | |
|---|---------------------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Q5 In 2009 what was the absolute difference between the Parent Company's full-time employees and part-time employees (if Number of employees = Full-time employees + part-time employees)?

- (A) 6,270
- (B) 90
- (C) 4,733
- (D) 6,600
- (E) 5,940

Answer:

Step 1: Calculate the total employees in 2009

$$1,614 + 962 + 1,412 + 1,583 + 1,029 = 6,600$$

Step 2: Calculate the number of full-time employees

Number of employees = Full-time employees + part-time employees

$$6,600 = 100\% = x\% + 5\%$$

$$\text{Full-time employees} = 95\%$$

OR

$$5\% \text{ of } 6,600 = 330 \text{ and } 95\% \text{ of } 6,600 = 6,270$$

| Number of Employees | | | | | |
|---|-------|-------|-------|-------|-------|
| Parent Company's 5 subsidiary companies | 2005 | 2006 | 2007 | 2008 | 2009 |
| Subsidiary 1 | 1,538 | 1,584 | 1,573 | 1,585 | 1,614 |
| Subsidiary 2 | 1,107 | 1,084 | 1,060 | 1,068 | 962 |
| Subsidiary 3 | 1,340 | 1,384 | 1,393 | 1,398 | 1,412 |
| Subsidiary 4 | 1,505 | 1,495 | 1,528 | 1,548 | 1,583 |
| Subsidiary 5 | 1,010 | 980 | 946 | 997 | 1,029 |
| Parent company: Employees working part-time (%) | 12.0 | 8.1 | 8.0 | 5.4 | 5.0 |

Note: the entire workforce of the parent company comprises only the employees of its five subsidiary companies

Step 3 – Calculate the difference in the % of part-time employees to full-time employees

$$95\% - 5\% = 90\%$$

Step 4 – Calculate the difference

$$6,600 \times 90\% = 5,940$$

OR

$$6,270 - 330 = 5,940$$

Thus the correct answer is (E) 5,940

| Laptop model | COSTS | | UK Price (£) | Sale price as fraction of normal UK price |
|--------------|------------------------|-----------------|--------------|---|
| | Manufacturing cost (£) | Design cost (£) | | |
| Adelphi | 165 | 60 | 400 | 1/2 |
| Adele | 140 | 90 | 350 | 3/4 |
| Faze | 120 | 60 | 380 | 2/5 |
| Stunn | 145 | 115 | 420 | 1/2 |
| Brete | 195 | 130 | 650 | 2/3 |

Q6 For which laptop, or laptops, is the difference between the manufacturing cost and the design cost less than 20% of the manufacturing cost?

- (A) Brete
- (B) Stunn and Adelphi
- (C) Adelphi
- (D) Stunn
- (E) None of these

Answer:

Step 1: Calculate the % difference between the manufacturing cost and the design cost (relative to manufacturing cost) for each laptop as shown below:

| | |
|---------|--------------------------|
| Faze | $(120 - 60)/120 = 50\%$ |
| Brete | $(195 - 130)/195 = 33\%$ |
| Adele | $(140 - 90)/140 = 36\%$ |
| Stunn | $(145 - 115)/145 = 21\%$ |
| Adelphi | $(165 - 60)/165 = 64\%$ |

Thus the correct answer is (E) None of these

| Laptop model | COSTS | | UK Price (£) | Sale price as fraction of normal UK price |
|--------------|------------------------|-----------------|--------------|---|
| | Manufacturing cost (£) | Design cost (£) | | |
| Adelphi | 165 | 60 | 400 | 1/2 |
| Adele | 140 | 90 | 350 | 3/4 |
| Faze | 120 | 60 | 380 | 2/5 |
| Stunn | 145 | 115 | 420 | 1/2 |
| Brete | 195 | 130 | 650 | 2/3 |

Q7 Put the laptop models in order of increasing mark-up (Mark-up = Price – Costs).

- (A) Adele, Adelphi, Stunn, Faze, Brete
- (B) Adele, Stunn, Brete, Adelphi, Faze
- (C) Adele, Stunn, Adelphi, Faze, Brete
- (D) Stunn, Adele, Adelphi, Brete, Faze
- (E) Adele, Stunn, Adelphi, Brete, Faze

Answer:

Step 1: For each laptop model calculate the total costs, then deduct this from the price, as shown below:

| | Total Cost | Mark-up |
|---------|-------------------|-------------------|
| Adelphi | $165 + 60 = 225$ | $400 - 225 = 175$ |
| Adele | $140 + 90 = 230$ | $350 - 230 = 120$ |
| Faze | $120 + 60 = 180$ | $380 - 180 = 200$ |
| Stunn | $145 + 115 = 260$ | $420 - 260 = 160$ |
| Brete | $195 + 130 = 325$ | $650 - 325 = 325$ |

Thus the correct Answer is (C) Adele, Stunn, Adelphi, Faze, Brete

| Laptop model | COSTS | | UK Price (£) | Sale price as fraction of normal UK price |
|--------------|------------------------|-----------------|--------------|---|
| | Manufacturing cost (£) | Design cost (£) | | |
| Adelphi | 165 | 60 | 400 | 1/2 |
| Adele | 140 | 90 | 350 | 3/4 |
| Faze | 120 | 60 | 380 | 2/5 |
| Stunn | 145 | 115 | 420 | 1/2 |
| Brete | 195 | 130 | 650 | 2/3 |

Q8 If the same number of each model was sold last month and total sales were £220,000, how many of each model were sold? Prices have remained the same.

- (A) 200
- (B) 2510
- (C) 100
- (D) 2150
- (E) Cannot Say

Answer:

Step 1: Calculate the total sales value of one of each type of laptop

$$400 + 350 + 380 + 420 + 650 = 2200$$

Step 2: Divide total monthly sales by this number

$$220,000/2200 = 100$$

Thus the correct answer is (C) 100

| Laptop model | COSTS | | UK Price (£) | Sale price as fraction of normal UK price |
|--------------|------------------------|-----------------|--------------|---|
| | Manufacturing cost (£) | Design cost (£) | | |
| Adelphi | 165 | 60 | 400 | 1/2 |
| Adele | 140 | 90 | 350 | 3/4 |
| Faze | 120 | 60 | 380 | 2/5 |
| Stunn | 145 | 115 | 420 | 1/2 |
| Brete | 195 | 130 | 650 | 2/3 |

Q9 Which of the following would generate the highest total amount at the sale prices shown?

- (A) 75 Adele laptops on sale
- (B) 150 Adele laptops at a further 60% reduction to the sale price
- (C) 50 Faze and 50 Stunn laptops on sale
- (D) 45 Brete laptops on sale
- (E) 90 Stunn laptops on sale

Answer:

Step 1: Calculate the sales price for the 4 laptops that are listed as possible answer options, using the column giving sale price fraction of normal price;

| | Sale Price (£) |
|-------|-------------------------------------|
| Adele | = $350 \times \frac{3}{4} = 262.5$ |
| Faze | = $380 \times \frac{2}{5} = 152$ |
| Stunn | = $420 \times \frac{1}{2} = 210$ |
| Brete | = $650 \times \frac{2}{3} = 433.33$ |

Step 2: Go through answer options (A) to (E) calculating the total amount

(A) 75 Adele laptops = $75 \times 262.5 = \text{£}19,687.50$

(B) 150 Adele laptops at a price further reduced by 60% = $40\% \times 150 \times 262.5 = \text{£}15,750$

(C) 50 Faze and 50 Stunn laptops = $50 \times (152 + 210) = \text{£}18,100$

(D) 45 Brete laptops = $45 \times 433.33 = \text{£}19,499.85$

(E) 90 Stunn laptops = $90 \times 210 = \text{£}18,900.00$

Thus the correct answer is (A) 75 Adele laptops

| Laptop model | COSTS | | UK Price (£) | Sale price as fraction of normal UK price |
|--------------|------------------------|-----------------|--------------|---|
| | Manufacturing cost (£) | Design cost (£) | | |
| Adelphi | 165 | 60 | 400 | 1/2 |
| Adele | 140 | 90 | 350 | 3/4 |
| Faze | 120 | 60 | 380 | 2/5 |
| Stunn | 145 | 115 | 420 | 1/2 |
| Brete | 195 | 130 | 650 | 2/3 |

Q10 The current exchange rate for US Dollars to the Pound is 1.62 USD to 1 Pound. How much would it cost a customer in the USA to purchase a Faze laptop once a discount of 12% has been applied? Assuming that the USA prices are equivalent to that in the UK and do not include a sale price fraction.

