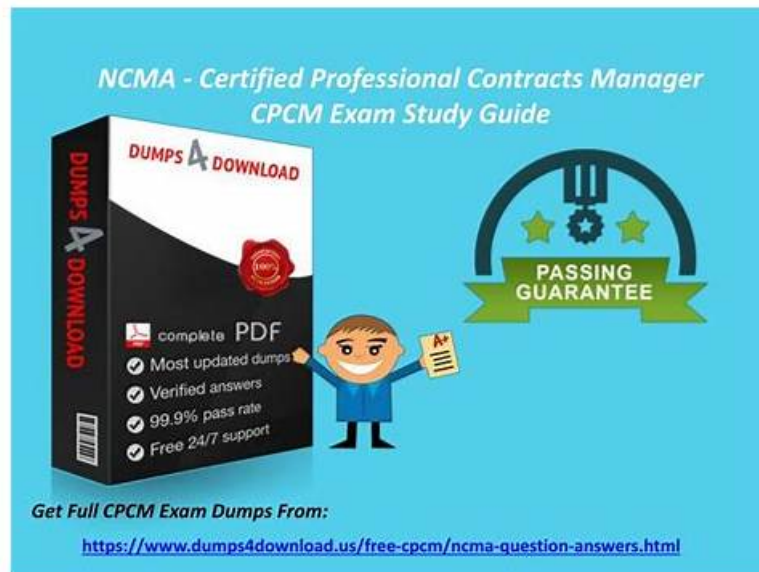


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CMA Category-Manager Exam Syllabus Topics:

Section	Objectives
	- Business Operations
Topic 1: Retail Economics and Supply Chain	1. Retailer Economics 2. Category Manager Role in Supply Chain 3. Supply Chain Fundamentals
	- Retail Optimization
Topic 2: Assortment and Space Management	1. Space Management Fundamentals 2. Geodemographic Data Usage 3. Efficient Assortment Process 4. Store Clustering
	- Building Data Competency
Topic 3: Shopper and POS Data Analytics	1. Shopper Data Analytics 2. Panel Data Analysis 3. POS Data Analytics
	- Category Performance Evaluation
Topic 4: Category Health and Assessment	1. Root Cause Analytics 2. Baseline and Incremental Drivers 3. Category Health Assessment

- Commercial Strategy

Topic 5: Pricing and Promotion Analytics

- 1. Promotion Analysis Techniques
- 2. Pricing Strategy and Analysis
- 3. Predictive Analytics

- Communication and Insights

Topic 6: Fact-Based Selling and Storytelling

- 1. Storytelling with Fact-Based Insights
- 2. Category Review Presentation
- 3. Actionable Shopper Insights

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CMA Certified Professional Category Manager (CPCM) Sample Questions (Q49-Q54):

NEW QUESTION # 49

How does reducing the SKU count impact labor and operating expenses (OPEX)?

- A. It simplifies ordering, receiving, stocking, and inventory management, lowering labor and OPEX
- B. It increases the complexity of inventory management, raising labor costs.
- C. It primarily increases customer satisfaction without affecting labor or OPEX.
- D. It has no impact on labor or operating expenses

Answer: A

Explanation:

The correct answer is C .

Reducing SKU count can lower operational complexity because fewer items generally mean fewer products to order, receive, stock, count, replenish, manage, and maintain in the system. The CPCM course identifies Efficient Assortment as the analytical process behind product assortment and also teaches Retailer Economics and the Product Supply Chain , including the drivers of a retailer's financial statement and the retail math calculations tied to business results.

The real-world operating logic is straightforward: unnecessary SKUs create handling work, shelf complexity, replenishment complexity, inventory carrying cost, and execution burden. SKU rationalization is commonly used to reduce complexity, lower handling costs, improve shelf utilization, and increase operational efficiency.

Option A is wrong because SKU count clearly affects operational workload. Option B is the opposite of the correct answer; reducing SKUs normally decreases complexity rather than increasing it. Option D is incomplete because assortment simplification may help shoppers, but the question specifically asks about labor and OPEX.

