GMETRIX MARKETING PRACTICE EXAM (SAMPLE)

STUDY GUIDE

SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR THE FULL VERSION STUDY GUIDE

https://gmetrixmarketing.examzify.com

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

Table of Contents

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

1. What is the correct order of the first three steps in the sales process?

A. Preparation, Prospecting, Approach

B. Prospecting, Preparation, Approach

C. Prospecting, Approach, Presentation

D. Approach, Prospecting, Preparation

2. Which of the following is an example of a physical sales channel?

A. General marketplaces

B. Online

C. Auction marketplaces

D. Retail stores

3. Elizabeth sells makeup and has a team of distributors that she has recruited to sell makeup with her. She earns a percentage from all of the sales that the distributors make. What type of business opportunity is Elizabeth a part of?

A. Network marketing

B. Dealership

C. Franchise

D. Licensing

4. Which form of compensation is based on hours worked and paid at a fixed rate?

A. Hourly

B. Salary

C. Equity

D. Piece work

5. A barber charges $20 per haircut. With total monthly expenses totaling $5,000 and 200 haircuts, what price per haircut is required to break even after increasing the salary to $4,000 per month?

A. $30

B. $20

C. $15

D. $25

6. A value hypothesis explains the reasons why a customer may choose not to use a product.

A. True

B. False

C. Not enough data

D. Sometimes true

7. Which funding option involves pre-selling products on an online platform to raise capital?

A. Bootstrapping

B. SBA loans

C. Crowdfunding

D. Investor

8. Which description best fits a Franchise?

A. A business where the owner licenses their operations, products or services, branding, and knowledge for a royalty fee

B. Owned and managed by one individual or a small group with a focus on generating profits

C. An individual with an idea to offer an innovative product or service about which they are passionate

D. A business model where the owner licenses its brand but does not require royalties

9. A business spent 30,000 on marketing and 10,000 on sales last period and gained 2,000 new customers. What is the CAC for that period?

A. $25

B. $30

C. $20

D. $15

10. Rose ordered a package of macaroons from an out-of-state bakery. She received the cookies the following week. What type of e-commerce product did Rose order?

A. Market

B. Digital

C. Physical

D. Wholesale

Answers

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

Explanations

1. What is the correct order of the first three steps in the sales process?

A. Preparation, Prospecting, Approach

B. Prospecting, Preparation, Approach

C. Prospecting, Approach, Presentation

D. Approach, Prospecting, Preparation

Identifying who you'll target is the first step, because you need potential customers to work with. After you've found and qualified these prospects, you gather information about them, plan your approach, and craft a tailored message—this is preparation. Finally, you make contact with the prospect using a chosen method (phone, email, in person), starting the actual sales conversation—this is the approach. This order makes sense because you can't approach someone effectively without knowing who they are and what they might need, and you can't tailor a connection without researching those prospects first. Jumping straight to the approach or presentation would be unfocused, and skipping prospecting means there's no one to engage.

2. Which of the following is an example of a physical sales channel?

A. General marketplaces

B. Online

C. Auction marketplaces

D. Retail stores

Physical sales channels involve in-person, tangible locations where customers can browse and buy products. A retail store is a classic example because shoppers visit the storefront, see products up close, and complete the purchase on site with staff help if needed. The other options describe digital environments where transactions happen online—general marketplaces, online platforms, and auction marketplaces are typically internet-based. While some auctions can be physical, the common interpretation here points to online or web-based channels. So, retail stores best illustrate a physical sales channel.

3. Elizabeth sells makeup and has a team of distributors that she has recruited to sell makeup with her. She earns a percentage from all of the sales that the distributors make. What type of business opportunity is Elizabeth a part of?

A. Network marketing

B. Dealership

C. Franchise

D. Licensing

Network marketing is a sales model where individuals build a team of distributors and earn commissions on the sales of their entire group, not just their own. Elizabeth's setup—recruiting distributors and earning a percentage from their sales—fits this pattern, since income comes from the performance of the people she brought in, often across multiple levels. This differs from a dealership (selling products yourself without a built-downline commission on others' sales), a franchise (operating under a brand with fixed systems and fees), or licensing (using someone's IP or product line without building a commission-based distribution network).

4. Which form of compensation is based on hours worked and paid at a fixed rate?

A. Hourly

B. Salary

C. Equity

D. Piece work

Time-based pay at a fixed per-hour rate is the hourly wage. It means you earn a set amount for every hour you work, regardless of how many hours you put in beyond that time frame. This differs from a salary, which is a steady, fixed pay amount regardless of hours worked; equity involves ownership in the company rather than regular wages; and piece work pays by the number of units produced rather than by hours. For example, working 8 hours at $15 per hour would yield $120. Overtime rules may apply for extra hours in many jobs, but the core idea remains a consistent rate applied to time worked.