- (A) \$612.89
- (B) \$590.47
- (C) \$574.66
- (D) \$541.73
- (E) \$523.52

Answer:

Step 1: Multiply the UK sale price for a Faze laptop by the exchange rate (1.62) in order to get the equivalent price in US Dollars. $380 \times 1.62 = 615.6$

Step 2: Then multiply this figure by 0.88 to find the cost once the 12% discount has been applied. $615.6 \times 0.88 = 541.728$

Thus the correct answer is (D) \$541.73

| Online Monthly Average | Number of people searching (1000s) | Total Searches (millions) | % of people searching | |
|------------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | | | Selling goods/services | Buying goods/services |
| Australia | 19,613 | 2,412 | 10 | 32 |
| Ireland | 1,146 | 170 | 3 | 28 |
| UK | 31,225 | 3,975 | 12 | 22 |
| Italy | 14,850 | 1,855 | 6 | 8 |
| Sweden | 16,204 | 9,578 | 21 | 42 |

| Goods/services bought online (%) | Household goods | Films/music | Financial products | Tickets | Holidays |
|----------------------------------|-----------------|-------------|--------------------|---------|----------|
| Australia | 9 | 12 | 3 | 17 | 22 |
| Ireland | 3 | 9 | 2 | 10 | 18 |
| UK | 13 | 10 | 2 | 9 | 15 |
| Italy | 9 | 8 | 3 | 8 | 9 |
| Sweden | 5 | 2 | 1 | 3 | 4 |

Q11 In which country was there the second highest number of people searching who were buying goods/services online?

- (A) Australia
- (B) Ireland
- (C) UK
- (D) Italy
- (E) Sweden

Answer:

Step 1: The first table shows the % of people searching buying goods/services, as well as the number of searches. Use these columns to find the total number of people buying per country, as follows:

| | (1000's) |
|-----------|---------------------------------|
| Australia | $32\% \times 19,613 = 6,276.16$ |
| Ireland | $28\% \times 1,146 = 320.88$ |
| UK | $22\% \times 31,225 = 6,869.50$ |
| Italy | $8\% \times 14,850 = 1,188$ |
| Sweden | $42\% \times 16,204 = 6,805.68$ |

Thus the correct answer is (E) Sweden

| Online Monthly Average | Number of people searching (1000s) | Total Searches (millions) | % of people searching | |
|------------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | | | Selling goods/services | Buying goods/services |
| Australia | 19,613 | 2,412 | 10 | 32 |
| Ireland | 1,146 | 170 | 3 | 28 |
| UK | 31,225 | 3,975 | 12 | 22 |
| Italy | 14,850 | 1,855 | 6 | 8 |
| Sweden | 16,204 | 9,578 | 21 | 42 |

| Goods/services bought online (%) | Household goods | Films/music | Financial products | Tickets | Holidays |
|----------------------------------|-----------------|-------------|--------------------|---------|----------|
| Australia | 9 | 12 | 3 | 17 | 22 |
| Ireland | 3 | 9 | 2 | 10 | 18 |
| UK | 13 | 10 | 2 | 9 | 15 |
| Italy | 9 | 8 | 3 | 8 | 9 |
| Sweden | 5 | 2 | 1 | 3 | 4 |

Q12 In which country was there the second lowest number of people searching who were selling goods/services online?

- (A) Australia
- (B) Ireland
- (C) UK
- (D) Italy
- (E) Sweden

Answer:

Step 1: The first table shows the % of people searching buying goods/services, as well as the number of searches. Use these columns to find the total number of searchers per country – whilst ensuring that - unlike the previous question – you provide the second lowest number of Searchers.

| | (1000's) |
|-----------|---------------------------------|
| Australia | $10\% \times 19,613 = 1,961.30$ |
| Ireland | $3\% \times 1,146 = 34.38$ |
| UK | $12\% \times 31,225 = 3,747.00$ |
| Italy | $6\% \times 14,850 = 891.00$ |
| Sweden | $21\% \times 16,204 = 3,402.84$ |

Thus the correct answer is (D) Italy

| Online Monthly Average | Number of people searching (1000s) | Total Searches (millions) | % of people searching | |
|------------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | | | Selling goods/services | Buying goods/services |
| Australia | 19,613 | 2,412 | 10 | 32 |
| Ireland | 1,146 | 170 | 3 | 28 |
| UK | 31,225 | 3,975 | 12 | 22 |
| Italy | 14,850 | 1,855 | 6 | 8 |
| Sweden | 16,204 | 9,578 | 21 | 42 |

| Goods/services bought online (%) | Household goods | Films/music | Financial products | Tickets | Holidays |
|----------------------------------|-----------------|-------------|--------------------|---------|----------|
| Australia | 9 | 12 | 3 | 17 | 22 |
| Ireland | 3 | 9 | 2 | 10 | 18 |
| UK | 13 | 10 | 2 | 9 | 15 |
| Italy | 9 | 8 | 3 | 8 | 9 |
| Sweden | 5 | 2 | 1 | 3 | 4 |

Q13 Of those in the UK that buy goods/services online they spend on average £1.50 per month. Approximately, what is the total annual spend from this group of people?

- (A) £125 million
- (B) £10 million
- (C) £56 million
- (D) £124 million
- (E) £12.3 million

Tip: make sure you use the number of people actually buying goods/services, as opposed to people just searching.

Answer:

Step 1: Calculate the number of people in the UK searching who bought goods/services online.

| | | |
|------------------|--------------------------------------|--------------------------------------|
| People searching | % of searchers Buying goods/services | |
| 31,225,000 | 22 | $31,225,000 \times 22\% = 6,869,500$ |

Step 2: Calculate the annual spend

$\text{£}1.50 \times 6,869,500 \times 12 = \text{£}123,651,000 = \text{£}124 \text{ million}$

Thus the correct answer is (D) £124 million

| Online Monthly Average | Number of people searching (1000s) | Total Searches (millions) | % of people searching | |
|------------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | | | Selling goods/services | Buying goods/services |
| Australia | 19,613 | 2,412 | 10 | 32 |
| Ireland | 1,146 | 170 | 3 | 28 |
| UK | 31,225 | 3,975 | 12 | 22 |
| Italy | 14,850 | 1,855 | 6 | 8 |
| Sweden | 16,204 | 9,578 | 21 | 42 |

| Goods/services bought online (%) | Household goods | Films/music | Financial products | Tickets | Holidays |
|----------------------------------|-----------------|-------------|--------------------|---------|----------|
| Australia | 9 | 12 | 3 | 17 | 22 |
| Ireland | 3 | 9 | 2 | 10 | 18 |
| UK | 13 | 10 | 2 | 9 | 15 |
| Italy | 9 | 8 | 3 | 8 | 9 |
| Sweden | 5 | 2 | 1 | 3 | 4 |

Q14 If the three countries *I.U.I.* (Ireland, UK, Italy) are grouped together and the other two countries *S.A.* (Sweden, Australia) are also grouped together, what is the difference between the total number of searches per *I.U.I.* country and the total number of searches per *S.A.* country?

