

Marketing M06 Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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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

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- 1. A facility designed to store and move goods toward wholesalers, retailers, or customers is called a ____.**
 - A. Warehouse**
 - B. Factory**
 - C. Distribution center**
 - D. Cross-docking facility**

- 2. To reduce the cost of personal selling while preserving a personal touch, which approach is recommended?**
 - A. Hire significantly more salespeople.**
 - B. Outsource everything to an external agency.**
 - C. Eliminate all promotional activities.**
 - D. Use complementary techniques like telemarketing, direct mailings, and toll-free numbers.**

- 3. What term describes the process of coordinating diverse communication tools to influence customer perceptions and behavior?**
 - A. Integrated Marketing Communication**
 - B. Public Relations**
 - C. Guerrilla Marketing**
 - D. Direct Marketing**

- 4. Which of the following is an example of direct marketing among the common methods?**
 - A. Advertising**
 - B. Direct Marketing**
 - C. Personal Selling**
 - D. Guerrilla Marketing**

- 5. If the strategy stimulates demand and motivates customers to seek out its products, this strategy is known as a pull strategy.**
 - A. Push Strategy**
 - B. Pull Strategy**
 - C. Hybrid Strategy**
 - D. Promotional Strategy**

- 6. What is the primary function of drafting a message statement?**
- A. It should resonate with your target audience enough to grab their attention and interest.**
 - B. It should list product specifications.**
 - C. It should be humorous.**
 - D. It should include discount offers.**
- 7. When a marketing communications activity uses paid media advertising, which KPI is commonly used to measure the campaign's effectiveness?**
- A. Cost per click**
 - B. Impressions**
 - C. Profits per customer**
 - D. Customer acquisition cost**
- 8. What is the primary purpose of a CRM in the sales process?**
- A. To capture and maintain information useful to sales and marketing, such as customer data and interactions.**
 - B. To replace salespeople entirely.**
 - C. To manage only financial data.**
 - D. To run production schedules.**
- 9. Which of the following best explains the process that finds, evaluates, and engages suppliers to provide goods and services to a business?**
- A. Sourcing**
 - B. Procurement**
 - C. Logistics**
 - D. Vendor management**
- 10. Which item is not listed as a risk type in marketing campaign material?**
- A. People**
 - B. Economy**
 - C. Time**
 - D. Competition**

Answers

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

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Explanations

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1. A facility designed to store and move goods toward wholesalers, retailers, or customers is called a ____.

- A. Warehouse**
- B. Factory**
- C. Distribution center**
- D. Cross-docking facility**

A distribution center is a facility designed to store goods for a short period and move them efficiently toward wholesalers, retailers, or customers. It focuses on the flow of products through the supply chain—receiving, storing, picking, packing, and shipping to the next destination. This distinguishes it from a warehouse, which is primarily about long-term storage, and a factory, which manufactures goods. Cross-docking is a specialized approach where items are transferred directly from inbound to outbound with little to no storage, which is a more specific method within distribution operations. Since the item described emphasizes storing and moving goods toward the next link in the chain, the best fit is a distribution center.

2. To reduce the cost of personal selling while preserving a personal touch, which approach is recommended?

- A. Hire significantly more salespeople.**
- B. Outsource everything to an external agency.**
- C. Eliminate all promotional activities.**
- D. Use complementary techniques like telemarketing, direct mailings, and toll-free numbers.**

The idea being tested is using a mix of affordable, personalized outreach tools to support personal selling rather than replace it. Using complementary techniques like telemarketing, direct mailings, and toll-free numbers extends reach and keeps interactions personal while controlling costs. Telemarketing enables direct, real-time conversations with prospects at a lower cost per contact than in-person visits, helping qualify leads and set up follow-ups. Direct mailings let you send targeted, personalized messages that nurture relationships and stay on a prospect's radar between calls. Toll-free numbers lower the barrier for prospects to reach the sales team, making it easy to ask questions, request demos, or schedule follow-ups. Together, these channels create a multichannel approach that preserves a personal touch by enabling frequent, relevant interactions without needing a larger field sales force.

3. What term describes the process of coordinating diverse communication tools to influence customer perceptions and behavior?

A. Integrated Marketing Communication

B. Public Relations

C. Guerrilla Marketing

D. Direct Marketing

The idea being tested is coordinating multiple communication tools to present a single, cohesive message across channels that shapes how customers see the brand and what they do. This approach, Integrated Marketing Communication, brings together advertising, promotions, personal selling, public relations, direct marketing, and digital media so every touchpoint reinforces the same message and value proposition. When all tools are aligned, the brand experience feels consistent and trustworthy, which strengthens brand equity and makes it more likely that customers interpret the messaging in a unified way and respond as intended—whether that’s recalling the brand, considering a purchase, or taking action. Public relations focuses mainly on managing relationships and media coverage, not the deliberate, cross-channel integration of all marketing tools. Guerrilla marketing emphasizes unusual, low-cost tactics rather than coordinated messaging across channels. Direct marketing targets individuals with specific channels and offers, but IMC is broader, aiming to harmonize messaging across multiple tools and moments for a stronger overall impact.

