



product brief







what it measures

Prima is a battery of two critical reasoning tests designed to measure those aspects of high level verbal and numerical reasoning ability associated with entrants and incumbents in graduate and management roles in a broad range of sectors from financial services, manufacturing, commerce, the public sector through to general management.

The Prima series comprises:

-  • **SVT (the Short Verbal Test)** ➤ test duration: 8 minutes (15 items)
-  • **SNT (the Short Numerical Test)** ➤ test duration: 15 minutes (16 items)

The **Short Verbal Test** is a measure of verbal critical reasoning – the ability to identify logic or the lack of it, and avoid making assumptions in complex written argument. The test items are designed to reflect day-to-day work that managers and other high level people have to do: make sense of emails, letters, reports, proposals etc.

The **Short Numerical Test** is a measure of numerical critical reasoning ability – the ability to deal with multiple numerical concepts and make sense of them as opposed to arithmetical processes (although these are obviously a factor), and incorporate issues such as graphs, ratios, percentages, percentage changes, foreign exchange rates etc.

The **SNT** was originally developed for one of the world's leading oil companies. Their requirement was for a test that could be used in pre-screening applicants (alongside other data) for graduate and managerial positions where high-level numerical ability was essential for effective performance. A sample of graduates completed the SNT and SHL's NMG. The correlation coefficient between the SNT and SHL's NMG was no less than 0.75 confirming that there was a strong relationship between the two tests.

The **SVT** was subsequently predicated along the same lines as the SNT. However, in this case the criterion measure was KCP's APST (now Supra) Verbal Reasoning Test. This test is generally regarded as measuring verbal critical reasoning ability at the highest level of item difficulty. A composite sample of graduates and managers produced a correlation of 0.74 between the SVT and the APST(V), again demonstrating a strong correlation between the two tests.





suitability and training

KCP's Prima Series can either be used by graduate and management recruiters as part of their pre-screening process, or as a standalone battery, as is the case with a large number of KCP's test users. For most organisations, it is important that potentially able performers are identified at an early stage, and especially before candidates are invited to lengthy and expensive assessment centres.

Administration and scoring only training requirements

Level A Certificate of Competence in Test Administration

Interpretation and Feedback training requirements

Level A Certificate of Competence required.

Users of other ability tests can access the Prima Series immediately.

benefits

- Very high reliabilities
- Accurate predictors of performance on longer tests
- Can be administered together or separately
- Rapid administration times
- Computer generated reports are sent immediately on completion of online versions
- Competitively priced – no expensive licensing or leasing fees
- Full range of administration options including the internet



prices

Administration

- *online*
- *paper & pencil*

Online administration

	£
No upfront fees	-
No minimum usage	-
SVT admin/report	27.50 *
SNT admin/report	27.50 *

Paper & pencil administration

Administration & scoring (each)	25.00 *
SVT booklets (10s)	175.00
SVT answer sheets (25s)	70.00 *
SVT scoring key	15.00 *
SNT booklets (10s)	175.00
SNT answer sheets (25s)	70.00 *
SNT scoring key	15.00 *

* Subject to VAT @ 17.5%