NEW QUESTION # 50

What is the primary purpose of a category health assessment in category management?

- A. To evaluate the performance, strengths, and weaknesses of a product category relative to market expectations, competitor benchmarks, and internal goals.
- B. To forecast future trends in consumer behavior for a product category.
- C. To identify the most popular product in a category based on sales data.
- D. To determine the pricing strategy for all products in a category.

Answer: A

Explanation:

The correct answer is D .

A category health assessment is not a single pricing, product-ranking, or forecasting exercise. It is a structured review of category performance, using internal and external comparisons to identify what is strong, weak, threatening, or opportunistic. The official CPCM course describes Measuring Category Health as covering how to complete a category health assessment, including "internal and external influences," consumer, trends, economy, competition, and tactics related to winning segments and brands. It also states that SWOT analysis captures the most important "strengths, weaknesses, opportunities and threats" in the category.

Option A is too narrow because pricing is only one category tactic. Option B is only item ranking and does not evaluate overall category health. Option C is too predictive-focused; forecasting can support planning, but category health assessment is broader and includes current performance, benchmarks, competition, tactics, and opportunities.

NEW QUESTION # 51

Which of the following methods is used to collect Shopper Data at the point of sale?

- A. Shipping products from manufacturers
- B. Tracking mobile devices in households
- **C. Scanning items at checkout typically tied to Household Loyalty Cards**
- D. Analyzing online search queries

Answer: C

Explanation:

The correct answer is C because point-of-sale shopper data is generated through checkout scanning activity.

CPCM/CMKG describes POS data as "retail POS data, including retailer and third-party scanned sales data," and explains that the course covers how POS data is derived, key measures, sales, profitability, distribution, and shopper insights.

The phrase "scanning items at checkout" is the key. POS data is created when products are scanned during a retail transaction.

When that transaction is tied to a loyalty card, the retailer can connect the basket to a household or shopper profile, which makes it much more useful for shopper analytics.

Option A is wrong because shipping products from manufacturers is supply-chain movement, not shopper data collection. Option B is wrong because online search queries are digital behavior data, not point-of-sale data. Option D is wrong because mobile tracking may show location behavior, but it is not the standard POS collection method tested here.

NEW QUESTION # 52

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 # 53

Using the chart, what is the most complete insight for Mid-Mart regarding the Snack Category?

- A. The Snack Category is 5.0 points behind the Total Store driven by the Club Channel and represents a \$10,000 opportunity.
- B. The Snack Category is 5.0 points behind the Total Store and represents a \$10,000 opportunity.
- C. The Snack Category is 5.0 points behind the Total Store driven by the AO Grocery Channel and represents a \$10,000 opportunity.
- D. The Snack Category is 5.0 points behind the Total Store.

Answer: A

Explanation:

The correct answer is A .

The CPCM course emphasizes turning data into insights and then into action. It states that category managers must draw insights from data, understand tactical analysis, and identify category opportunities that can be acted on through category tactics. This question is testing exactly that: not just calculating the gap, but identifying the gap, the source of the gap, and the dollar opportunity.

From the chart:

Mid-Mart ACV share = 25.0%

Mid-Mart Snack share = 20.0%

So Mid-Mart is:

$25.0\% - 20.0\% = 5.0$ points behind Total Store

The total Snack market is \$200,000 . If Mid-Mart achieved its fair share of Snacks based on its 25% Total Store ACV share, expected Snack sales would be:

$\$200,000 \times 25\% = \$50,000$

Actual Mid-Mart Snack sales are:

\$40,000

So the opportunity is:

$\$50,000 - \$40,000 = \$10,000$

The driver is the Club Channel , because Club has 25% ACV share but 30% Snack share. Club is 5 points over fair share, while AO Grocery is exactly aligned at 50% ACV share and 50% Snack share. Therefore, the most complete insight is that Mid-Mart is 5.0 points behind Total Store, the gap is driven by the Club Channel, and the opportunity is \$10,000.

NEW QUESTION # 54

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