



LICENSED RETAIL OPERATIONS

Specimen Questions

The specimen examination questions contained in this publication are representative of the type of questions used to assess candidates taking the LICENSED RETAIL OPERATIONS examination.

Candidates are assessed by a 40 question, 45 minute, multiple choice examination. Candidates have to answer correctly 32 out of 40 questions to pass.

The answers to each of these questions are shown on the last page.

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Specimen Questions

- 1 Where should an employer display a written health and safety policy?
 - A In a place where the cleaners will see it
 - B In a prominent place on the premises
 - C In the managers office only
 - D In the staff toilets only

- 2 What is the **correct** definition of the 'break even point'?
 - A All running costs are covered without making a profit
 - B All running costs are covered without making a profit or loss
 - C Most running costs are covered without making a loss
 - D Most running costs are covered without making a profit or loss

- 3 With regard to the security of cash on the premises, what is confidential information which should **never** be discussed outside work?
 - A Banking procedures, cocktail recipes and holidays
 - B New promotions, menu ideas and best selling items
 - C Product launches, advertising and pricing
 - D Staffing, key holders and alarm codes

- 4 Which spirits **must** be sold in measures of 25 ml or 35 ml, or multiples thereof?
 - A Gin, rum, vodka and whisky
 - B Port, sherry, vodka and rum
 - C Rum, brandy, gin and port
 - D Sherry, brandy, vodka and whisky

- 5 Who enforces the National Minimum Wage?
 - A Department for Work and Employment
 - B Department of Trade and Industry
 - C HM Revenue and Customs
 - D HM Treasury and Finances

- 6 What information should be included in a job description for an employee?
 - A Job title, who the employee reports to, general description of main duties and tasks
 - B Name of the premises licence holder, business name and contact details
 - C Required qualifications, skills and desirable personality traits
 - D Salary, annual leave, pension and medical cover, plus any other benefits included

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- 7 One benefit of delegating work to staff members is that it:
- A Ensures that all staff are busy all of the time
 - B Enables more sales and profit to be made by the team
 - C Means that the managers can monitor the staff
 - D Motivates staff members by increasing responsibility
- 8 With regard to a SWOT analysis, what do the letters 'O' and 'T' stand for?
- A Observations and training
 - B Operations and timescales
 - C Opportunities and threats
 - D Output and turnover
- 9 Which factor would **not** influence the customer's view of good customer service?
- A Accessibility of the premises
 - B Colours of the soft furnishings
 - C Employee social skills
 - D Good signage within the premises
- 10 How should pint glasses be held when serving customers?
- A Around the base of the glass
 - B Around the middle of the glass
 - C By the rim of the glass
 - D By the side of the glass
- 11 What information needs to be considered when calculating the cost of a dish?
- A Availability of fresh ingredients, plate size and kitchen staffing costs
 - B Cost of ingredients, the standard recipe and portion size
 - C Gas and electricity costs, quality of ingredients and number of kitchen staff
 - D Kitchen size, storage space for ingredients and the cost of required crockery
- 12 How many category C or D gaming machines are licensed premises automatically entitled to provide?
- A 2 machines
 - B 4 machines
 - C 6 machines
 - D 8 machines

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Answers

Q	Answer	Assessment Criteria
1	B	1.1 The required Health & Safety documents, records and certification, and the requirements for the exhibition of such documentation
2	B	2.2 Retail selling price, gross and net profit margins, break even levels, fixed and variable costs and VAT
3	D	3.2 How to ensure cash and stock is secure on the premises
4	A	4.1 The legal measures for beers, ciders, wines and spirits
5	C	5.1 The law with regard to the national minimum wage
6	A	6.1 The key elements of a job description and personal specification
7	D	7.3 The benefits of and how to delegate to staff
8	C	8.1 How to develop a marketing plan and the key marketing tools (SWOT analysis, market segmentation, marketing objectives)
9	B	9.1 The essential elements of effective customer service
10	A	10.3 Best practice guidelines for the service and presentation of drinks
11	B	11.4 Factors involved in costing a dish and information required in a dish specification
12	A	12.1 The law with regard to gaming, betting, lotteries and AWP machines

Please note that the assessment criteria numbering does **not** refer to the BIIAB Level 2 Award in Introductory Licensed Retail Operations CD. The learning outcomes and assessment criteria can be found in the centre manual, Section 1.