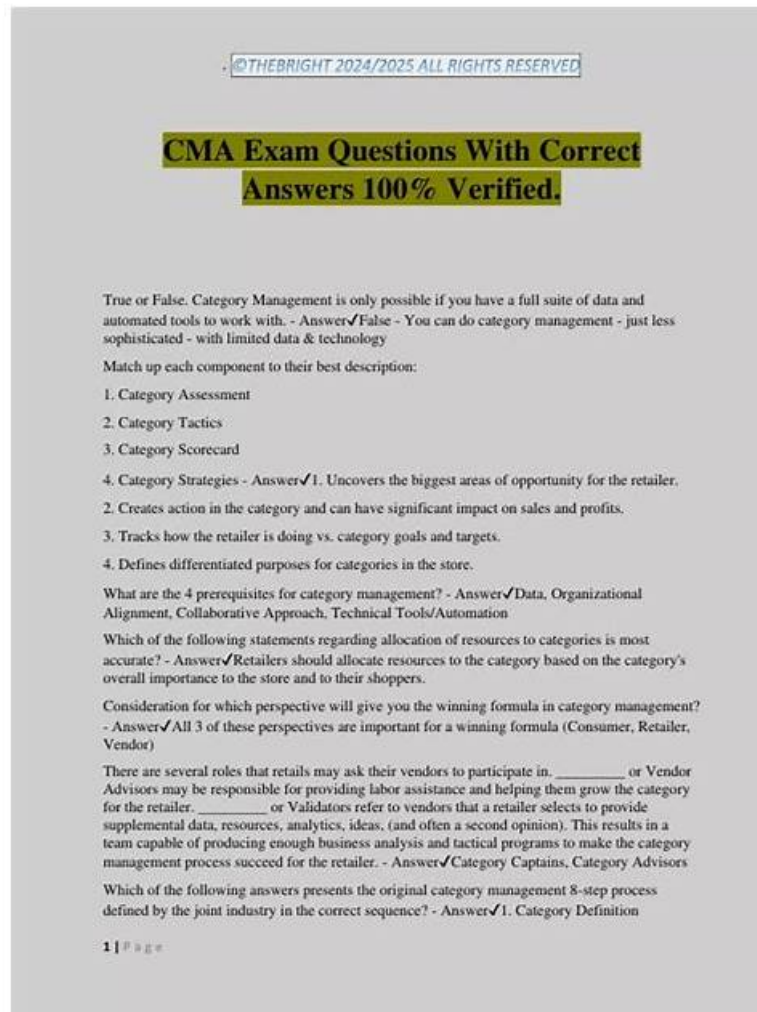


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As we know, CMA actual test is related to the IT professional knowledge and experience, it is not easy to clear Category-Manager practice exam. The difficulty of exam and the lack of time reduce your pass rate. And it will be a great loss for you if you got a bad result in the Category-Manager Exam Tests. So it is urgent for you to choose a study appliance, especially for most people participating Category-Manager real exam first time.

CMA Category-Manager Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Category Assessment & Strategy	25%	- Category Definition, Segmentation & Role
		- Category Health Measurement
		- Root Cause Analysis & Insight Generation
		- Space Management & Store Clustering
Topic 2: Tactical Planning & Execution	25%	- Promotional Strategy & Evaluation
		- Pricing Strategy & Analysis
		- Efficient Assortment Development

Topic 3: Business & Supply Chain Knowledge	15%	- Supply Chain Principles - Retailer Economics & Profitability
Topic 4: Data Competency & Analysis	25%	- Panel Data & Advanced Analytics - Shopper Data & Geo-demographic Analysis - POS Data Analytics
Topic 5: Professional Standards & Communication	10%	- Ethics & Legal Implications - Fact-Based Storytelling & Presentation

>> Category-Manager Verified Answers <<

Pass Guaranteed 2026 Category-Manager: Certified Professional Category Manager (CPCM) Latest Verified Answers

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CMA Certified Professional Category Manager (CPCM) Sample Questions (Q37-Q42):

NEW QUESTION # 37

What is the best data source to understand how a Retailer is performing in a Category versus their competitors in the market?

- A. Syndicated Panel Data
- **B. Syndicated POS Data**
- C. Retailer Loyalty Data
- D. Retailer POS Data

Answer: B

Explanation:

The correct answer is D .

The CPCM course identifies Building Data Competency: POS Data as part of the CPCM curriculum and explains that POS data includes retailer and third-party scanned sales data, with trends, sales, profitability, distribution, and shopper insights reviewed in the context of retail POS data.