- (A) None of these
- (B) 2,000 million
- (C) 3,995 million
- (D) 6,000 million
- (E) 1,500 million

Answer:

Step 1: Calculate the *I.U.I.* countries number of online searches

$$170 + 3,975 + 1,855 = 6,000$$

Step 2: Calculate the number of Internet searches for the *S.A.* countries

$$2,412 + 9,578 = 11,990$$

Step 3 – Calculate the averages *I.U.I.* = $6,000 / 3 = 2,000$ *S.A.* = $11,990 / 2 = 5,995$

Step 4 – Calculate the difference between the averages $5,995 - 2,000 = 3,995$

Thus the correct answer is (C) 3,995 million

| Online Monthly Average | Number of people searching (1000s) | Total Searches (millions) | % of people searching | |
|------------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | | | Selling goods/services | Buying goods/services |
| Australia | 19,613 | 2,412 | 10 | 32 |
| Ireland | 1,146 | 170 | 3 | 28 |
| UK | 31,225 | 3,975 | 12 | 22 |
| Italy | 14,850 | 1,855 | 6 | 8 |
| Sweden | 16,204 | 9,578 | 21 | 42 |

| Goods/services bought online (%) | Household goods | Films/music | Financial products | Tickets | Holidays |
|----------------------------------|-----------------|-------------|--------------------|---------|----------|
| Australia | 9 | 12 | 3 | 17 | 22 |
| Ireland | 3 | 9 | 2 | 10 | 18 |
| UK | 13 | 10 | 2 | 9 | 15 |
| Italy | 9 | 8 | 3 | 8 | 9 |
| Sweden | 5 | 2 | 1 | 3 | 4 |

Q15 Which country has the lowest number of online searches per person searching?

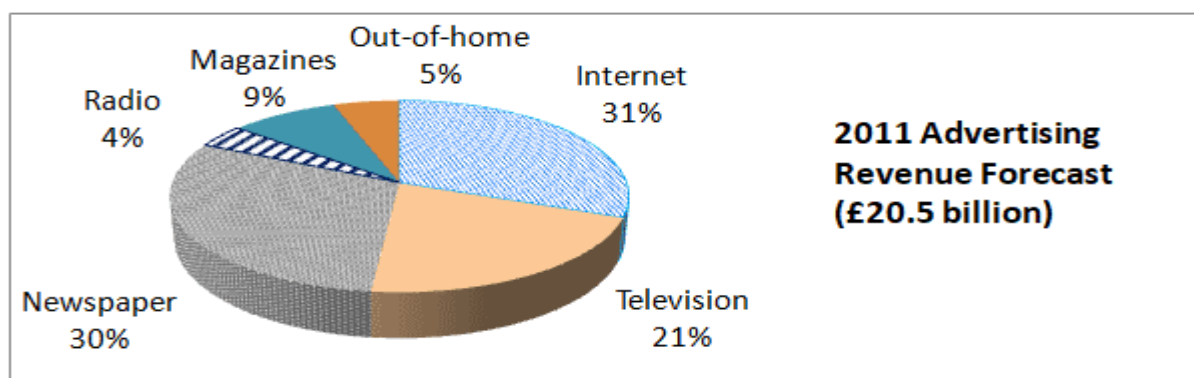
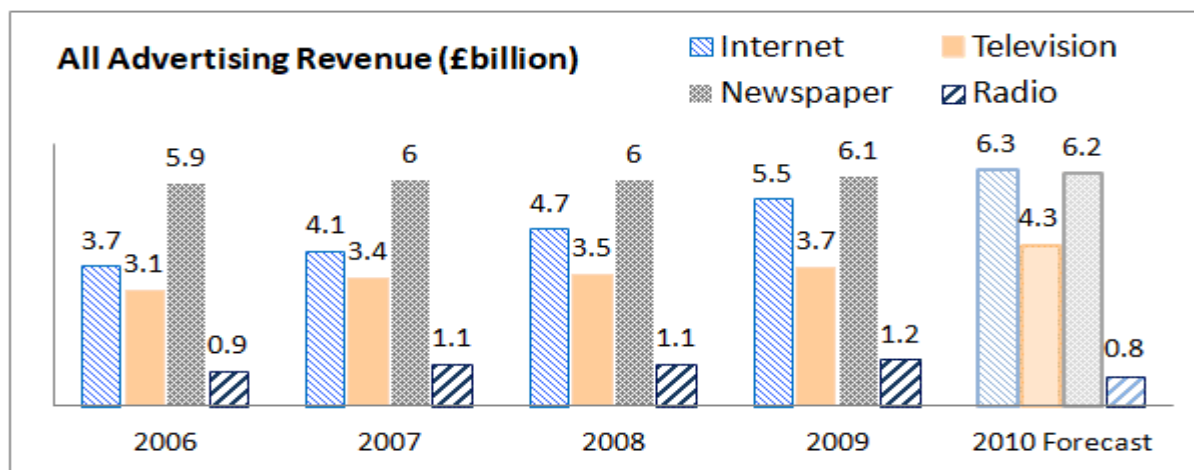
- (A) Australia
- (B) Ireland
- (C) UK
- (D) Italy
- (E) Sweden

Answer:

Step 1: Calculate the average number of searches per person searching for each of the countries, as follows:

| | People searching (1000s) | Total Searches (millions) | Average number of searches per person (1000) |
|-----------|--------------------------|---------------------------|--|
| Australia | 19,613 | 2,412 | $2,412,000/19,613 = 122.98$ |
| Ireland | 1,146 | 170 | $170,000/1,146 = 148.3$ |
| UK | 31,225 | 3,975 | $3,975,000/31,225 = 127.3$ |
| Italy | 14,850 | 1,855 | $1,855,000/14,850 = 124.92$ |
| Sweden | 16,204 | 9,578 | $9,578,000/16,204 = 591.09$ |

Thus the correct answer is (A) Australia



Q16 Which of the following two media are predicted together to generate £6.15 billion of advertising revenue in 2011?

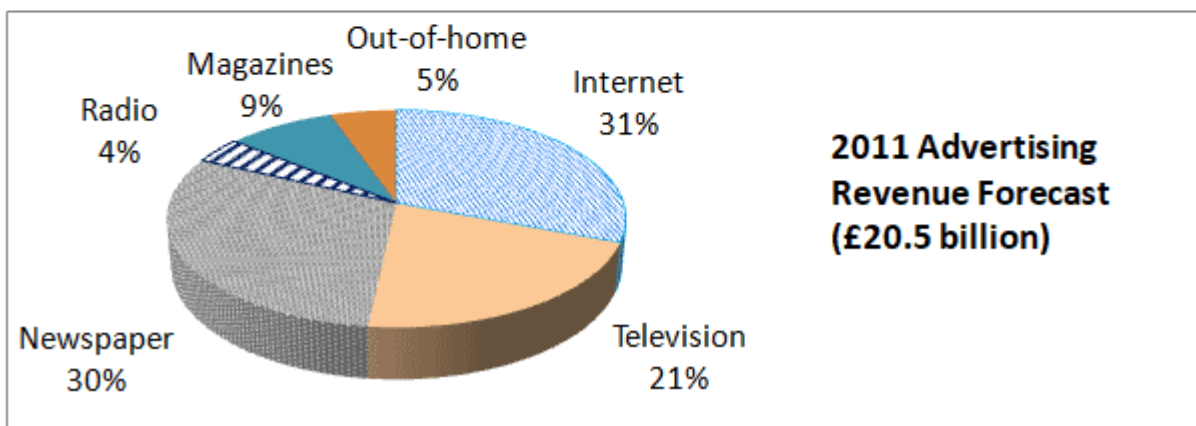
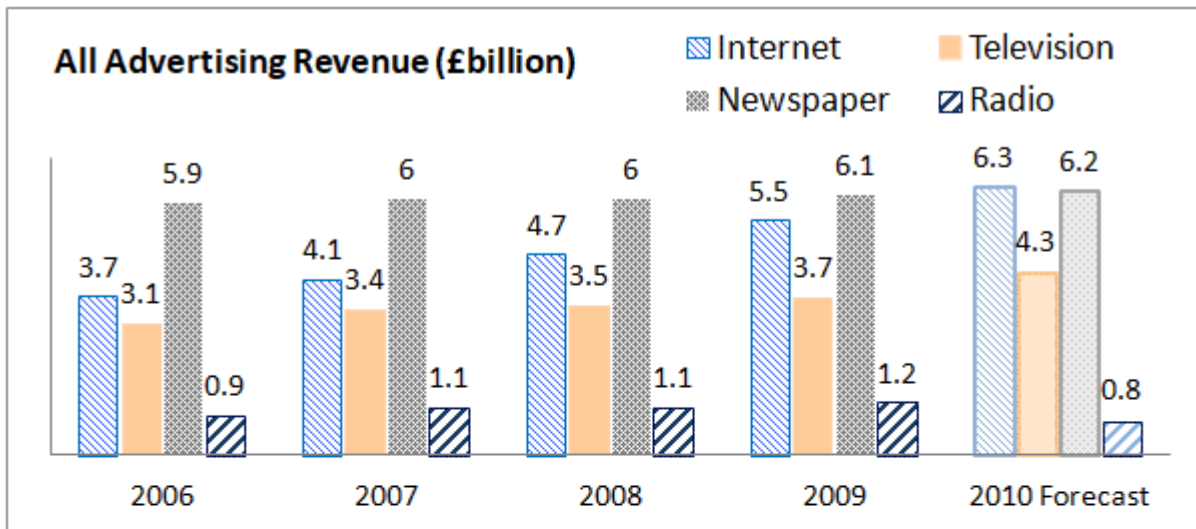
- (A) Television and Radio
- (B) Newspaper and Radio
- (C) Out-of-home and Newspaper
- (D) Radio and Magazines
- (E) Magazines and Television

