

Practice Tasks

Verbal Reasoning



How To Use This Document

General Information

This document is designed to support you in preparing for your online verbal reasoning assessment.

It provides an overview of the assessment explaining what it measures and how it works.

It also provides 5 practice questions. After these practice questions, solutions and rationale have been provided to help you gain a deeper understanding. We would encourage you to attempt all the practice questions without looking at the solutions first.

Verbal Reasoning

Aon's Verbal Reasoning assessment measures your aptitude for verbal reasoning. It measures your ability to analyse and understand written information and evaluate the truthfulness of statements on the basis of the given information.

In the assessment, you will receive instructions along with some practice tasks that you can take as many times as you like before you start the actual assessment.

How Does The Verbal Reasoning Assessment Work?

You are presented with multiple data sheets providing information in a verbal form. You are also presented with a series of statements. Your task is to evaluate these statements based on the information on the data sheets.

The information on the data sheets will not change during the test and each statement relates to only one data sheet. You need to find and refer to that data sheet.

Every statement has three answer options: TRUE, FALSE and CANNOT SAY. There is only one correct answer. You can navigate through the different statements, but it is recommended to work on the tasks in the predefined order.

The test is preceded by specific examples to help you understand the system.

Guidance for the Practice Questions

The actual assessment you will take is timed, but you are not expected to answer all the questions – you just need to work quickly and accurately, to try to get as many correct as possible in the time provided. As such, there is no specific time limit in the practice tests. Try to focus and complete them quickly in a single session.

You should write down your answers as you work through, so that you can compare your answers to the solutions at the end.

In the actual assessment there will be several data sheets you will need refer to. During the time limit, you are likely to become familiar with the different sheets and know which are useful when. For the purposes of these practice questions, you have been provided with the data sheet that the statement refers to.

To continue to practice, spend time trying to interpret written information. You may wish to spend more time reviewing the example data provided here and asking yourself what it can tell you, and what it can't tell you.

Practice Tasks

Example 1



ABOUT THE COMPANY

History: Puccia is family-owned fashion company founded in Milan, Italy, that has been operating for 40 years. The business started with the selling of imported leather goods to wealthy clients and after the business grew, the family decided to make their own leather goods.

Their product line started with handbags followed by footwear, accessories, womenswear and menswear.

Operations: Since Puccia began the company has grown to operate in over 300 stores globally and employs 12,000 employees. Its Headquarters are in Milan, Italy.



The company started their business selling different products made of leather, which they sourced outside of Italy.

TRUE

FALSE

CANNOT SAY

Example 2



VALUES

Be bold – Like our designs we are bold in all aspects of work we do. We dare to think differently and embolden everybody to do so themselves.

Be brave – We show courage in our work. We believe in taking risks, dauntlessly challenging the status quo and sustaining our values.

Be trustworthy – We work as a global, connected team of exceptional individuals and to operate effectively we depend on our colleagues.



Puccia's values include to leave known paths and try new ways of doing things.

TRUE

FALSE

CANNOT SAY

Example 3



CORPORATE STRATEGY

Overall Aim: Puccia's aim is to create luxury products that make consumers feel special.

New Direction: Since the arrival of a new Creative Director, the brand has decided to broaden their target consumer and are creating a unisex range. They also plan to reduce waste and increase their sustainability efforts.

Long-Term: It is believed that Puccia will eventually sell the business in the next 5 years and are making strategic decisions that align with this.



The new Creative Director of Puccia initiated a new direction, which states that the business is planning to reduce waste.

TRUE

FALSE

CANNOT SAY

Example 4



LOCATIONS

Retail Stores: Stores are located in Europe, North America and Asia. The strongest market is in Europe with just over 160 stores. Asia is the next strongest market but their e-commerce business is the strongest market globally. Expansion opportunities exist in Australia and Russia, with the first store opening in Australia in the next 12 months.

Workshops: Workshops exist in Milan, London and California and are creative outlets where designers collaborate and goods are produced. The Milan workshop also has a fashion school where aspiring designers can attend on-premises courses to develop their skills and learn about the latest technology and trends in fashion.

Warehouses: There are 3 'super' warehouses in Milan, London and California which support global distribution of products. Warehouse operations employ 5000 staff globally.



Designers can join Puccia's fashion school, which offers courses on the latest in fashion on their specialized online platform.

TRUE

FALSE

CANNOT SAY

Example 5



MARKETING

Social Media: The brand has a multi-platform presence across social media. Data shows that the largest demographic are women aged 30-50 years old.

