



Exam Name – Certified Sales and Marketing Professional (CSMP)

Exam Code – CSMP-001

Sample Exam

(Question): The term networking, in respect to sales and marketing, refers to:

- (A): Exchanging business cards, finding common ground, and meeting new people
- (B): Installing a new computer system to better support your customers
- (C): A Group of computers connected together sharing resources
- (D): There is no such thing as networking

(Correct): A

(Question): Which of the following is not a level of human need as defined by Maslow?

- (A): Esteem needs
- (B): Safety needs
- (C): Technology needs
- (D): Physiological needs

(Correct): C



(Question): Which of the following is a way to increase your business?

- (A): Increase the number of clients you have
- (B): Increase the average size of sale per client
- (C): Increase the number of times clients return and buy again
- (D): All of the above

(Correct): D

(Question): True or False: Advertising is a one-shot deal.

- (A): True
- (B): False

(Correct): B

(Question): True or False: SWOT analysis examines the strengths, weaknesses, opportunities, and threats to your company.

- (A): True
- (B): False

(Correct): A

(Question): True or False: Developing the right price for your product is one of the easiest things to do.

- (A): True
- (B): False

(Correct): A



(Question): True or False: Entering your company in a fund-raising event is a positive thing to do.

- (A): True
- (B): False

(Correct): A

(Question): True or False: You have to advertise to get business.

- (A): True
- (B): False

(Correct): B

(Question): Which of the following is not a type of secondary market research?

- (A): Statistics organizations (like the Census Bureau)
- (B): Courtesy calls
- (C): Trade journals and periodicals
- (D): Competitors

(Correct): B



(Question): Which of the following is a statement of the philosophy and fundamental nature of your business?

- (A): Plan of action
- (B): Mission statement
- (C): Market segment
- (D): Business objectives

(Correct): B

(Question): The five P's of marketing are a way we can talk about the _____ of your products.

- (A): Selling
- (B): Marketing
- (C): Positioning
- (D): Buying

(Correct): C