The phrase "versus their competitors in the market" is the key. A retailer's own POS data shows that retailer's internal sales, but it does not show how competing retailers are performing. Syndicated POS Data aggregates scanned sales across the broader market, so it is the correct source for comparing retailer category performance against competitors.

Option A is wrong because Retailer POS Data is limited to one retailer's own sales. Option B is wrong because Retailer Loyalty Data explains known shopper behavior within that retailer, not market-level competitor performance. Option C is wrong because Syndicated Panel Data is stronger for household/shopper behavior, not scanned sales comparison across retailers.

NEW QUESTION # 38

Which feature of Excel's Data Analysis Toolpak is used to forecast sales based on variables like price, promotion, or seasonality?

- A. K-Means clustering
- **B. Regression analysis**
- C. Exponential smoothing
- D. Moving averages

Answer: B

Explanation:

The correct answer is D .

The CPCM course identifies regression models as one of the predictive analytics methods included in advanced category analytics.

The official CPCM extract states that predictive analytics includes

"collaborative filtering, clustering algorithms, regression models and time-to-event models." Microsoft's Excel Analysis ToolPak

documentation confirms that the Regression tool performs linear regression and allows analysis of how one dependent variable is affected by one or more independent variables. It also states that regression results can be used to predict performance. This fits the question exactly. Sales is the dependent variable. Price, promotion, and seasonality are independent variables. Regression is the correct ToolPak feature for modeling that relationship. Option A is wrong because K-Means clustering groups similar observations. Option B and C are time-series smoothing methods, but they do not directly model sales against multiple explanatory variables like price and promotion.

NEW QUESTION # 39

The simplest form of regression analysis is _____, where the relationship between variables is modeled as a straight line.

- A. Linear Regression
- B. Decision Tree Regression
- C. Quantile Regression
- D. Polynomial Regression

Answer: A

Explanation:

The correct answer is A .

Linear regression is the simplest regression form because it models the relationship between variables using a straight line. In pricing analytics, this can be used to estimate how sales, demand, or profit changes as price changes, assuming the relationship can reasonably be represented in linear form. The CPCM pricing analytics material includes correlation and price regression analysis as tools for evaluating historical pricing and projecting future sales and profit at specific price points.

Option B, quantile regression, estimates conditional quantiles rather than the average relationship, so it is more specialized. Option C, polynomial regression, models curved relationships using polynomial terms, so it is not the simplest straight-line model. Option D, decision tree regression, uses branching rules rather than a straight-line equation. The phrase "modeled as a straight line" makes Linear Regression the only correct answer.

NEW QUESTION # 40

What is the primary purpose of gathering Shopper Data in category management?

- A. To identify clear insights that guide actions and decisions
- B. To increase the number of products on store shelves
- C. To track the shipping process of products
- D. To monitor employee performance in stores

Answer: A

Explanation:

The correct answer is C because category management uses shopper data to convert facts into insights and then convert insights into category actions. CPCM/CMKG states that learners need to "dive deeper into your data and draw insights from it," while keeping "the Shopper and their needs in mind." The same source then states that once category opportunities are identified, tactics such as assortment, space, pricing, and promotion "create action for the category."

That is exactly what the answer says: shopper data is gathered to identify insights that guide actions and decisions. The purpose is not to collect data for its own sake. The value comes from using shopper behavior to improve category decisions.

Option A is wrong because shipping is a supply-chain process. Option B is wrong because adding more products is not automatically good category management; assortment decisions must be shopper-led and financially justified. Option D is wrong because employee performance belongs to store operations, not shopper analytics.

NEW QUESTION # 41

What is the primary goal of SKU rationalization in supply chain management?

- A. To reduce complexity by removing slow-moving and redundant products
- B. To eliminate all high-cost products from the inventory
- C. To increase the number of products available to customers
- D. To focus solely on high-demand seasonal products

Answer: A

Explanation:

The correct answer is D .

SKU rationalization is about improving the product mix by removing or consolidating items that create unnecessary complexity without contributing enough value. The CPCPM course includes Efficient Assortment and Retailer Economics and the Product Supply Chain , which means assortment decisions are not only shopper-facing; they also affect inventory, operations, cost, and execution. The CMKG supply-chain material states that product supply chain affects "inventory, forecasting, availability, cash flow, service levels, and ultimately the shopper experience." Option D is the only answer that reflects the real supply-chain objective: reduce operational complexity by removing slow-moving, duplicated, or redundant SKUs. Option A is the opposite; adding more products can increase complexity. Option B is too aggressive because high-cost products may still be profitable or strategically important. Option C is too narrow because SKU rationalization is not only about seasonal demand.

NEW QUESTION # 42

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