

# Valid Category-Manager Exam Sims, New Category-Manager Exam Answers



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## CMA Category-Manager Exam Syllabus Topics:

| Section                                         | Weight | Objectives                                                                                                                                                                                                                     |
|-------------------------------------------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1: Tactical Planning & Execution          | 25%    | <ul style="list-style-type: none"><li>- Promotional Strategy &amp; Evaluation</li><li>- Pricing Strategy &amp; Analysis</li><li>- Space Management &amp; Store Clustering</li><li>- Efficient Assortment Development</li></ul> |
| Topic 2: Category Assessment & Strategy         | 25%    | <ul style="list-style-type: none"><li>- Root Cause Analysis &amp; Insight Generation</li><li>- Category Health Measurement</li><li>- Category Definition, Segmentation &amp; Role</li></ul>                                    |
| Topic 3: Data Competency & Analysis             | 25%    | <ul style="list-style-type: none"><li>- Shopper Data &amp; Geo-demographic Analysis</li><li>- POS Data Analytics</li><li>- Panel Data &amp; Advanced Analytics</li></ul>                                                       |
| Topic 4: Professional Standards & Communication | 10%    | <ul style="list-style-type: none"><li>- Ethics &amp; Legal Implications</li><li>- Fact-Based Storytelling &amp; Presentation</li></ul>                                                                                         |
| Topic 5: Business & Supply Chain Knowledge      | 15%    | <ul style="list-style-type: none"><li>- Retailer Economics &amp; Profitability</li><li>- Supply Chain Principles</li></ul>                                                                                                     |

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## CMA Certified Professional Category Manager (CPCM) Sample Questions (Q64-Q69):

### NEW QUESTION # 64

What is the primary purpose of slope analysis in pricing strategies?

- A. To compare the production costs of different product sizes.
- B. To determine the total revenue generated from all product sizes.
- C. To calculate the profit margin for each product size.
- D. To evaluate how unit price decreases as purchase quantity increases, quantifying savings per unit.

**Answer: D**

Explanation:

The correct answer is B .

Slope analysis in pricing is used to evaluate how pricing changes across product sizes or volumes. In retail pricing, larger sizes are often expected to provide a better price per unit of measure. CMKG explains that price guidelines can relate to product size and that price slope analysis can be used to ensure larger sizes provide a better slope. CMKG also lists slope as a pricing measure connected to discounting by volume of purchase and elasticity.

Option A is wrong because total revenue is a sales measure, not slope analysis. Option C is wrong because production cost comparison belongs to costing or activity-based costing, not price slope. Option D is wrong because profit margin analysis focuses on gross profit or margin percentage, not the unit-price relationship across pack sizes. The key test phrase is unit price decreases as purchase quantity increases . That is exactly what price slope analysis checks.

### NEW QUESTION # 65

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

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

**Answer: A**

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 # 66

Why is it important for Category Managers to align promotional planning with supply chain capabilities?

- A. To reduce the need for supplier collaboration during promotions.
- B. To prioritize marketing goals over supply chain constraints.
- C. To ensure product availability during high-demand periods and minimize stockouts.
- D. To increase the variety of products offered during promotions.

**Answer: C**

Explanation:

The correct answer is C .

Promotions create demand spikes. If the supply chain is not prepared, the promotion can fail because stores run out of product, shoppers cannot buy, and the retailer loses sales. The CPCM course treats promotion as a driver of incremental sales, while CMKG's supply-chain material emphasizes that supply chain affects inventory, forecasting, availability, service levels, and the shopper experience.

That is why category managers must align promotional planning with supply-chain capability. The promotional plan must be supported by forecasted demand, inventory, replenishment, supplier readiness, store execution, and lead times.

Option A is wrong because promotions usually require more collaboration, not less. Option B may happen in some promotions, but variety is not the main reason for supply-chain alignment. Option D is dangerous because ignoring supply-chain constraints creates out-of-stocks and failed promotions. The correct answer is C protect availability during high-demand periods and minimize stockouts.

#### NEW QUESTION # 67

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

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

**Answer: B**

#### NEW QUESTION # 68

How do planograms support stakeholders across the organization?

- A. They are used by shoppers to find products in stores.
- **B. They generate essential data that influences supply chain, shopper experience, and in-store execution.**
- C. They are used to determine shelf placement in stores.
- D. They are used by buying teams to place purchase orders.

**Answer: B**

Explanation:

The correct answer is D .

A planogram is not just a shelf-placement picture. CMKG states that planograms require accurate product dimensions, UPC codes, live images, fixture dimensions, shelf measurements, shopper decision trees, store clusters, shelving standards, and product data such as unit movement, unit price, and unit cost. CMKG also explains that effective planograms connect to the product supply chain, including authorized product distribution lists and shelf-capacity data used by ordering systems.

That makes option D the most complete answer. Planograms support supply chain by providing shelf capacity and replenishment inputs. They support shopper experience by organizing the shelf around how shoppers shop. They support in-store execution by giving stores the layout to implement.

Option A is too narrow because buying teams may use planogram data, but purchase orders are not the main purpose. Option B is true but incomplete. Option C is indirectly true, but shoppers do not "use" planograms in the same way internal stakeholders do.

#### NEW QUESTION # 69

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