

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. CRM system captures which types of information?**
 - A. Operational data such as supplier records and inventory levels.**
 - B. Current and prospective customer information and the business's interaction with them.**
 - C. Employee performance metrics and payroll data.**
 - D. Financial statements and tax details.**

- 2. Identify some of the broad service outputs that channel management can address?**
 - A. Timing of availability, quantity, service, and information**
 - B. Pricing strategy and promotions**
 - C. Branding and packaging**
 - D. Logistics and inventory turnover**

- 3. Which of the following best captures the core objective of an IMC campaign?**
 - A. To deliver a planned and coordinated series of marketing communication events built around an idea or theme to reach a specific objective.**
 - B. To maximize short-term sales through discounting.**
 - C. To produce a media press release.**
 - D. To create a product brochure.**

- 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. Why is it important in supply chain management for suppliers to have visibility into a company's forecast and sales data?**
 - A. It helps marketing optimize ad copy**
 - B. It determines store layout**
 - C. Suppliers can adjust their supply depending on the market demand**
 - D. It reduces staff requirements**

- 6. In the AIDA model, which stage should a team emphasize to encourage trial when demand is stagnant?**
- A. Attention**
 - B. Interest**
 - C. Desire**
 - D. Action**
- 7. In the information research stage of the consumer decision-making process, how should a salesperson support the customer?**
- A. Build a relationship with the consumer and discover what the consumer's needs are.**
 - B. Close the sale quickly.**
 - C. Offer price discounts before understanding needs.**
 - D. Provide only product features.**
- 8. Which type of marketing communication method relies on face-to-face interaction and relationship-building to sell products or services?**
- A. Advertising**
 - B. Direct Marketing**
 - C. Personal Selling**
 - D. Public Relations**
- 9. Which function focuses on moving goods from producers to customers and includes warehousing, transportation, and order fulfillment?**
- A. Procurement**
 - B. Sourcing**
 - C. Logistics**
 - D. Manufacturing**

- 10. Which statement best describes a main marketing-strength benefit of a CRM system for IMC?**
- A. The CRM system monitors in great detail responses, clicks and participation in calls to action.**
 - B. The CRM system reports overall campaign metrics like lead generation, clicks, revenue, and deals closed.**
 - C. A CRM system can replace multichannel analytics with a single channel.**
 - D. The CRM system makes it possible to measure the effectiveness of multichannel campaigns across channels including email, social, phone, direct mail and search.**

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Answers

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

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Explanations

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1. CRM system captures which types of information?

- A. Operational data such as supplier records and inventory levels.
- B. Current and prospective customer information and the business's interaction with them.**
- C. Employee performance metrics and payroll data.
- D. Financial statements and tax details.

The main idea this question tests is what a CRM system is designed to collect and manage. A CRM focuses on customers and the ways a business interacts with them, so it captures current and prospective customer information and the history of those interactions. That includes contact details, communications (emails, calls, meetings), purchases or orders, service requests, preferences, and sales opportunities. Having this information centralized helps a company understand the customer journey, personalize outreach, and improve sales and service. The other types of data fit better with different systems. Supplier records and inventory levels belong to operations or ERP systems. Employee performance metrics and payroll data are tracked by HR systems. Financial statements and tax details come from accounting/finance systems. So the option describing customer data and interactions is the one that aligns with what a CRM handles.

2. Identify some of the broad service outputs that channel management can address?

- A. Timing of availability, quantity, service, and information**
- B. Pricing strategy and promotions
- C. Branding and packaging
- D. Logistics and inventory turnover

Broad service outputs in channel management are the elements the channel provides to support the product beyond its physical form. These outputs include when the product is available (timing of availability), how much can be supplied (quantity), the level of service and support (service), and the information customers receive (information). These aspects shape the customer experience and can be adjusted by channel partners to meet demand, provide reliable service, and guide purchasing decisions. Timing of availability means offering the product when customers want it, avoiding stockouts or unnecessary delays. Quantity ensures there is enough product to meet demand without causing excess inventory. The service component covers delivery, installation, support, and after-sales help that enhance the buying experience. Information encompasses product details, availability status, and guidance that helps customers use and benefit from the product. Other options focus on different dimensions: pricing strategy and promotions relate to price dynamics; branding and packaging concern image and presentation; logistics and inventory turnover deal with moving goods and stock efficiency. These elements are important but do not capture the broad service outputs that channel management coordinates to meet customer needs.

- 3. Which of the following best captures the core objective of an IMC campaign?**
- A. To deliver a planned and coordinated series of marketing communication events built around an idea or theme to reach a specific objective.**
 - B. To maximize short-term sales through discounting.**
 - C. To produce a media press release.**
 - D. To create a product brochure.**

Integrated Marketing Communications is about planning and coordinating all marketing communications so every channel conveys a single, cohesive message around a central idea. The goal is to drive a defined objective by creating synergy across advertising, PR, promotions, digital media, and personal selling, rather than relying on any one tactic. That makes the best choice the one that describes a planned, coordinated series of marketing communications events built around an idea or theme to reach a specific objective. The other options describe single tactics or aims (a press release, a product brochure, or discounting for short-term sales) that don't capture the integrated, objective-driven approach.