Website: Website traffic has been increasing over the years due to social media advertising. Subscribers to the website have also increased since the introduction of a 15% off promotion to new subscribers, however data shows that these subscribers do not convert to repeat purchases.



The company website's traffic has increased in the female segment aged 30-50 years due to social media advertising.

TRUE

FALSE

CANNOT SAY

Solutions & Rationale

Example 1 - Solution



ABOUT THE COMPANY

History: Puccia is family-owned fashion company founded in Milan, Italy, that has been operating for 40 years. The business started with the selling of imported leather goods to wealthy clients and after the business grew, the family decided to make their own leather goods.

Their product line started with handbags followed by footwear, accessories, womenswear and menswear.

Operations: Since Puccia began the company has grown to operate in over 300 stores globally and employs 12,000 employees. Its Headquarters are in Milan, Italy.

Statement: The company started their business selling different products made of leather, which they sourced outside of Italy.

Answer: True

Rationale: The highlighted sentence clearly states that the business started by selling imported leather goods. "Leather goods" has a similar meaning as "different products made of leather", and that they were "imported" implies that they were "sourced outside of Italy".

Example 2 - Solution



VALUES

Be bold – Like our designs we are bold in all aspects of work we do. We dare to think differently and embolden everybody to do so themselves.

Be brave – We show courage in our work. We believe in taking risks, dauntlessly challenging the status quo and sustaining our values.

Be trustworthy – We work as a global, connected team of exceptional individuals and to operate effectively we depend on our colleagues.

Statement: Puccia's values include to leave known paths and try new ways of doing things.

Answer: True

Rationale: Puccia's values state that they "dare to think differently" and "challenge the status quo". Both refer to a behaviour that embraces new and unusual ideas and actions. "To leave known paths and try new ways" has a similar meaning.

Example 3 - Solution



CORPORATE STRATEGY

Overall Aim: Puccia's aim is to create luxury products that make consumers feel special.

New Direction: Since the arrival of a new Creative Director, the brand has decided to broaden their target consumer and are creating a unisex range. They also plan to reduce waste and increase their sustainability efforts.

Long-Term: It is believed that Puccia will eventually sell the business in the next 5 years and are making strategic decisions that align with this.

Statement: The new Creative Director of Puccia initiated a new direction, which states that the business is planning to reduce waste.

Answer: Cannot say

Rationale: We cannot say with certainty whether the business's decision to reduce waste was initiated by the new Creative Director. The passage only says that they introduced the new direction at a similar time as the arrival of the Creative Director, but neither a direct connection between waste reduction and the "New Direction" initiative is mentioned, nor is it stated who was responsible for initiating it.

Example 4 - Solution



LOCATIONS

Retail Stores: Stores are located in Europe, North America and Asia. The strongest market is in Europe with just over 160 stores. Asia is the next strongest market but their e-commerce business is the strongest market globally. Expansion opportunities exist in Australia and Russia, with the first store opening in Australia in the next 12 months.

Workshops: Workshops exist in Milan, London and California and are creative outlets where designers collaborate and goods are produced. The Milan workshop also has a fashion school where aspiring designers can attend on-premises courses to develop their skills and learn about the latest technology and trends in fashion.

Warehouses: There are 3 'super' warehouses in Milan, London and California which support global distribution of products. Warehouse operations employ 5000 staff globally.

Statement: Designers can join Puccia's fashion school, which offers courses on the latest in fashion on their specialized online platform.

Answer: False

Rationale: Even though the first part of the statement is true, it claims that the fashion school offers online courses. The highlighted part says that the fashion school offers "on-premises courses", which means that they take place in the school's buildings. This contradicts that the courses are available online.

Example 5 - Solution



MARKETING

Social Media: The brand has a multi-platform presence across social media. Data shows that the largest demographic are women aged 30-50 years old.

Website: Website traffic has been increasing over the years due to social media advertising. Subscribers to the website have also increased since the introduction of a 15% off promotion to new subscribers, however data shows that these subscribers do not convert to repeat purchases.

Statement: The company website's traffic has increased in the female segment aged 30-50 years due to social media advertising.

Answer: Cannot Say

Rationale: The passage says that website traffic has increased due to social media advertising. But it does not state why that might be the case.

Careful: In the upper paragraph it is stated that "the largest demographic are women aged 30-50 years old", so one might be tempted to conclude that this demographic must have increased, making the statement true. However, the demographic belongs to the social media presence, not the company's website.