Standard Product Description

Questionmark Ready-Made Assessment Content

This is the Standard Product Description referred to on Questionmark's quotation or other similar document agreed with Customer. The specific details of the Services to be provided are documented on Questionmark's quotation or other agreed documents. Any capitalized terms used in this document without definition have the meanings given to those terms in the applicable Questionmark standard terms and conditions. Any conflict between this Standard Product Description and Questionmark's standard terms and conditions, negotiated agreement between Questionmark and Customer or Questionmark's quotation shall be resolved in favor of the Questionmark terms and conditions, negotiated agreement (as applicable) or Questionmark's quotation.

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Anti-discrimination for People Managers (UK edition)

The Anti-discrimination for People Managers (UK) test covers questions on all the 9 types of individual characteristics protected by the Equality Act 2010 with regards to recruitment, team management, and dismissal. It asks the participant to answer 15 multiple-choice, matching, pull-down lists, and hotspot questions within 30 minutes. At the end of the assessment, the participant is provided with detailed feedback on wrong answers. Test administrators can run various reports to view performance for individual test-takers as well as across the team or organization.

Anti-discrimination for People Managers (US edition)

The Anti-discrimination for People Managers (US) test covers questions on all the 11 types of discrimination recognized by the U.S. Equal Employment Opportunity Commission in recruitment, team management, and dismissal. It asks the participant to answer 15 multiple-choice, matching, pull-down lists, and hotspot questions within 30 minutes. At the end of the assessment, the participant is provided with detailed feedback on wrong answers. Test administrators can run various reports to view performance for individual test-takers as well as across the team or organization.

CCPA for Business Professionals

The CCPA for Business Professionals test asks the participant to answer 15 questions (multiple choice/multiple response/matching) within 20 minutes. It covers 14 areas organized in three major topics: key concepts of the CCPA and their applicability, consumer rights, and business obligations. At the end of the assessment, the participant is provided with an overall score and detailed feedback on the wrong answers. You can run various reports to view performance across your organization. The test is not a substitute for legal advice.

Cybersecurity for Home-based workers

The Cybersecurity for Home-based workers test asks the participant to answer 25 (multiple choice/multiple response) questions within 45 minutes. It uses random item selection from a pool of questions so each candidate taking the test gets a slightly different sequence of questions. This test covers five topics: browser security, looking after a device, social engineering risks, connection to Wi-Fi networks, and document and electronic media disposal. At the end of the

assessment, the participant is provided with detailed feedback on the wrong answers. You can run various reports to view performance across your organization.

Digital Marketing Knowledge

The Digital Marketing Knowledge test asks the participant to answer 15 multiple choice and multiple response questions within 20 minutes. It covers 13 topics organized in five core skills in digital marketing: digital marketing general/strategy, brand creative (including web design and UX), paid media, working with data, and SEO. The items are displayed in random order. At the end of the assessment, the participant is provided with feedback including where they have given wrong answers. A range of reports to evaluate the team's performance are easy to run.

GDPR Basics

The GDPR Basics test asks the participant to answer 15 questions (multiple choice/multiple response) within 20 minutes. It covers 6 essential topics of the GDPR: familiarity with key concepts, legal basis for processing data, principles of the GDPR, what is and isn't considered personal and/or sensitive data, rights of the data subject, and related breaches. The test is not a substitute for legal advice. At the end of the assessment, the participant is provided with an overall score and detailed feedback on the wrong answers. You can run various reports to view performance across your organization.

GDPR for Business Professionals

The GDPR for Business Professionals test asks the participant to answer 25 (multiple choice/multiple response/matching) questions within 45 minutes. It covers 10 aspects of the GDPR that constitute essential knowledge for those working with personal data. The test uses random item selection from a pool of questions so each candidate taking the test gets a slightly different sequence of questions. At the end of the assessment, the participant is provided with detailed feedback on the wrong answers. You can run various reports to view performance across your organization.

Questionmark B2B Sales Qualification by Mentor Group

The Questionmark B2B Sales Qualification by Mentor Group test asks 15 multiple choice, ranking, and matching questions within 20 minutes. It covers four fundamental topics in good sales

practice: identifying budget, authority, need, and timeline to qualify sales opportunities appropriately. The test uses random item selection for validity and reliability purposes. At the end of the assessment, the participant will be provided with detailed feedback on wrong answers. Various reports to view performance for individual test-takers as well as across your team or organization are easy to run.

Questionmark Data Literacy by Cambridge Assessment

The Questionmark Data Literacy by Cambridge Assessment test consists of 32 questions to be answered in 40 minutes. It covers four areas identified by employers as essential in working with data: understanding data, evaluating its quality, applying knowledge of data accordingly, and communicating data appropriately. Upon finishing the test, the participant will learn their total score but won't be shown the right/wrong answers to reduce exposure of the correct answers. The test administrator can run various reports to analyze individual and/or group results.

Questionmark Retail Customer Care by TestGenius®

The Questionmark Retail Customer Care by TestGenius® test consists of 15 video-based situational judgment questions, one of which is a practice question. After each video scenario, candidates are asked to identify the most and least effective way to handle the situation from the four options provided. The test covers three key skills in customer service: problem solving, effective communication, and customer focus. The questions must be answered within 30 minutes, although the time limit can be adjusted or removed by the test administrator. By default, the participant won't be shown his or her final score or feedback. If you would like to change these settings, please contact your account manager or the Questionmark Content team at content@questionmark.com to learn more about how to do this. You can run a range of reports to evaluate candidates' performance.

Questionmark Thinking Skills by Cambridge Assessment

The Questionmark Thinking Skills by Cambridge Assessment test asks 50 multiple-choice questions within 90 minutes. It covers two core components of cognitive ability: problem solving and critical thinking, which are further divided into verbal and numerical reasoning, logic, drawing conclusions based on the information given and identifying logical flaws in statements.

The participant is provided with their total score, but not shown performance on each item to minimise exposure of correct answers to this high-stakes test. The test administrator can run various reports to analyze individual and/or group results.

Questionmark Critical Cyber Diagnostic Test by CyberVista

The Questionmark Critical Cyber Diagnostic Test consists of 21 out of 28 questions to be answered in 30 minutes. It measures proficiency in cybersecurity knowledge and skills based on the NICE Cybersecurity Framework and covers 7 domains: threats and attacks, network fundamentals, network security, offensive and defensive schema, risk management and governance, security engineering and security operations. Upon finishing the test, the participant will learn their total score and will be shown the wrong answers. The test administrator can run various reports to analyse individual results as well as assess overall company's security posture.