- 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. Why is it important in supply chain management for suppliers to have visibility into a company's forecast and sales data?

A. It helps marketing optimize ad copy

B. It determines store layout

C. Suppliers can adjust their supply depending on the market demand

D. It reduces staff requirements

Having visibility into forecast and sales data lets suppliers align their production and replenishment with actual market demand. When they can see upcoming demand, they can adjust how much to manufacture, what materials to order, and when to ship, which leads to fewer stockouts and less excess inventory. This coordination improves service levels, reduces costs, and smooths operations across the supply chain by signaling true demand upstream. Without this visibility, suppliers rely on imperfect signals and may overproduce or underproduce, creating inefficiencies and higher costs. The other options don't address how suppliers plan production or manage inventory in response to demand signals, so they're not the best fit.

6. In the AIDA model, which stage should a team emphasize to encourage trial when demand is stagnant?

A. Attention

B. Interest

C. Desire

D. Action

Desire drives people to want the product and see it as delivering benefits they value, which makes them more likely to try it. When demand is stagnant, simply catching attention or sparking interest isn't enough—I need to deepen the perceived benefits and show how the product fits the customer's needs, so they feel a strong motivation to experience it. Once desire is strong, taking the next step to trial feels like a natural move because the value is already clear. Practical ways to do this include highlighting distinctive benefits, showing how the product solves real problems, leveraging social proof, and offering a low-risk trial or guarantees to reduce barriers to trying. The other stages don't create that same bridge to action: attention gets noticed but may not translate to trial, interest builds curiosity but may stall, and action is the result you want but is most effective when desire has already been established.

7. In the information research stage of the consumer decision-making process, how should a salesperson support the customer?

A. Build a relationship with the consumer and discover what the consumer's needs are.

B. Close the sale quickly.

C. Offer price discounts before understanding needs.

D. Provide only product features.

In the information research stage, buyers are trying to understand their situation and identify options that fit their needs. The salesperson should act as a guide, building rapport, asking open questions, and listening carefully to uncover the customer's real needs. This approach allows you to tailor the information you share, present relevant options, and establish credibility so the buyer feels understood and confident in their choice. Rushing to close, offering discounts before you understand needs, or simply listing product features misses the chance to connect the solution to the customer's problems and can undermine trust.

8. Which type of marketing communication method relies on face-to-face interaction and relationship-building to sell products or services?

A. Advertising

B. Direct Marketing

C. Personal Selling

D. Public Relations

Personal selling focuses on direct, personalized interaction between a salesperson and a customer, often face-to-face, to understand needs, respond to questions, tailor the message, and build an ongoing relationship that leads to a sale. This two-way communication lets the seller adjust on the spot, address objections, and negotiate terms, which is especially effective for complex or high-involvement purchases and for securing repeat business. Advertising, by contrast, reaches a broad audience through media with a primarily one-way message. Direct marketing targets individuals through channels like mail or email to prompt a direct response but usually without face-to-face interaction. Public relations aims to shape a company's image and relationships with publics rather than directly selling a product in a personal, transactional way.

9. Which function focuses on moving goods from producers to customers and includes warehousing, transportation, and order fulfillment?

- A. Procurement**
- B. Sourcing**
- C. Logistics**
- D. Manufacturing**

Moving goods from producers to customers, and handling warehousing, transportation, and order fulfillment, is managed by logistics. It coordinates the physical flow of products and information through the supply chain, ensuring storage, handling, shipping, and timely delivery of the right items. Procurement and sourcing focus on obtaining inputs from suppliers, while manufacturing is about producing the goods. So the function described matches logistics.

10. Which statement best describes a main marketing-strength benefit of a CRM system for IMC?

- A. The CRM system monitors in great detail responses, clicks and participation in calls to action.**
- B. The CRM system reports overall campaign metrics like lead generation, clicks, revenue, and deals closed.**
- C. A CRM system can replace multichannel analytics with a single channel.**
- D. The CRM system makes it possible to measure the effectiveness of multichannel campaigns across channels including email, social, phone, direct mail and search.**

In IMC, the main strength of a CRM is its ability to unify data from multiple channels and measure how interactions across those channels drive outcomes. This cross-channel measurement and attribution lets you see how each channel contributes to goals, how touchpoints across email, social, paid search, direct mail, and phone work together, and how to allocate budget and adjust messaging accordingly. It provides a holistic view of campaign effectiveness across channels, which is essential for coordinating a consistent, efficient IMC program. While tracking detailed responses to individual calls-to-action or reporting high-level campaign metrics are useful, they don't capture how channels influence each other or the overall path to a conversion. The idea of replacing multichannel analytics with a single channel misses the point of IMC. A CRM's real value is measuring cross-channel effectiveness across all channels, not narrowing to one.

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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