

Introduction

This test assesses a similar range of critical reasoning skills to those assessed by the most long-lived critical reasoning test - the Watson Glaser Critical Reasoning Appraisal.

This test involves displaying exactly the same types of evaluations as the Watson Glaser but on the same piece of information. This approach comes closest to how critical reasoning skills are actually demonstrated in the workplace.

The test is likely to take you about 12 minutes.

Information

It seems that every major company now has a website. But judging by the variation in the quality of these websites, there does not seem to have been much understanding of the unique potential of a website and the interactivity that characterises this still relatively new form of communication with customers. Web technology has increased the speed at which many things can be done, particularly the accessing of information or the buying of products or services. Companies that fail to rise to this pace of change will lose the 'end users' or customers to the competition fast. If customers find information on web pages to be old, out of date or devoid of new information, they simply have no reason to return.

Organisations often underestimate the effect of a more interactive medium such as a website. Space needs to be given for response by email, which can be a very rich source of all important consumer feedback and relatively cheap research. But in turn additional resources are required to deal with the extra workload a website generates. Information for the site should be customised, boiled down to as few pages as possible, coherently structured and well-presented. It should carry lots of interesting topics, elements of serendipity, plenty of places to go and search devices to speed up accessibility.

The web is a highly visual medium; there is a danger of design triumphing over content. How the information is arranged is the most important part of the design. Design is there to complement the content and help the user. It is imperative to engage, entertain and inform your website visitors.



Section 1: Inferences

If you think the statement is already made in the passage or is implied or follows logically from the information given, mark your answer as **True**.

If you think the statement contradicts a statement made in the passage and so cannot be implied and does not logically follow from the information given, mark your answer as **False**.

If you think you do not have enough information to decide whether the statement is true or false based on the information given, mark your answer **Can't tell**.

.....
1) Statement:

Traditional communications media are more passive by comparison to web-based communications.

True

False

Can't tell

.....
2) Statement:

Websites have improved the delivery of customer services.

True

False

Can't tell

.....
3) Statement:

Website content should be 'end user' focused.

True

False

Can't tell

Section 2: Assumptions

If you accept what is stated below, based on the information given, mark your answer **Accept**.

If you do not accept what is stated below, based on the information given, mark your answer **Reject**.

4) Statement:

A company without a website risks rapidly losing business to competitors.

Accept

Reject

5) Statement:

A well-designed website involves many icons and aesthetic graphics.

Accept

Reject

6) Statement:

Once a site is launched most of the work involved is complete.

Accept

Reject

Section 3: Deduction

If you decide that the statements below necessarily follow from the information given, mark your answer **True**.

If you decide that the statements below cannot follow from the information given, mark your answer **False**.

7) Statement:

Websites have done more for internal communications than any training course could do.

True

False

8) Statement:

As long as information is clearly signposted on the website, visitors will continue to return to your site.

True

False

9) Statement:

The structure of information is what should govern the design of a website.

True

False

Section 4: Interpretation

If you think the statements below are justified and are likely to follow from information given, mark your answer Agree.

If you think the statements below are not justified and not likely to follow from the information given, mark your answer Disagree.

If you think you are unable to agree or disagree with the statements below based on the information given, mark your answer Can't tell.

10) Statement:

The time saved in transactions means few additional company resources are required to manage a website.

Agree

Disagree

Can't tell

11) Statement:

The website is worth the investment as it is a very cost effective communications medium.

Agree

Disagree

Can't tell

12) Statement:

Websites can undermine company security and confidentiality.

Agree

Disagree

Can't tell

Section 5: Argument evaluation

If you think the arguments below are important and directly related to the passage, mark your answer **Strong**.

If you think the arguments below are neither important nor related to the passage (although they may have more general relevance), mark your answer **Weak**.

Remember, try not to let your personal opinions or knowledge of the subject determine your answer.

13) Statement:

Companies need to know what they want to communicate and who they want to reach with their website.

Strong

Weak

14) Statement:

Consumers are in an age of information overload.

Strong

Weak

15) Statement:

The full potential of many websites has yet to be realised.

Strong

Weak

Test over

Thank you for taking the test. Please check below to see which questions you answered correctly. Remember, this won't form part of any test you may be asked to take when applying to Herbert Smith and we do not record any answers or results.

Correct answers

- 1) Answer: True. The inference follows from this being 'a more interactive medium'.
- 2) Answer: Can't tell. Although this might be the case there is nothing actually in the piece about the impact on customer services.
- 3) Answer: True. This is implied by reasons in the passage suggesting the website should help the user, as well as engage and entertain.
- 4) Answer: Accept. On the basis of the information given here, Accept is justified. We are told that companies need to rise to the pace of change or lose their customers.
- 5) Answer: Reject. There is no reason given which would enable us to conclude that this is true.
- 6) Answer: Reject. This quite clearly is not the case based on the information given. Companies need to provide fresh, new information on a website.
- 7) Answer: False. We are told that websites could potentially get departments to work together, not that this has actually in reality happened.
- 8) Answer: False. We are told what is important is whether the information is changed regularly, is engaging and entertaining.
- 9) Answer: True. We are told that how the information is designed is what should govern the website.
- 10) Answer: Disagree. Given the reason stated in the passage, 'additional resources are required', we have to disagree with this conclusion.
- 11) Answer: Can't tell. Although the piece is very positive about websites (and we are specifically told it is a cheap source of research) there is nothing in the passage about overall costs or comparisons with other media. So the answer has to be Can't tell.

12) Answer: Can't tell. Again, this has to be Can't tell. There is nothing in the passage which would justify this conclusion.

13) Answer: Strong. This statement - knowing who and what has to be communicated - is directly relevant and important to the argument in the passage.

14) Answer: Strong. This is an important statement and relevant to the argument in the passage.

15) Answer: Strong. The statement - the full potential of many websites has yet to be realised - is directly relevant to the argument in the passage.

Conclusion

Thank you once again. We believe that life at Herbert Smith should be constantly stimulating, challenging and rewarding. If you enjoyed this challenge, why not get in touch?

Email: graduate.recruitment@herbertsmith.com

Telephone: +44 20 7374 8000