



# Business Challenges (B2C)

## Mid-level Critical Reasoning test

### Overview

B2C is a mid-level aptitude test containing verbal, numerical checking, classification and proof reading assessments, for those with moderate levels of ability.

### About the tests

All tests are relating to a fictitious music store and are suited to situations in which employees are required to perform a range of tasks.

#### B2C Verbal Test:

- Evaluate statements relating to a request for a bank loan
- Evaluate whether given statements are true, false or impossible to say
- Test measures comprehension and basic verbal critical reasoning

#### B2C Numerical Test:

- Numerical problems relating to working in the store
- Multiple-choice format
- Candidates permitted to use a pocket calculator
- Test measures numerical understanding and reasoning requiring candidates to perform numerical analyses

#### B2C Checking Test

- Comparisons of stock lists in two different forms
- Measures precise and sustained attention to detail

#### B2C Classification Tests

- Classifying stock items according to given rules
- Measures efficient use of a rule-based system under time pressure (speed test)

#### B2C Proof reading test

- Mark errors in two pages of marketing copy
- Work simulation for candidates being considered for roles involving error detection in verbal material

### Why B2C?

- High reliabilities and outstanding candidate friendliness
- Contemporary subject matter - interesting, topical and upbeat
- Tests can be used together or individually
- User-friendly administration materials
- Pay only for what you need – materials not sold in denominations
- Extensive practice materials available

#### WHAT IT MEASURES

Verbal reasoning  
Numerical reasoning  
Checking test  
Classification test  
Proof reading test

#### SUITABLE FOR

Selection & Development

#### OCCUPATIONAL ROLES

Junior Managers, Call Centre staff,  
Sales & Customer Service staff,  
Administrators, Office staff,  
Secretaries

Typical candidates will have no more than secondary education

#### ADMINISTRATION

- Paper & Pencil
  - Online\* (part of our Coast online system)
- \* Verbal, numerical and checking test only

#### TRAINING REQUIRED

BPS Level A  
(Conversion course not required)

#### DURATION

**Verbal** – 40 items; 3 minutes reading, 15 minutes test  
**Online** – 16 items; 9 minutes  
**Numerical** – 28 items; 20 minutes  
**Online** – 16 items; 18 minutes  
**Checking** – 36 items; 12 minutes  
**Online** – 16 items; 10 minutes  
**Classification** – 50 items; 5 minutes  
**Proof reading** – 52 items; 7 minutes

#### RELATED PRODUCTS

- Coast
- Trinity Beta (includes personality)



# Prices

## Paper & Pencil

### Reusable materials

- Manual £30.00
- Administration Booklet £20.00

### Test Booklets:

- Verbal £12.00
- Verbal Information £6.00
- Numerical £12.00
- Checking £12.00
- Proof Reading Instructions £6.00
- Classification £12.00

### Scoring Keys:

- Verbal £12.00\*
- Numerical £12.00\*
- Checking £12.00\*
- Proof Reading (set of 2) £24.00\*
- Classification (set of 2) £24.00\*

### Non-reusable materials

#### Answer Sheets:

- Verbal (each) £1.00\*
- Numerical (each) £1.00\*
- Checking (each) £1.00\*
- Proof Reading (each) £2.00\*
- Classification (each) £2.00\*

#### Practice Questions:

- Folder £2.00\*
- Verbal Test leaflet £1.50\*
- Numerical Test leaflet £1.50\*
- Checking Test leaflet £1.50\*
- Proof Reading Test leaflet £1.50\*
- Classification Test leaflet £1.50\*

\*Prices subject to VAT. Postage and packaging charged at cost. NB: Practice materials are highly recommended but not compulsory.

## Online - Coast

- Includes the verbal, numerical and checking test
- £10 per test + VAT (e.g. if you wanted the verbal & numerical test this will cost £20 + vat)
- All clients will be emailed a user manual FOC.

## Contact us

For further information or to place an order please contact Criterion Partnership on 01273 734000 or at [letterbox@critterionpartnership.co.uk](mailto:letterbox@critterionpartnership.co.uk)