Answer:

Step 1: Calculate the 2011 advertising revenue using the pie-chart data, look for the combinations which add up to 6.15

| | |
|-------------|---|
| Television | $21\% \times £20.5 \text{ billion} = 4.305$ |
| Newspaper | $30\% \times £20.5 \text{ billion} = 6.15$ |
| Out-of-home | $5\% \times £20.5 \text{ billion} = 1.025$ |
| Radio | $4\% \times £20.5 \text{ billion} = 0.82$ |
| Magazines | $9\% \times £20.5 \text{ billion} = 1.845$ |

Thus the correct answer is (E) Magazines and Television



Q17 If the Internet advertising forecast for 2011 is expected to split into mobile: display advertising in a 1:4 ratio, what is the mobile forecast?

- (A) £20.5 billion
- (B) £1.55 billion
- (C) £1.27 billion
- (D) £31.00 billion
- (E) £7.75 billion

The information that you need is shown in the pie-chart

Answer:

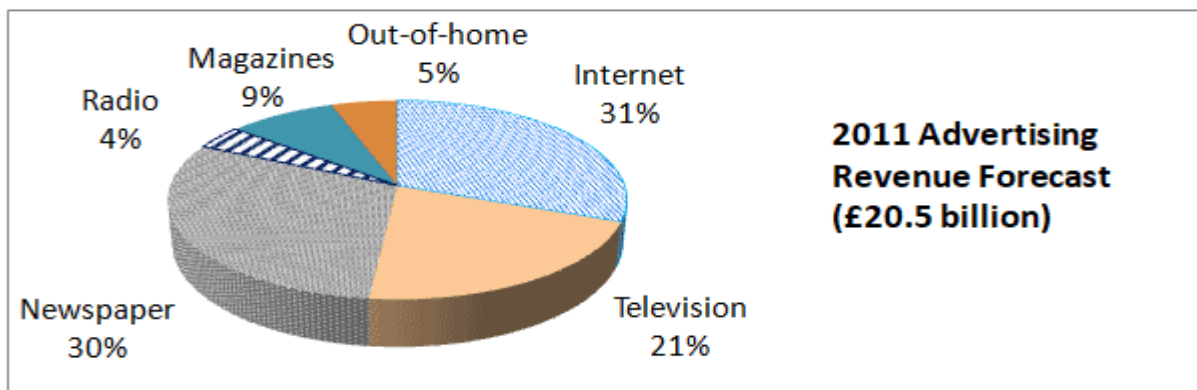
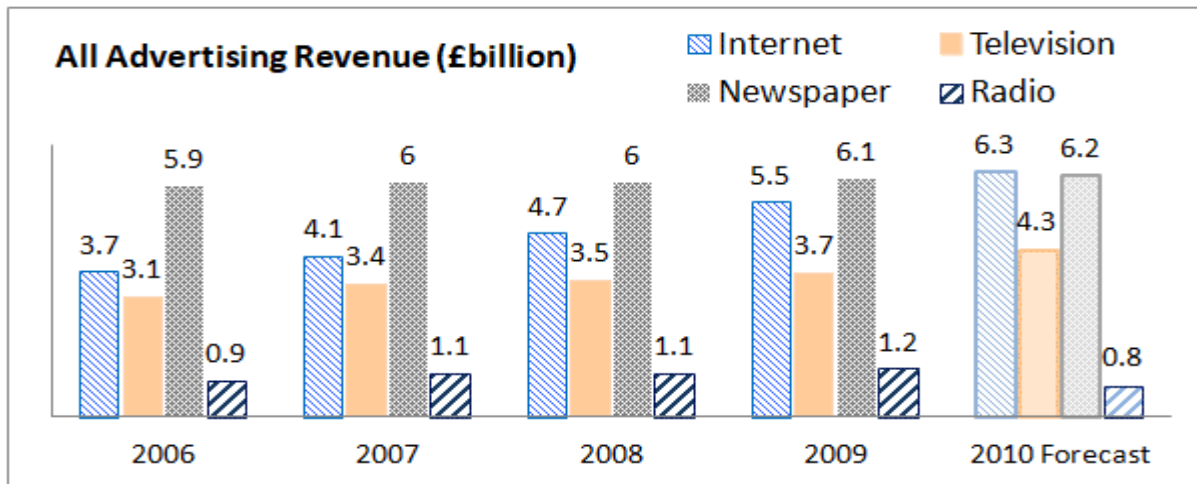
Step 1: Calculate the Internet advertising forecast for 2011

$31\% \times £20.5 \text{ billion} = £6.355 \text{ billion}$

Step 2: Apply the ratio

1:4, so mobile = $\frac{1}{5}$ th of £6.355 billion = £1.27 billion

Thus the correct answer is (C) £1.27 billion



Q18 If the same absolute trends in advertising revenue from 2009 to 2010 continue for 2010 to 2011, then what will be the 2011 advertising revenue for Television and Internet combined?

- (A) £8.1 billion
- (B) £16.2 billion
- (C) £21.2 billion
- (D) £12 billion
- (E) £10.6 billion

Answer:

