



Exam Name – Certified Real Estate Manager (CREM)[™]

Exam Code – CREM-001

Sample Exam

(Question): _____ is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

- (A): Marketing strategy
- (B): Marketing path
- (C): Marketing mix
- (D): Marketing value

(Correct): C

(Question): The marketing mix is also referred to as the:

- (A): Exchange process.
- (B): Four Ps.
- (C): Manager's rules.
- (D): Six functions.

(Correct): B



(Question): Determining whether or not to sell your product through a wholesaler or a retailer relates to which component of the marketing mix?

- (A): Place
- (B): Price
- (C): Product
- (D): Promotion

(Correct): A

(Question): The makers of Crest toothpaste decide to sell the product in grocery stores, convenience stores, and drug stores. This is a decision involving which element of the marketing mix?

- (A): Place
- (B): Price
- (C): Product
- (D): Promotion

(Correct): A

(Question): Informing, reminding, and persuading customers about the goods and services available to them is which element of the marketing mix?

- (A): Place
- (B): Price
- (C): Price
- (D): Promotion

(Correct): D

(Question): Harris Teeter's distribution center is located in Indian Trail, North Carolina. Which marketing mix is being represented?

- (A): Place
- (B): Price
- (C): Product
- (D): Promotion

(Correct): A

(Question): A product's marketing mix consists of:

- (A): Positioning, product, price, and promotion
- (B): Product, price, promotion, and place
- (C): Product, profile, price, and promotion
- (D): Promotion, psychographics, price, and place

(Correct): B

(Question): Which marketing function responds to consumer needs and wants through personalized communication?

- (A): Distribution
- (B): Promotion
- (C): Purchasing
- (D): Selling

(Correct): D



(Question): Which element of the marketing mix includes advertising, personal selling, sales promotion, and publicity?

- (A): Place
- (B): Price
- (C): Product
- (D): Promotion

(Correct): D