

FMC Marketing and Merchandising Practice Test (Sample)

Study Guide



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SAMPLE

Questions

- 1. Which type of lighting is known for producing a white light that approximates natural daylight?**
 - A. Incandescent Lighting**
 - B. Halogen Lighting**
 - C. LED Lighting**
 - D. Fluorescent Lighting**
- 2. What is characteristic of an urnside casket design?**
 - A. The body panels resemble the shape of an urn**
 - B. It features a flat top**
 - C. It is constructed from biodegradable materials**
 - D. It has no handles**
- 3. What are the main components of a casket?**
 - A. Cap and base**
 - B. Shell and lining**
 - C. Cap and body**
 - D. Lid and frame**
- 4. Which of the following describes a finish known for its high sheen and smooth texture?**
 - A. Matte finish**
 - B. Gloss finish**
 - C. Satin finish**
 - D. Semi-gloss finish**
- 5. Which type of marker is typically flat and set at ground level in a cemetery?**
 - A. Flat marker**
 - B. Bevel top marker**
 - C. Upright marker**
 - D. Veteran's marker**

- 6. What is the decorative part of the casket handle that covers the exposed ends called?**
- A. Grip**
 - B. Tip**
 - C. Cover plate**
 - D. End cap**
- 7. Which type of cemetery monument features a die that is taller than it is wide?**
- A. Flat tablet**
 - B. Cubic tablet**
 - C. Horizontal tablet**
 - D. Vertical tablet**
- 8. Copper metal rolled into sheets is referred to as what?**
- A. Wrought copper**
 - B. Sheet metal**
 - C. Bronze sheet**
 - D. Metal alloy**
- 9. What is the name of a recess or space in a columbarium used for placing cremated remains permanently?**
- A. Alcove**
 - B. Niche**
 - C. Chamber**
 - D. Segment**
- 10. What design element of a casket refers to the overall shape that flares out from the bottom to the top?**
- A. Flared top**
 - B. Flaring square**
 - C. Curved profile**
 - D. Contrasting edge**

Answers

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1. B
2. A
3. C
4. B
5. A
6. B
7. D
8. A
9. B
10. B

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Explanations

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1. Which type of lighting is known for producing a white light that approximates natural daylight?

- A. Incandescent Lighting**
- B. Halogen Lighting**
- C. LED Lighting**
- D. Fluorescent Lighting**

Halogen lighting is known for producing a bright, white light that approximates natural daylight, making it visually appealing and effective for enhancing the appearance of colors in a space. This is due to its high color temperature, which can be around 3000K or higher, closely resembling daylight, typically around 5000K to 6500K. Halogen bulbs emit a more intense light than traditional incandescent bulbs, thanks to a small amount of halogen gas that surrounds the filament. This results in a cleaner, whiter light that helps to highlight products and create an inviting atmosphere in retail settings. As a result, halogen lighting is often used in places where clarity and color presentation are essential, such as in art galleries and high-end retail stores. In contrast, incandescent lighting generally emits a warmer, yellowish light, which may not truly reflect the colors accurately. LED lighting can also offer daylight-like options, but its effectiveness can vary based on the specific design and color temperature of the bulb. Fluorescent lighting tends to produce a cooler, sometimes harsher light, which does not effectively replicate the natural qualities of daylight. This distinction makes halogen lighting well-suited for tasks that require accurate color perception and vibrant lighting, aligning it closely

2. What is characteristic of an urnside casket design?

- A. The body panels resemble the shape of an urn**
- B. It features a flat top**
- C. It is constructed from biodegradable materials**
- D. It has no handles**

An urnside casket design is characterized by body panels that resemble the shape of an urn. This design element is significant as it reflects a specific aesthetic that many families may find appealing when looking for a casket that aligns with memorialization themes. The urn-like contours can evoke a sense of elegance and can be associated with remembrance. This design concept often aims to provide a more personalized feel, aligning with the emotional needs of those mourning. The idea is to create a visual representation that connects with the notion of an eternal resting place, which is important in many cultures. While other features of casket designs, such as having a flat top, being biodegradable, or the presence of handles, can serve various purposes, they do not define the urnside style specifically. The focus of this particular design is predominantly on the shape and aesthetic resemblance to an urn.

3. What are the main components of a casket?

- A. Cap and base**
- B. Shell and lining**
- C. Cap and body**
- D. Lid and frame**

The main components of a casket are correctly identified as cap and body. The cap refers to the top part of the casket, which opens to allow viewing of the deceased. It is designed to provide a dignified appearance and is often crafted with intricate details. The body is the main structure of the casket that holds the remains and usually connects with the cap to create a cohesive look. This distinction is important because it highlights the functional design of caskets in funerary practice, where both components work together to serve the purpose of respectful remembrance and functionality during memorial services. Other options, while they may contain elements of a casket, do not accurately define the primary structures. For instance, options referring to shell and lining, or the lid and frame, do not encompass the essential components that make up a casket in a standardized way recognized in the funeral industry. Understanding these terms is crucial for those studying marketing and merchandising in the context of funeral services, as it relates to product knowledge and customer engagement in a sensitive environment.