Step 1: Calculate the 2009-2010 change in Television and Internet combined

Television: $4.3 - 3.7 = 0.6$ increase

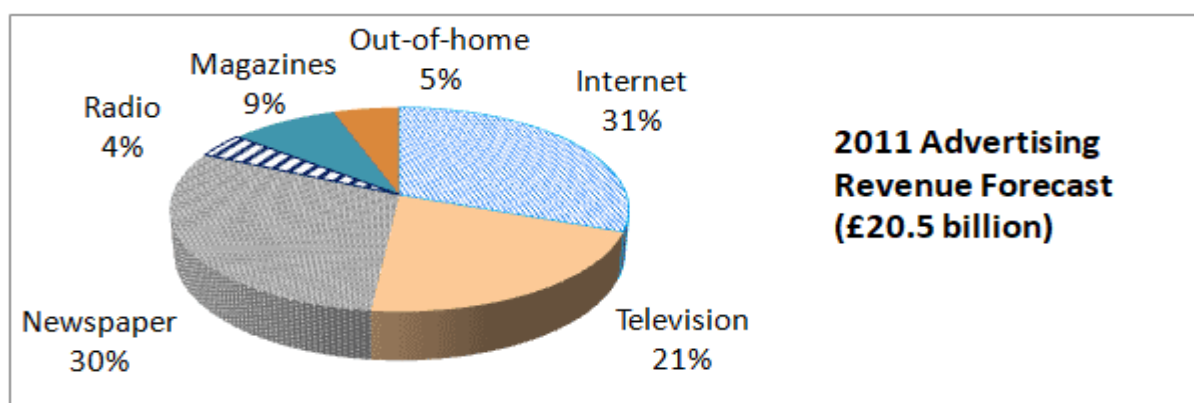
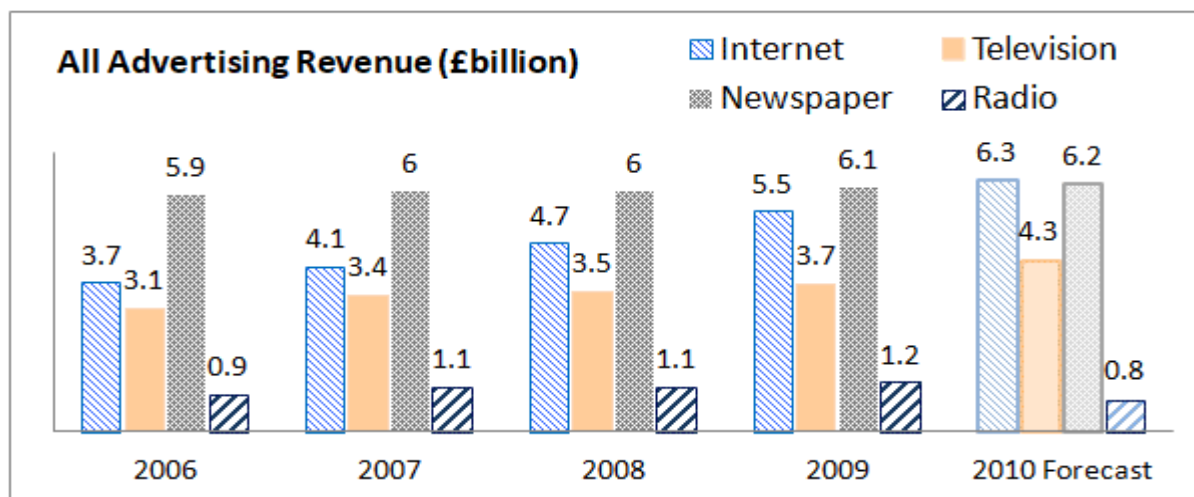
Internet: $6.3 - 5.5 = 0.8$ increase

Television and Internet combined = 1.4 increase

Step 2: Apply the same change to the 2010 total for Television and Internet combined

$$6.3 + 4.3 + 1.4 = 12$$

Thus the correct answer is (D) £12 billion



Q19 In which year, or years, was Television advertising revenue less than 22.5% of the year's total advertising revenue?

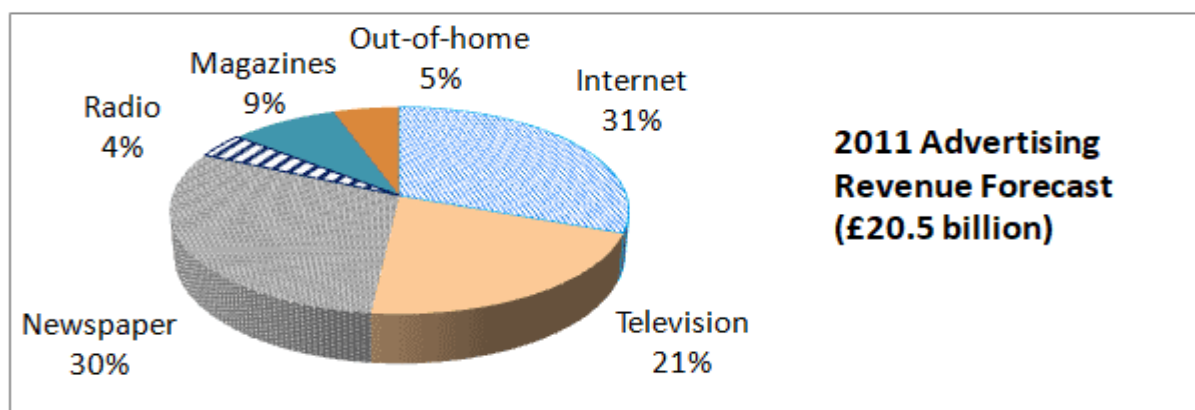
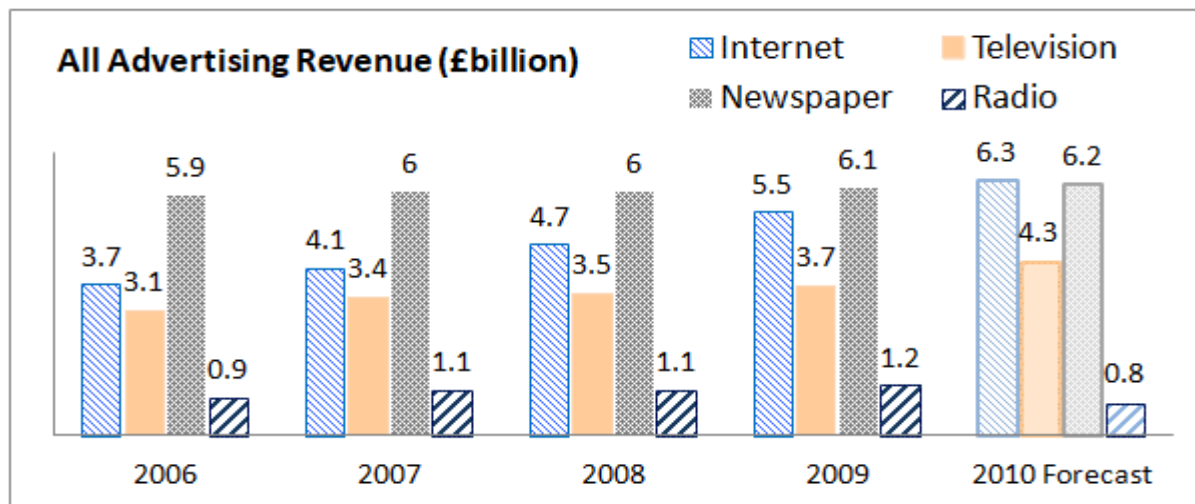
- (A) Cannot Say
- (B) 2008 and 2006
- (C) 2006
- (D) 2009 and 2008
- (E) 2009

Answer:

Step 1: Calculate Television's % of the total revenue for each of the four years given as answer options;

| | Television Revenue | Total Revenue | % of total revenue |
|------|--------------------|---------------|--------------------|
| 2006 | 3.1 | 13.6 | 22.8 |
| 2007 | 3.4 | 14.6 | 23.3 |
| 2008 | 3.5 | 15.3 | 22.9 |
| 2009 | 3.7 | 16.5 | 22.4 |

Thus the correct answer is (E) 2009



Q20 If in 2009 an external market force had reduced the year's advertising revenue from Newspapers by 10% and from the Internet by 20%, then what was the total 2009 advertising revenue?

