

SMPS CERTIFIED PROFESSIONAL SERVICES MARKETER (CPSM) PRACTICE EXAM (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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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. Which activity best describes professional networking?**
 - A. Building relationships for reciprocal benefit
 - B. Advertising in industry journals
 - C. Conducting a feasibility study
 - D. Scheduling production
- 2. Demographic Characteristics refers to:**
 - A. Collateral Material
 - B. Demographic Characteristics
 - C. Designed with a Single Focus
 - D. Contact Management
- 3. Which statement correctly pairs targets with marketing approach?**
 - A. A client-based target is typical with rifle approach.
 - B. A project-based target is typical with rifle approach.
 - C. A project-based target is typical with shotgun approach.
 - D. A client-based target is typical with shotgun approach.
- 4. The Staff Utilization Ratio measures which of the following?**
 - A. Ratio of total direct labor to total labor, excluding benefits
 - B. Ratio of total direct labor to all salaries including benefits
 - C. Ratio of direct labor hours to billable hours
 - D. Ratio of overhead to direct labor
- 5. Which term describes the process of maintaining and updating the contact database and ongoing communications with past, current, and prospective customers?**
 - A. Debriefing
 - B. Collateral Material
 - C. Contact Management
 - D. Crisis Communications

6. (Pre) Qualification focuses on what activity?

- A. Issuing release notes.
- B. Getting qualified and staying qualified to bid, and maintaining the relationship until the next opportunity.
- C. Creating a press kit for outreach.
- D. Tracking bidder performance after award.

7. You can have several types of IP protection for a single product.

- A. True
- B. False
- C. Only if product is registered in multiple countries
- D. IP protection is automatic

8. Lead Tracking includes recording each activity and providing a report showing all phases of effort, including cost. Which statement best describes Lead Tracking?

- A. Track contacts made and results for a tickler
- B. Track only the number of letters mailed
- C. Schedule quarterly staff meetings for leads
- D. Record each activity and provide a report showing all phases of effort (including cost)

9. Direct Personnel Expense (DPE) is best described as:

- A. Direct Mail
- B. Debriefing
- C. Direct Personnel Expense
- D. Credible

10. A debriefing after a submittal or project is used to determine why the company won or lost and how it performed.

- A. Debriefing
- B. Collateral Material
- C. Direct Mail
- D. Credible

Answers

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

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Explanations

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1. Which activity best describes professional networking?

A. Building relationships for reciprocal benefit

B. Advertising in industry journals

C. Conducting a feasibility study

D. Scheduling production

Professional networking centers on building and maintaining meaningful relationships with other professionals to create value for all involved. It's about connecting with peers, mentors, potential clients, suppliers, and collaborators, and exchanging information, introductions, advice, and opportunities. The emphasis is on reciprocity: giving as well as receiving. When you help someone by making an introduction, sharing a resource, or offering expertise, you typically gain access to their network, new opportunities, or insights in return. This two-way flow is what makes networking effective in a professional context. Advertising in industry journals is a one-way promotional activity, not primarily about relationship-building or reciprocal exchange. Conducting a feasibility study is an analytical task about project viability, not about forming relationships. Scheduling production is about operational planning, not networking.

2. Demographic Characteristics refers to:

A. Collateral Material

B. Demographic Characteristics

C. Designed with a Single Focus

D. Contact Management

Demographic characteristics are the attributes that describe a population for segmentation, such as age, gender, income, education, occupation, and geographic location. These descriptors help marketers profile audiences and tailor messages or products to specific groups. That makes this term the best fit for what the phrase refers to. Collateral material are the marketing assets used to communicate with customers (brochures, catalogs, emails), not descriptions of the population. Designing with a single focus is a design approach that concentrates on one objective or message, not demographic attributes. Contact management involves organizing and maintaining information about customers and leads in a CRM, not describing the audience.

3. Which statement correctly pairs targets with marketing approach?

A. A client-based target is typical with rifle approach.

B. A project-based target is typical with rifle approach.

C. A project-based target is typical with shotgun approach.

D. A client-based target is typical with shotgun approach.

When you think about targeting in marketing, you balance how broad or how tailored your outreach will be. A rifle approach is the more selective, highly personalized way—you focus on a few key opportunities or accounts and tailor your message to their specific needs. A shotgun approach is broad and mass-market, aimed at many potential opportunities to maximize reach. If you're pursuing project-based opportunities, you're looking to win multiple distinct projects across different clients. That kind of broad, opportunity-centric target benefits from casting a wide net, addressing common project needs across a broad audience rather than tailoring to one specific client. That's why a project-based target pairs with a shotgun approach. In contrast, a client-based target fits a more focused, personalized rifle approach, where messaging and relationship-building are customized for a particular client.

4. The Staff Utilization Ratio measures which of the following?

- A. Ratio of total direct labor to total labor, excluding benefits
- B. Ratio of total direct labor to all salaries including benefits**
- C. Ratio of direct labor hours to billable hours
- D. Ratio of overhead to direct labor

Staff Utilization Ratio measures the share of compensation that goes to direct labor, including benefits. It is calculated as total direct labor costs divided by total salaries (including benefits). This shows how much of the payroll is devoted to people who directly work on client projects, reflecting true labor cost when benefits are included. It helps assess labor cost efficiency, budgeting, and staffing decisions. The other ideas describe different concepts—hours-based utilization (direct vs. billable hours), overhead vs. direct labor, or excluding benefits—not what this ratio captures.