4. Which of the following describes a finish known for its high sheen and smooth texture?

- A. Matte finish**
- B. Gloss finish**
- C. Satin finish**
- D. Semi-gloss finish**

A gloss finish is characterized by its high sheen and smooth texture, making it one of the most reflective options available in finishes. This type of finish not only enhances color depth but also provides a polished, shiny appearance that can elevate the visual impact of a surface. Gloss finishes are often used in environments where durability and ease of cleaning are prioritized, such as in kitchens and bathrooms, due to their ability to resist stains and moisture. In contrast, a matte finish has no sheen and offers a flat appearance that absorbs light, which is suitable for creating a muted and sophisticated look. Satin finishes fall in the middle range, providing a softer sheen that is less shiny than gloss but more reflective than matte. Semi-gloss finishes offer a moderate sheen, balancing between gloss and satin, but still do not achieve the high sheen levels of a full gloss finish.

5. Which type of marker is typically flat and set at ground level in a cemetery?

A. Flat marker

B. Bevel top marker

C. Upright marker

D. Veteran's marker

A flat marker is specifically designed to lie flush with the ground in a cemetery, which facilitates ease of maintenance and enables a clean, unobtrusive appearance in the landscape. These types of markers are often used to honor the deceased in a way that allows for a neat and uniform look across the cemetery. Additionally, flat markers can be made from various materials, such as granite or bronze, ensuring durability while being respectful to the solemnity of the space. While bevel top markers also sit close to the ground, they have a slanted top that rises above the surface, which differentiates them from flat markers. Upright markers, by contrast, are elevated and stand vertically, making them more prominent in a cemetery setting. Veteran's markers are often a specific type of marker used to honor military service, and they can come in various forms but do not exclusively refer to flat markers. Thus, the flat marker is the most fitting answer for a marker that is typically flat and set at ground level.

6. What is the decorative part of the casket handle that covers the exposed ends called?

A. Grip

B. Tip

C. Cover plate

D. End cap

The decorative part of the casket handle that covers the exposed ends is referred to as the tip. The tip serves both aesthetic and functional purposes, enhancing the overall appearance of the casket while also protecting the ends of the handle from damage or wear. The design of the tip can vary widely, contributing to the casket's overall style and elegance. Understanding the terminology and components of casket hardware is essential in the funeral service industry, as it reflects attention to detail and the craftsmanship involved in casket construction. Option descriptions like "grip" typically refer to the part of the handle that is held during transport, "cover plate" generally signifies a component that might conceal other parts, and "end cap" is less commonly used in reference to casket handles, making tip the most accurate choice in this context.

7. Which type of cemetery monument features a die that is taller than it is wide?

- A. Flat tablet**
- B. Cubic tablet**
- C. Horizontal tablet**
- D. Vertical tablet**

The type of cemetery monument that features a die that is taller than it is wide is known as a vertical tablet. Vertical tablets typically have a rectangular shape that stands upright, and their proportions emphasize height over width. This design allows for larger inscriptions and often creates a more prominent visual impact in a cemetery setting. The vertical orientation can enhance readability from a distance and is commonly used for memorial markers. In contrast, other types of monuments, such as flat tablets, cubic tablets, and horizontal tablets, typically have dimensions that either minimize height or make height and width more equal. Flat tablets lie flush with the ground, while cubic tablets are, as the name suggests, more cube-like, equally tall and wide. Horizontal tablets, on the other hand, are wider than they are tall, further distinguishing them from vertical tablets.

8. Copper metal rolled into sheets is referred to as what?

- A. Wrought copper**
- B. Sheet metal**
- C. Bronze sheet**
- D. Metal alloy**

Wrought copper is the correct term for copper that has been mechanically processed, such as rolled into sheets. This processing enhances the physical properties of copper, making it easier to mold into various shapes and forms while maintaining its integrity. Wrought copper is characterized by its ductility and malleability, which are essential for applications that require the metal to be shaped without breaking. On the other hand, sheet metal is a broader category that encompasses various types of metals that can be processed into sheets, not exclusively copper. Bronze sheet refers specifically to sheets made of bronze, which is an alloy of copper and tin or other elements, distinguishing it from pure copper. A metal alloy refers to a combination of two or more metallic elements, which could include wrought copper but does not specifically denote the state of being rolled into sheets. Therefore, "wrought copper" specifically identifies the type of processed copper being referred to in the question.

9. What is the name of a recess or space in a columbarium used for placing cremated remains permanently?

- A. Alcove
- B. Niche**
- C. Chamber
- D. Segment

The term for a recess or space in a columbarium designed for the permanent placement of cremated remains is known as a niche. A niche typically provides a respectful space for the urn containing the ashes, often inscribed with the name of the deceased, dates, and sometimes personal messages. This specific terminology underscores the function and design of these compartments in memorial architecture. Understanding this helps to clarify the context of how cremated remains are cared for and memorialized in columbaria. While other terms might be related to spaces or sections in various contexts, "niche" is indeed the most widely recognized and appropriate term specifically associated with cremation practices and memorialization within columbarium structures.

10. What design element of a casket refers to the overall shape that flares out from the bottom to the top?

- A. Flared top
- B. Flaring square**
- C. Curved profile
- D. Contrasting edge

The design element that describes the overall shape of a casket which flares out from the bottom to the top is known as the flaring square. This term specifically refers to the unique silhouette that introduces a wider appearance at the upper part of the casket, creating a visual effect of elegance and sophistication. In the context of casket design, the flaring square shape is often favored for its modern aesthetic and is commonly seen in both traditional and contemporary funerals. It not only contributes to the visual design but also to the overall conception of the casket's purpose in commemorating a deceased individual. Other design terms such as flared top and curved profile refer to different characteristics of caskets. The flared top generally suggests a more rounded and softer upper contour, while the curved profile emphasizes a smooth, continuous line throughout the casket. Contrasting edge typically highlights a design feature that adds depth or detail through color or material differences, rather than describing the overall shape of the casket.