- (A) None of these
- (B) £9.89 billion
- (C) £11.6 billion
- (D) £10.44 billion
- (E) £14.79 billion

Answer:

Step 1: Calculate the adjusted Newspaper revenue

$$6.1 \times 90\% = 5.49$$

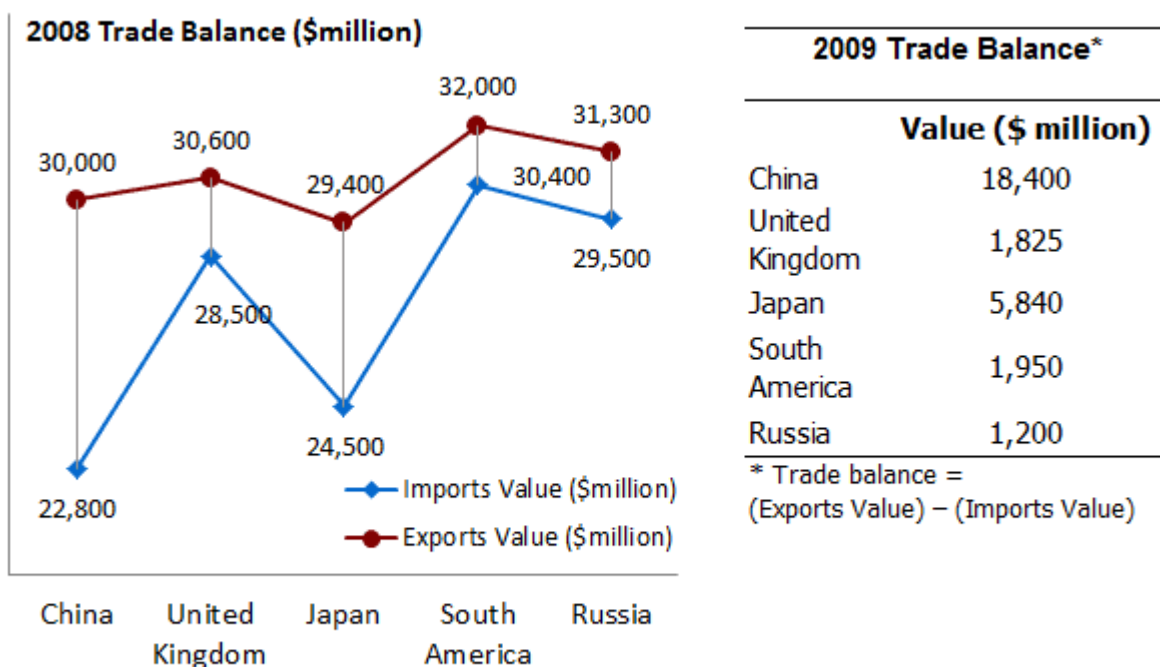
Step 2: Calculate the adjusted Internet revenue

$$5.5 \times 80\% = 4.4$$

Step 3 – Calculate the adjusted total 2009 advertising revenue

$$5.49 + 4.4 + 3.7 \text{ (television)} + 1.2 \text{ (radio)} = 14.79$$

Thus the correct answer is (E) £14.79 billion



Q21 Of the regions shown what was the difference between the highest and the lowest trade balance in 2008?

- (A) None of these
- (B) \$5,100 million
- (C) \$510 million
- (D) \$5,400 million
- (E) \$5,600 million

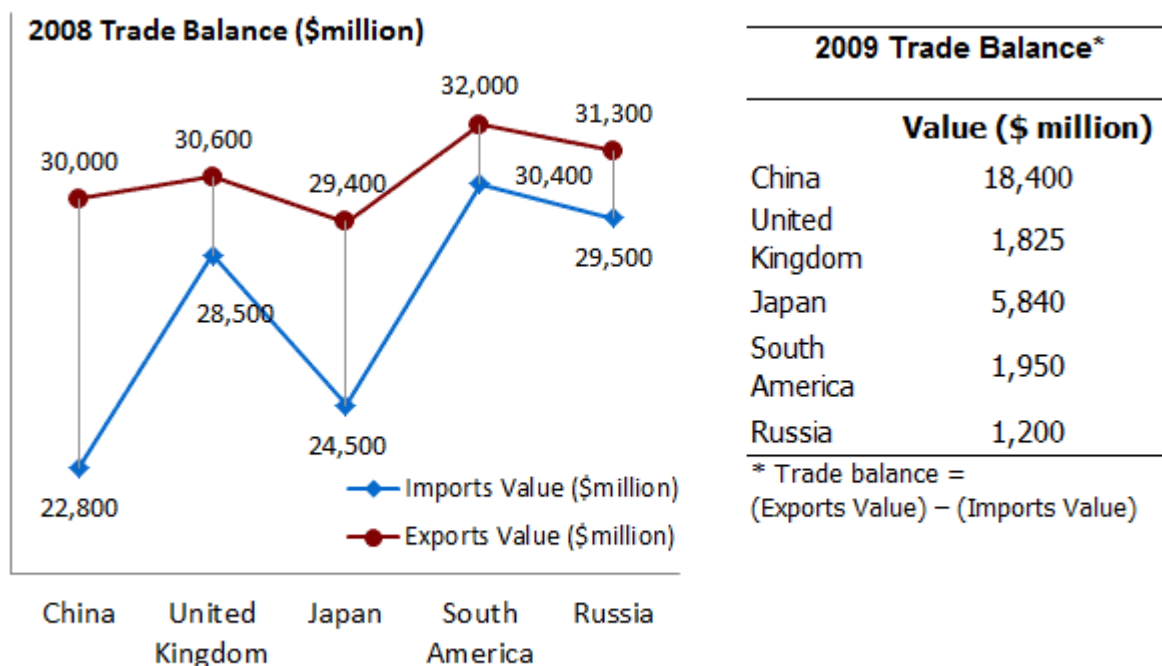
Answer:

Step 1: Use the graph (i.e. 2008 figures) to calculate the trading balance (exports – imports) for each region

| | Exports – imports (\$million) |
|----------------|-------------------------------|
| China | $30,000 - 22,800 = 7,200$ |
| United Kingdom | $30,600 - 28,500 = 2,100$ |
| Japan | $29,400 - 24,500 = 4,900$ |
| South America | $32,000 - 30,400 = 1,600$ |
| Russia | $31,300 - 29,500 = 1,800$ |

Step 2: Calculate the difference between the highest and the lowest trading balance
 $7,200 - 1,600 = \$5,600$ million

Thus the correct answer is (E) \$5,600 million



Q22 If Japan's exports value increased by $\frac{1}{5}^{\text{th}}$ between 2008 and 2009 then what was Japan's imports value in 2009?

- (A) Cannot Say
- (B) \$29,400 million
- (C) \$23,560 million
- (D) \$25,560 million
- (E) \$29,440 million

Answer:

Step 1: Use the graph to obtain the 2008 exports value = 29,400

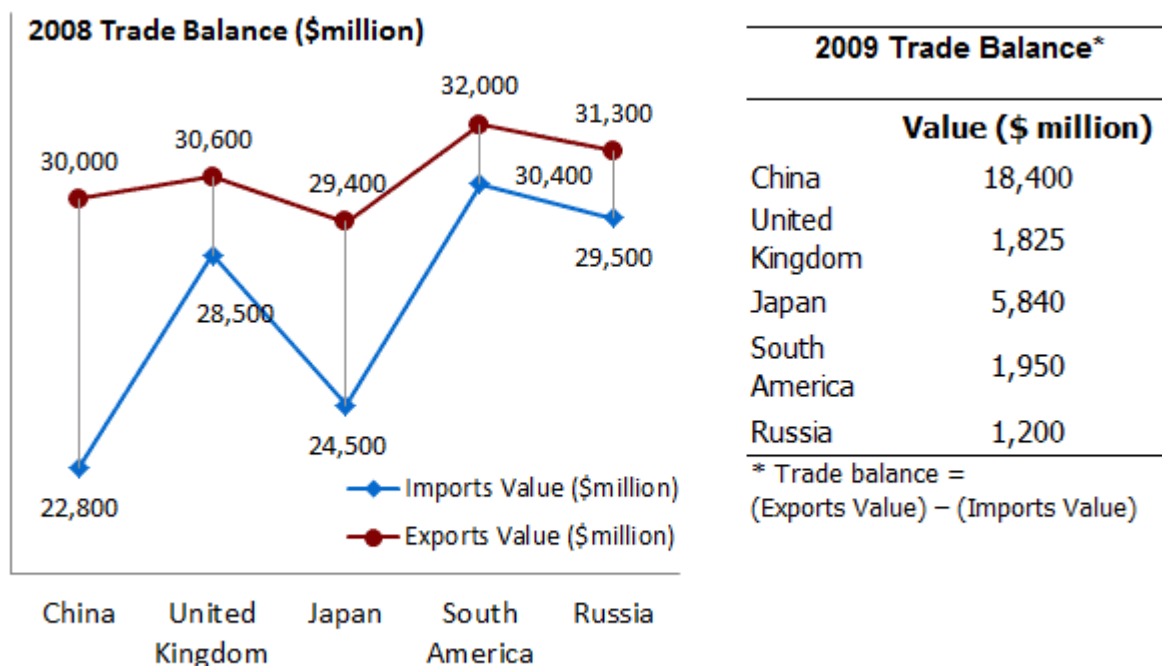
Step 2: Add $\frac{1}{5}^{\text{th}}$ to find the 2009 exports value

$$29,400 \times 1.2 = 35,280$$

Step 3 - Use the table to obtain the 2009 trade balance = 5,840

$$\text{Japan's imports value in 2009} = 35,280 - 5,840 = \$29,440 \text{ million}$$

Thus the correct answer is (E) \$29,440 million



Q23 Compared to 2009, the UK's trade balance is expected to increase by 3.5% in 2010 and China's trading balance is expected to decrease by 4.4%. What is the difference between the 2010 trade balance forecasts for these countries (to the nearest \$million)?