5. Which term describes the process of maintaining and updating the contact database and ongoing communications with past, current, and prospective customers?

- A. Debriefing
- B. Collateral Material
- C. Contact Management**
- D. Crisis Communications

Managing and updating the contact database along with ongoing communications with past, current, and prospective customers is called contact management. This practice focuses on organizing who you know, keeping their details current, and tracking every interaction to nurture relationships over time. It enables you to segment audiences, set follow-ups, and deliver timely, personalized messages, which are core to building trust and guiding customers through the lifecycle. This is a fundamental activity within CRM systems, shaping how you store contacts, log communications, and plan future outreach. Debriefing is about reviewing a completed activity to learn from it; collateral material refers to the marketing assets used in communications; crisis communications is about managing messaging during emergencies. None of these describe the ongoing, data-driven process of maintaining contacts and sustaining regular outreach the way contact management does.

6. (Pre) Qualification focuses on what activity?

- A. Issuing release notes.
- B. Getting qualified and staying qualified to bid, and maintaining the relationship until the next opportunity.**
- C. Creating a press kit for outreach.
- D. Tracking bidder performance after award.

Prequalification is about ensuring vendors are eligible and capable to bid, and keeping them in that qualified status for future opportunities. It involves getting suppliers through the qualification process and maintaining their status so they remain in the pool for the next bidding cycle, along with nurturing the relationship with potential bidders until a new opportunity arises. This fits best because prequalification deals with who is allowed to bid and who stays in the mix for future bids, rather than activities like releasing notes about a product, assembling outreach materials, or evaluating bidders after the contract is awarded. Releasing notes is about product or project communications, a press kit is marketing outreach, and tracking performance after award relates to post-award supplier performance management.

7. You can have several types of IP protection for a single product.

- A. True**
- B. False
- C. Only if product is registered in multiple countries
- D. IP protection is automatic

You can protect a single product in multiple ways because different forms of IP cover different aspects: its technology or function, its brand, its appearance, and even accompanying creative works. A product might be patented for its new functionality, have a trademark for its name or logo, enjoy design rights for its unique look, and include copyrighted manuals or artwork. These protections can coexist and stack to give broad coverage without interfering with one another. You don't need to register in multiple countries to have multiple protections in one place, though pursuing protection abroad is a separate strategic choice. Also, protection isn't automatically granted for most types; patents, trademarks, and design rights typically require filing or registration and a processing step, while copyright arises automatically in many jurisdictions for eligible works but isn't universal.

8. Lead Tracking includes recording each activity and providing a report showing all phases of effort, including cost. Which statement best describes Lead Tracking?

- A. Track contacts made and results for a tickler
- B. Track only the number of letters mailed
- C. Schedule quarterly staff meetings for leads
- D. Record each activity and provide a report showing all phases of effort (including cost)**

Lead Tracking is about recording every action taken with a lead and producing a report that shows all phases of the effort, including cost. This means capturing each activity—calls, emails, meetings, demos—and the outcomes, along with the time and money spent at each step. The value is a complete view of what was done, when, by whom, and how much it cost, so you can assess effectiveness and resource use across the lead's lifecycle. The other options miss important parts: tracking just the number of letters mailed is only a volume metric; scheduling quarterly staff meetings for leads isn't about the lead's activities or costs; and tracking a tickler focuses on reminders rather than the full trail of actions and expenses.

9. Direct Personnel Expense (DPE) is best described as:

- A. Direct Mail
- B. Debriefing
- C. Direct Personnel Expense**
- D. Credible

Direct Personnel Expense is the labor cost tied to a project—the wages or salaries of the staff working on the engagement, plus the benefits and payroll taxes allocated to that work. It represents the direct time-and-cost component you can assign to a specific project, separate from overhead or other general expenses. This is why it's used in budgeting and pricing to reflect the actual effort of personnel on the project. For example, if two staff members work 100 hours each at \$60/hour and benefits are 30%, the DPE covers the wages plus the benefits (and payroll taxes) tied to those hours. The other options describe activities or terms not related to the cost of personnel time, so they don't fit as the definition of Direct Personnel Expense.

10. A debriefing after a submittal or project is used to determine why the company won or lost and how it performed.

A. Debriefing

B. Collateral Material

C. Direct Mail

D. Credible

The concept tested is using a debrief after a bid or project as a learning review to understand outcomes and performance. A debriefing brings the team together to analyze why the firm won or lost the opportunity and how the project was executed, covering factors like proposal quality, messaging, pricing, responsiveness, timelines, and client feedback. This reflection feeds improvements in future pursuits and project delivery, helping refine strategy, processes, and collaboration. Collateral material, direct mail, and credible describe marketing assets, tactics, or a quality attribute, not the evaluative session that explains win/loss and performance.

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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://smpscpsm.examzify.com>

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

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