4. Which of the following is an example of direct marketing among the common methods?

A. Advertising

B. Direct Marketing

C. Personal Selling

D. Guerrilla Marketing

Direct marketing focuses on reaching a specific individual or household with a message and a clear call to action, using channels that invite a direct, measurable response. This makes it different from broad advertising, which aims to build awareness across a wide audience without an immediate, trackable result. It also differs from personal selling, where a salesperson engages the prospect in person, and from guerrilla marketing, which relies on unconventional tactics to generate buzz rather than a direct, trackable response. Because direct marketing is designed to prompt an action (such as making a purchase, requesting information, or redeeming a coupon) and to measure that response, it fits best as an example of direct marketing among common methods.

5. If the strategy stimulates demand and motivates customers to seek out its products, this strategy is known as a pull strategy.

A. Push Strategy

B. Pull Strategy

C. Hybrid Strategy

D. Promotional Strategy

A pull strategy focuses on creating demand directly with consumers, so shoppers actively seek out the product. This happens when marketing efforts—advertising, branding, and promotions—appeal to end users, prompting them to request the product at retailers. When customers ask for it, retailers are motivated to stock and promote it, reinforcing the demand cycle. That consumer-driven pull differentiates it from a push strategy, which targets intermediaries like wholesalers and retailers to push the product through the channel, a hybrid that mixes both approaches, or a general promotional strategy that covers various promotional activities without specifying who the demand is being created for.

6. What is the primary function of drafting a message statement?

A. It should resonate with your target audience enough to grab their attention and interest.

B. It should list product specifications.

C. It should be humorous.

D. It should include discount offers.

A message statement is about capturing the value you offer to the audience in a way that resonates and grabs their attention. Its primary function is to communicate why the product matters to the consumer and what benefit they gain, guiding the tone, content, and calls to action across the campaign. It anchors the whole message around the audience's needs rather than just listing features, jokes, or discounts. For example, a fitness tracker might be framed as "You deserve a smarter way to move—track your progress and stay motivated every day," which focuses on the audience's motivation and benefit rather than just specs or promotions.

7. When a marketing communications activity uses paid media advertising, which KPI is commonly used to measure the campaign's effectiveness?

- A. Cost per click**
- B. Impressions**
- C. Profits per customer**
- D. Customer acquisition cost**

In paid media, the most direct measure of campaign efficiency is cost per click. Since these ads are paid per user click, CPC tells you exactly how much you're spending to generate each click, making it easy to compare performance across keywords, placements, and campaigns and to adjust bids and budgets for better efficiency. Impressions only indicate reach and don't reflect engagement or results, profits per customer looks at profitability after sale rather than the ad's efficiency, and customer acquisition cost covers all channels and activities, not just the paid media clicks. If the goal is actions beyond clicking, cost per conversion can be used, but for evaluating the paid media spend itself, cost per click is the standard.

8. What is the primary purpose of a CRM in the sales process?

- A. To capture and maintain information useful to sales and marketing, such as customer data and interactions.**
- B. To replace salespeople entirely.**
- C. To manage only financial data.**
- D. To run production schedules.**

CRM focuses on capturing and maintaining information that's useful to sales and marketing, such as customer data and interactions. By centralizing contact details, communication history, preferences, and deal status, a CRM helps the sales team track leads, manage opportunities, and coordinate outreach. It also supports marketing with segmentation and targeted campaigns, and it provides a complete view of each customer to improve relationship management and forecasting. It's not about replacing salespeople, nor is it limited to financial data or production scheduling—the system's value comes from organizing and leveraging customer-related information across the sales process.

9. Which of the following best explains the process that finds, evaluates, and engages suppliers to provide goods and services to a business?

- A. Sourcing**
- B. Procurement**
- C. Logistics**
- D. Vendor management**

Finding, evaluating, and engaging suppliers is the sourcing process. It starts with identifying potential suppliers through market research and supplier discovery, then evaluating them on criteria like capability, capacity, quality, cost, delivery reliability, and risk, often using structured steps such as RFIs, RFQs, or RFPs. After selecting the best fit, engaging them involves negotiating terms, signing contracts, and onboarding so they can meet the business needs. This focus on locating and choosing suppliers before actually purchasing goods or services differentiates it from procurement (the buying and administration of orders), logistics (the movement and storage of goods), and vendor management (ongoing performance and relationship handling).

10. Which item is not listed as a risk type in marketing campaign material?

- A. People**
- B. Economy**
- C. Time**
- D. Competition**

Marketing campaign risk types are categories used to anticipate threats to a campaign's success. Common ones include People, which covers staffing, talent, and audience reach; Economy, which reflects macroeconomic conditions that affect demand and media costs; and Competition, which accounts for rivals' moves, pricing, and messaging. Time, however, is more of a scheduling constraint than a risk type in many risk lists. Scheduling issues can influence outcomes, but they're usually treated as timing constraints that affect the rollout rather than a standalone risk category. So Time is not listed as a risk type in marketing campaign material.

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://marketingm06.examzify.com>

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

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