- (A) \$14,405 million
- (B) \$15,000 million
- (C) \$16,000 million
- (D) \$15,702 million
- (E) \$17,000 million

Answer:

Step 1: Calculate the increase for the UK and the decrease for China

UK: $103.5\% \times 1,825 = 1,888.875$

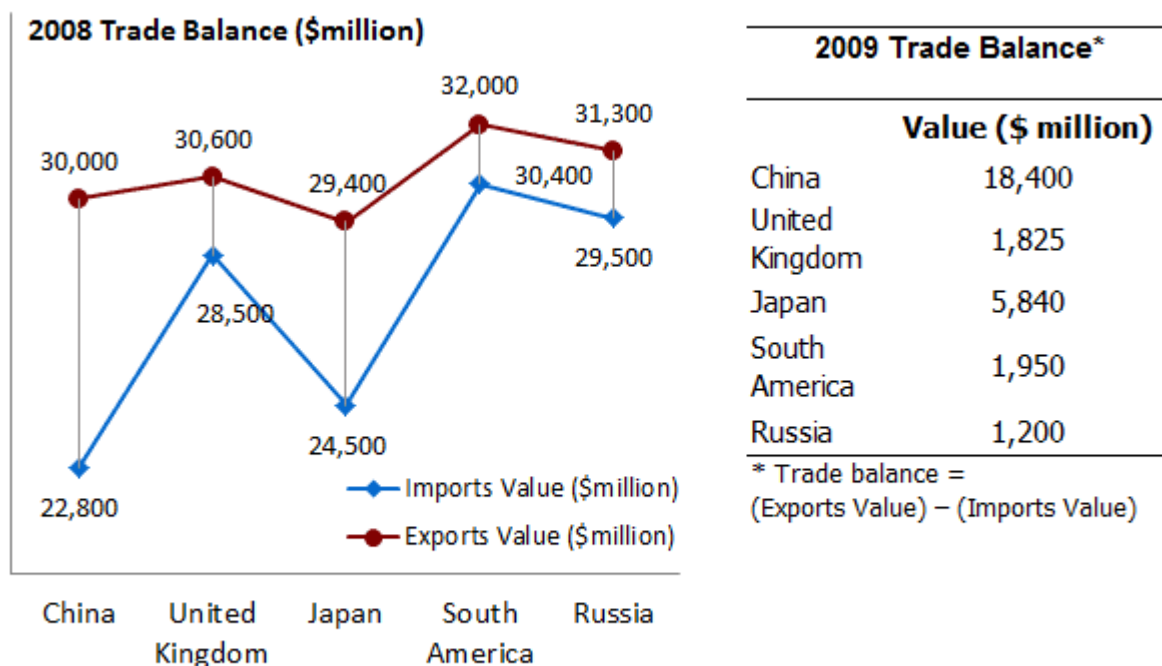
China: $95.6\% \times 18,400 = 17,590.4$

Step 2: Calculate the difference

$17,590.4 - 1,888.875 = \$15,701.525$ (million \$)

Tip - These numbers are already in million \$, so don't be tempted to round the answer to (C) \$16,000 million.

Thus the correct answer is (D) \$15,702 million



Q24 Which region or regions have experienced a decrease in their trade balance between 2008 and 2009?

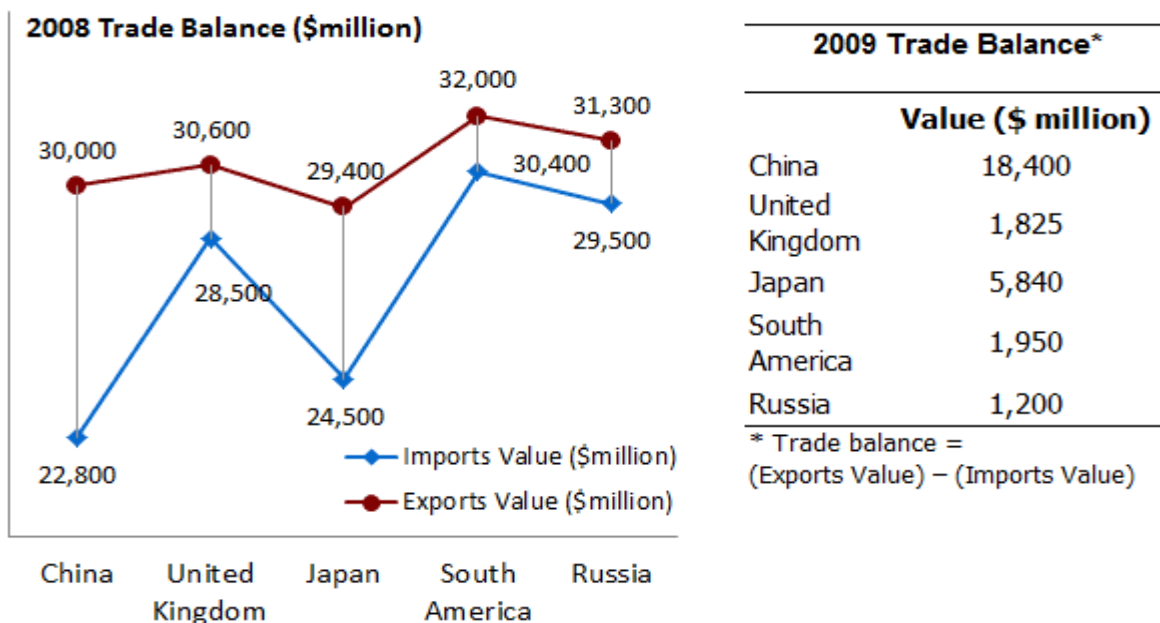
- (A) South America, United Kingdom
- (B) United Kingdom, Russia
- (C) South America, Russia
- (D) South America
- (E) Russia

Answer:

Step 1: Using the trade balance figures for 2008 from the earlier question, calculate the change in trade balances for each region between 2008 and 2009

| | |
|----------------|------------------------------------|
| China | $18,400 - 7,200 = 11,200$ increase |
| United Kingdom | $1,825 - 2,100 = 275$ decrease |
| Japan | $5,840 - 4,900 = 940$ increase |
| South America | $1,950 - 1,600 = 350$ increase |
| Russia | $1,200 - 1,800 = 600$ decrease |

Thus the correct answer is (B) United Kingdom, Russia



Q25 What is the trading balance range (highest minus lowest) for the five regions between 2008-2009?

- (A) \$1,200 million – \$18,400 million
- (B) \$5,400 million
- (C) \$17,200 million
- (D) \$1,600 million – \$18,400 million
- (E) \$1,800 million – \$7,200 million

Answer:

Step 1: To save time you can use the trading balance figures for 2008 from the earlier question. Then calculate the range across both years.

| | 2008 (\$million) | 2009 (\$million) |
|----------------|------------------|------------------|
| China | 7,200 | 18,400 |
| United Kingdom | 2,100 | 1,825 |
| Japan | 4,900 | 5,840 |
| South America | 1,600 | 1,950 |
| Russia | 1,800 | 1,200 |

Step 2: The lowest and the highest values are 1,200 and 18,400 respectively.