5. A barber charges $20 per haircut. With total monthly expenses totaling $5,000 and 200 haircuts, what price per haircut is required to break even after increasing the salary to $4,000 per month?

A. $30

B. $20

C. $15

D. $25

Break-even pricing means your total revenue must cover all monthly costs. With 200 haircuts in a month, you need 5,000 in revenue to break even. The salary rise to 4,000 is included in those costs, with 1,000 remaining for other expenses, totaling 5,000. So the price per haircut should be 5,000 divided by 200, which is 25 dollars. Charging 25 per haircut yields exactly the 5,000 needed to break even. If you charged 20, you'd bring in 4,000 and would be short of costs; charging 30 would bring in 6,000, exceeding costs and producing a profit.

6. A value hypothesis explains the reasons why a customer may choose not to use a product.

A. True

B. False

C. Not enough data

D. Sometimes true

A value hypothesis focuses on why customers will adopt and use a product by delivering a specific benefit or outcome. It predicts the positive value the product provides (for example, saving time, reducing cost, or improving efficiency) that drives usage. The statement described in the question talks about reasons customers might choose not to use the product, which is not what a value hypothesis addresses. To explore why people might avoid or reject a product, you'd look at other types of hypotheses, such as barriers or risk hypotheses. So the claim is not correct. For clarity, an example of a value hypothesis would be: "Customers will use this app because it reduces onboarding time by 40%."

7. Which funding option involves pre-selling products on an online platform to raise capital?

A. Bootstrapping

B. SBA loans

C. Crowdfunding

D. Investor

Raising capital by engaging a broad audience online through pre-orders is what crowdfunding is about. In this model, a campaign is hosted on an online platform and people fund the project in exchange for rewards, such as early access or the product itself. The money comes from many supporters, not a single lender or investor, and the product is typically delivered after the campaign succeeds. This approach lets you validate demand and finance production without giving up equity or taking on traditional debt. The other options don't fit because bootstrapping uses personal funds, SBA loans are formal repayable loans, and an investor provides capital in exchange for equity or other terms rather than pre-selling rewards.

8. Which description best fits a Franchise?

A. A business where the owner licenses their operations, products or services, branding, and knowledge for a royalty fee

B. Owned and managed by one individual or a small group with a focus on generating profits

C. An individual with an idea to offer an innovative product or service about which they are passionate

D. A business model where the owner licenses its brand but does not require royalties

Franchising is a business model where a franchisor gives a franchisee the right to operate a business using the brand, proven systems, products or services, and know-how in exchange for ongoing royalties. The description that fits this best specifies licensing operations, products or services, branding, and knowledge for a royalty fee, which captures the essential deal: access to a tested brand and operating method in return for regular payments. This contrasts with an independent business run by one person or a small team, which isn't tied to a broader brand or system. It also contrasts with someone starting with a new idea on their own, who isn't leveraging a franchised framework. And licensing a brand without royalties describes a different arrangement than a franchise, since franchising typically includes ongoing fees as part of using the brand and system.

9. A business spent 30,000 on marketing and 10,000 on sales last period and gained 2,000 new customers. What is the CAC for that period?

A. $25

B. $30

C. $20

D. $15

CAC measures how much a business spends to acquire each new customer. It's found by taking all the money spent on sales and marketing and dividing it by the number of new customers gained. In this scenario, add the marketing and sales costs: 30,000 plus 10,000 equals 40,000. The period yielded 2,000 new customers. So CAC = 40,000 divided by 2,000, which equals 20. That means it costs 20 dollars to acquire a single new customer for that period. Think of CAC as the total acquisition investment spread across every new customer won. If you only used one part of the spend (like marketing alone), you wouldn't capture the full cost of acquisition.

10. Rose ordered a package of macaroons from an out-of-state bakery. She received the cookies the following week. What type of e-commerce product did Rose order?

A. Market

B. Digital

C. Physical

D. Wholesale

In e-commerce, physical items are tangible goods that you can touch and that are delivered to you by shipping. Rose's macaroons are a real, physical item, and they arrived in a package after being mailed from the bakery. That delivery method—receiving a shipped, tangible product—shows it is a physical product. Digital products would be downloaded or streamed without a shipped package, and wholesale refers to large quantities sold to businesses, not a single consumer order.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

https://gmetrixmarketing.examzify.com

We wish you the very best on your exam journey. You've got this!