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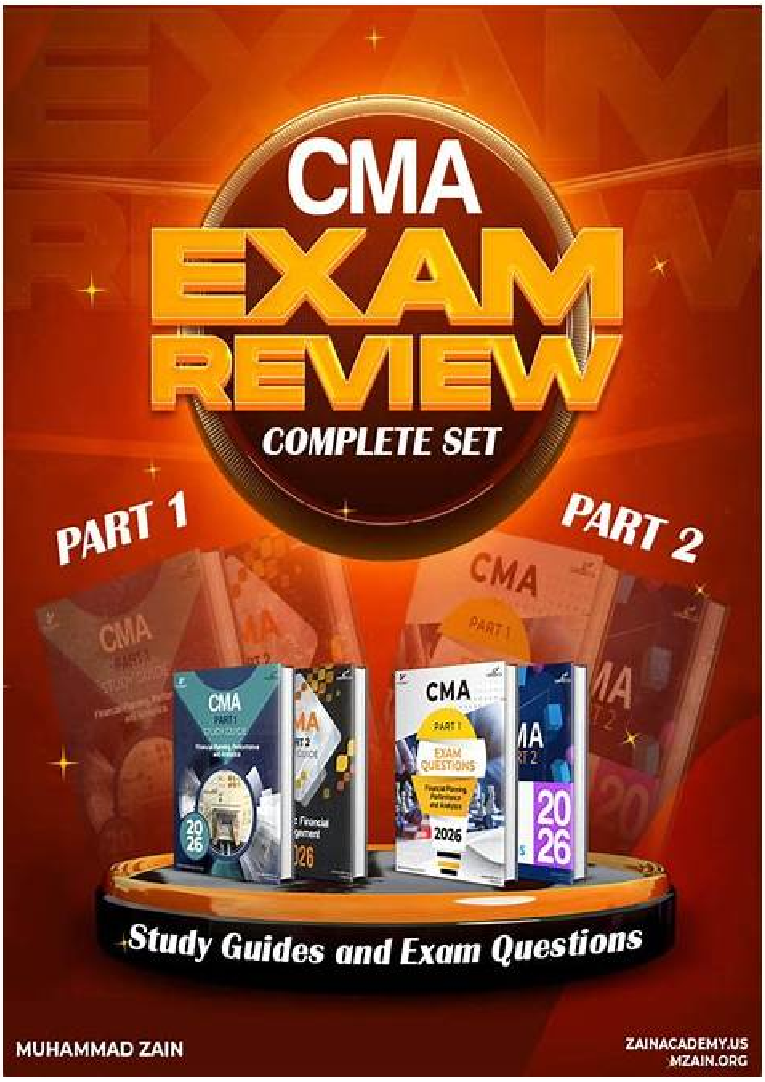


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## New Category-Manager Exam Discount | Efficient Category-Manager Test Quiz: Certified Professional Category Manager (CPCM)

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## CMA Certified Professional Category Manager (CPCM) Sample Questions (Q10-Q15):

**NEW QUESTION # 10**
What is the primary focus of the 'What' section in storytelling?

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

**Answer: D**

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 # 11**
Which phase of analytics uses past data and models to estimate what's likely to happen next?

- A. Prescriptive
- B. Descriptive
- C. Predictive
- D. Generative

**Answer: C**

Explanation:
The correct answer is A .
Predictive analytics is the analytics phase that uses historical data and models to estimate future outcomes.
The CPCM course explicitly includes predictive analytics as part of advanced category analytics, including regression models, clustering algorithms, collaborative filtering, and time-to-event models. IBM defines predictive analytics as a branch of advanced analytics that makes predictions about future outcomes using historical data, statistical modeling, data mining, and machine learning.
Option C, descriptive analytics, explains what happened in the past. Option D, prescriptive analytics, recommends what action should be taken. Option B, generative, refers to creating new content or outputs and is not the correct analytics phase here. The phrase "what's likely to happen next" is the giveaway: that is predictive analytics.

**NEW QUESTION # 12**
Which of the following is an effective technique for creating compelling stories using data and analytics in category management?

- A. Rely on visuals without providing context or narrative.
- B. Focus on presenting data in a concise and persuasive format.
- C. Focus solely on the technical details of the data.
- D. Include as much data as possible to ensure thoroughness.

**Answer: B**

Explanation:

The correct answer is B .
A compelling fact-based category story is concise, relevant, and persuasive. CMKG's guidance is direct: fact- based presentations should use only relevant facts that support the presentation purpose, and each slide should have a clear purpose, be easy to understand, and include only insights that are compelling for the audience.
Option A is wrong because adding more data does not make a story stronger; it often creates noise. Option C is wrong because technical detail alone does not persuade a buyer or decision-maker. Option D is wrong because visuals without context do not create a story. Category storytelling requires the analyst to connect the facts to the business opportunity, explain why it matters, and identify the action. CMKG describes fact-based skills as going beyond analytics; they are about selling the action and opportunity to internal or external buyers.

**NEW QUESTION # 13**
The Shelf Space section of the health assessment reveals that a growing segment has a 65 Index in Dollars per Linear Feet versus the category average. What is the right insight?

- A. Increase linear shelf space for this segment
- B. Reduce linear shelf space for this segment
- C. Consider increasing the linear footage in this segment by analyzing the category's shelf space to find areas for additional space
- D. Not enough information to gather an insight

**Answer: B**

Explanation:
The correct answer is D .
A 65 Index in Dollars per Linear Foot means the segment is producing only 65% of the category average sales productivity per unit of shelf space . That is below the category benchmark of 100. In shelf-space analysis, dollars per linear foot is a productivity measure: it tells whether the space allocated to a segment is producing enough sales relative to the amount of shelf it occupies.
The CPCM course warns that category managers should not look at numbers in isolation; they must use benchmarks and thresholds to interpret whether business drivers are actually driving sales. The CPCM material states that category health work includes tactical analysis and that thresholds can be used to understand whether business drivers are actually driving sales across tactics.
Because the segment is below average on shelf productivity, the cleanest available insight is to reduce linear shelf space or at minimum challenge the current space allocation. Option B and C are wrong because increasing space for a segment already under-indexing on dollars per linear foot would usually worsen space productivity unless there is additional evidence such as severe out-of-stocks, strategic role, high profit, or future innovation. Option A is weaker because the metric already provides a clear directional shelf-space signal.

**NEW QUESTION # 14**
What does price elasticity measure in the context of pricing strategies?

- A. The impact of advertising on sales volume
- B. The relationship between product quality and customer satisfaction
- C. How sensitive customer demand is to price changes
- D. How seasonal trends affect customer demand

**Answer: C**

Explanation:
The correct answer is D .
The CPCM pricing analytics course covers advanced analytic techniques used to assess retailer pricing, including price-setting rules and methods used to evaluate pricing decisions. Price elasticity is one of the core pricing analytics concepts because it measures how demand responds when price changes. Harvard Business Review defines price elasticity as showing how responsive customer demand is for a product based on its price.
Option D is the only answer that correctly describes price elasticity. It is about demand sensitivity to price changes .
Option A is wrong because product quality and satisfaction are consumer perception measures. Option B is seasonality analysis.
Option C is advertising or promotion response analysis. None of those define price elasticity.

**NEW QUESTION # 15**

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