Tip: remember the question defined the 'range' as highest minus lowest, as is often convention in finance and accounting professions. Answering with the highest and lowest numbers is not what the question asked for.

Thus the correct answer is (C) \$17,200 million

| | Annual Birth rate | Annual births | | Annual birth rate for sets of twins |
|------------------|--------------------------------|---------------|--------|-------------------------------------|
| | (per 1000 of total population) | Male | Female | (as a % of annual births) |
| COUNTRY | | | | |
| Scotland | 12.2 | 28,693 | 27,086 | 1.6 |
| Northern Ireland | 14.8 | 13,515 | 12,934 | 1.9 |
| Wales | 12.5 | 18,640 | 16,800 | 1.25 |
| REGION | | | | |
| Inner London | 16.4 | 24,735 | 23,461 | 1.7 |
| Outer London | 15.1 | 35,811 | 34,189 | 2 |
| South West | 12 | 30,258 | 28,747 | 1.8 |
| South East | 12.3 | 53,141 | 50,099 | 1.8 |
| East | 12.1 | 34,745 | 32,564 | 2 |

Q26 If the number of annual births are distributed evenly across the year and they remain constant at the levels shown, then how many months will it take for Outer London's population to increase by 245,000? (Ignoring death rate)

- (A) 34
- (B) 36
- (C) 38
- (D) 40
- (E) 42

Answer:

Step 1: Calculate the total annual births

$$35,811 + 34,189 = 70,000$$

Step 2: Calculate the number of years and months required to reach 245,000

$$245,000 / 70,000 = 3.5 \text{ years} = 42 \text{ months}$$

Thus the correct answer is (E) 42

| | Annual Birth rate (per 1000 of total population) | Annual births | | Annual birth rate for sets of twins (as a % of annual births) |
|------------------|---|---------------|--------|--|
| | | Male | Female | |
| COUNTRY | | | | |
| Scotland | 12.2 | 28,693 | 27,086 | 1.6 |
| Northern Ireland | 14.8 | 13,515 | 12,934 | 1.9 |
| Wales | 12.5 | 18,640 | 16,800 | 1.25 |
| REGION | | | | |
| Inner London | 16.4 | 24,735 | 23,461 | 1.7 |
| Outer London | 15.1 | 35,811 | 34,189 | 2 |
| South West | 12 | 30,258 | 28,747 | 1.8 |
| South East | 12.3 | 53,141 | 50,099 | 1.8 |
| East | 12.1 | 34,745 | 32,564 | 2 |

Q27 Which country or countries shown have a population of less than 2.9 million people?

- (A) Wales, Scotland
- (B) Northern Ireland, Wales, Scotland
- (C) Scotland
- (D) Northern Ireland, Wales
- (E) Cannot Say

Answer:

Step 1: A country's population can be calculated using the Annual Birth rate - which is given per 1000 of total population – and the number of live births that when combined make up the annual birth rate.

| | Annual Birth rate (per 1000 of total population) | Number of births | Population |
|------------------|---|----------------------------|---|
| Scotland | 12.2 | $28,693 + 27,086 = 55,779$ | $1000 \times 55,779 / 12.2 = 4,572,049.1$ |
| Northern Ireland | 14.8 | $13,515 + 12,934 = 26,449$ | $1000 \times 26,449 / 14.8 = 1,787,094.5$ |
| Wales | 12.5 | $18,640 + 16,800 = 35,440$ | $1000 \times 35,440 / 12.5 = 2,835,200$ |

Thus the correct answer is (D) Northern Ireland, Wales

| | Annual Birth rate (per 1000 of total population) | Annual births | | Annual birth rate for sets of twins (as a % of annual births) |
|------------------|---|---------------|--------|--|
| | | Male | Female | |
| COUNTRY | | | | |
| Scotland | 12.2 | 28,693 | 27,086 | 1.6 |
| Northern Ireland | 14.8 | 13,515 | 12,934 | 1.9 |
| Wales | 12.5 | 18,640 | 16,800 | 1.25 |
| REGION | | | | |
| Inner London | 16.4 | 24,735 | 23,461 | 1.7 |
| Outer London | 15.1 | 35,811 | 34,189 | 2 |
| South West | 12 | 30,258 | 28,747 | 1.8 |
| South East | 12.3 | 53,141 | 50,099 | 1.8 |
| East | 12.1 | 34,745 | 32,564 | 2 |

Q28 What is the population of Inner and Outer London combined (to the nearest 100,000)?

- (A) 8,000,000
- (B) 4,600,000
- (C) 3,000,000
- (D) 7,600,000
- (E) None of these

| | Annual Birth rate (per 1000 of total population) | Number of births | Population |
|--------------|---|--------------------------------|---|
| Inner London | 16.4 | 24,735 + 23,461 = 48,196 | $1000 \times 48,196 / 16.4 = 2,938,780.4$ |
| Outer London | 15.1 | 35,811 + 34,189 = 70,000 | $1000 \times 70,000 / 15.1 = 4,635,761.5$ |

Answer:

Step 1: Inner and Outer London population = $2,938,780.4 + 4,635,761.5 = 7,574,541.9$

Thus the correct answer is (D) 7,600,000

| | Annual Birth rate (per 1000 of total population) | Annual births | | Annual birth rate for sets of twins (as a % of annual births) |
|------------------|---|---------------|--------|--|
| | | Male | Female | |
| COUNTRY | | | | |
| Scotland | 12.2 | 28,693 | 27,086 | 1.6 |
| Northern Ireland | 14.8 | 13,515 | 12,934 | 1.9 |
| Wales | 12.5 | 18,640 | 16,800 | 1.25 |
| REGION | | | | |
| Inner London | 16.4 | 24,735 | 23,461 | 1.7 |
| Outer London | 15.1 | 35,811 | 34,189 | 2 |
| South West | 12 | 30,258 | 28,747 | 1.8 |
| South East | 12.3 | 53,141 | 50,099 | 1.8 |
| East | 12.1 | 34,745 | 32,564 | 2 |

Q29 How many babies are born on average as twin births in Wales over five years? (Assume that the annual birth rate and number of births remains the same across the five years).

- (A) 4,430
- (B) 886
- (C) 2,215
- (D) 443
- (E) Cannot Say

Answer:

Step 1: Calculate the total number of births in Wales

$$18,640 + 16,800 = 35,440$$

Step 2: Calculate the annual number of twin births

$$35,440 \times 1.25\% = 443$$

Step 3 – Number of babies over 5 years

$$443 \times 2 \times 5 = 4,430$$

Thus the correct answer is (A) 4,430

| | Annual Birth rate | Annual births | | Annual birth rate for sets of twins |
|------------------|--------------------------------|---------------|--------|-------------------------------------|
| | (per 1000 of total population) | Male | Female | (as a % of annual births) |
| COUNTRY | | | | |
| Scotland | 12.2 | 28,693 | 27,086 | 1.6 |
| Northern Ireland | 14.8 | 13,515 | 12,934 | 1.9 |
| Wales | 12.5 | 18,640 | 16,800 | 1.25 |
| REGION | | | | |
| Inner London | 16.4 | 24,735 | 23,461 | 1.7 |
| Outer London | 15.1 | 35,811 | 34,189 | 2 |
| South West | 12 | 30,258 | 28,747 | 1.8 |
| South East | 12.3 | 53,141 | 50,099 | 1.8 |
| East | 12.1 | 34,745 | 32,564 | 2 |

Q30 What percent of births are male across the 5 Regions shown?

- (A) 49.5%
- (B) 50%
- (C) 50.5%
- (D) 51%
- (E) 51.4%

Answer:

Step 1: Calculate the total number of male births

$$24,735 + 35,811 + 30,258 + 53,141 + 34,745 = 178,690$$

Step 2: Calculate the total births

$$178,690 + 23,461 + 34,189 + 28,747 + 50,099 + 32,564 = 347,750$$

Step 3 – Put into a %

$$100\% \times (178,690/347,750) = 51.4\%$$

Thus the correct answer is (E) 51.4%

End of test