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## CMA Certified Professional Category Manager (CPCM) Sample Questions (Q62-Q67):

### NEW QUESTION # 62

What is the formula used to calculate Sales per Point of Weighted Distribution (SPWD)?

- A. Total Sales x ACV Weighted Distribution
- B. ACV Weighted Distribution / Total Sales
- C. ACV Weighted Distribution - Total Sales
- **D. Total Sales / ACV Weighted Distribution**

**Answer: D**

Explanation:

The correct answer is A .

Sales per Point of Weighted Distribution measures sales productivity after accounting for distribution. In practical category-management terms, it answers: How much sales does the product generate for each point of weighted distribution it has?

The CPCM POS Data course includes scanned sales data and introduces key POS measures and definitions.

NielsenIQ defines sales per distribution point, also called velocity, as a measure of sales per point of distribution and explains that it ranks products based on sales productivity after accounting for different distribution levels.

The formula is:

Sales per Point of Weighted Distribution = Total Sales / ACV Weighted Distribution Option B is wrong because multiplying sales by distribution does not measure productivity; it inflates the result. Option C reverses the formula and gives distribution per sales dollar, which is not the metric being asked. Option D is mathematically meaningless for this measure because subtracting sales from distribution combines unlike units.

### NEW QUESTION # 63

What is the primary purpose of sub-segment fair share analysis?

- A. To determine the profitability of a product or category.
- B. To identify the best-selling product in a category.
- C. To compare a sub-segment's market share with its share of a relevant benchmark to assess performance.
- D. To allocate resources equally across all sub-segments.

**Answer: C**

Explanation:

The correct answer is B .

Fair share analysis is a relative-performance analysis. CMKG explains that indices compare a result against another relevant reference point or benchmark, and specifically describes Fair Share Index as a way to compare a tactic such as share of shelf, items, promotions, or displays against category share. In category management, the same logic applies to sub-segments: the analyst compares a sub-segment's share against a relevant benchmark to decide whether it is overdeveloped, underdeveloped, or performing at a reasonable level.

Option A is wrong because profitability analysis focuses on margin, profit dollars, or financial return, not fair- share comparison.

Option C is wrong because category management does not automatically allocate resources equally; resources should follow shopper demand, strategy, opportunity, and performance. Option D is wrong because identifying the best-selling product is a ranking or sales-volume analysis, not a fair-share analysis.

### NEW QUESTION # 64

What is the primary purpose of Affinity Models in Category Management?

- A. To identify co-purchase patterns, such as chips and salsa.
- B. To predict future sales trends based on historical data
- C. To identify products shoppers switch to when their first choice is unavailable.
- D. To group similar stores, shoppers, or products

**Answer: A**

Explanation:

The correct answer is B .

The CPCM course places affinity-type work inside advanced predictive analytics. The official CPCM course material states that advanced category analytics includes "predictive analytics including collaborative filtering, clustering algorithms, regression models and time-to-event models." In category management, affinity modeling is used to identify relationships between items that are bought together. Oracle Retail describes market basket/affinity analysis as using data-mining techniques to search for sales patterns between products within transactions, such as rules connecting products purchased together.

Option B is therefore the best answer because chips and salsa is a classic co-purchase relationship. Option A describes clustering, not affinity modeling. Option C describes switching or substitution analysis. Option D describes sales forecasting, usually handled through regression, time-series, or other forecasting models.

### NEW QUESTION # 65

Which phase of analytics uses past data and models to estimate what's likely to happen next?

- A. Prescriptive
- B. Generative

- C. Descriptive
- D. Predictive

**Answer: D**

#### NEW QUESTION # 66

What is the primary focus of the 'What' section in storytelling?

- A. Providing a detailed appendix with all supporting data.
- B. Highlighting all available data regardless of relevance.
- C. Presenting opportunities using insights and data.
- D. Focusing on exploratory analysis to uncover all possible insights.

**Answer: C**

Explanation:

The correct answer is B .

In fact-based category storytelling, the "What" section establishes the business situation, opportunity, issue, or insight supported by relevant data. It is not the place to dump every chart or every possible observation.

CMKG explains that fact-based presentations should focus on growth opportunities for the retailer and translate those opportunities into strategies tied to action. It also states that fact-based presentations should use relevant facts that support the presentation purpose, and irrelevant facts or insights should not be included.

Option A is wrong because detailed appendices may support the story, but they are not the primary focus of the "What" section.

Option C is wrong because exploratory analysis happens before the story is built; the story presents the selected insight, not every possible analysis path. Option D is exactly the bad practice CMKG warns against: data that distracts from key ideas and opportunities weakens the presentation.

#### NEW QUESTION # 67

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