

SYSCO MARKET ASSOCIATE (MA) PRACTICE TEST (SAMPLE)

STUDY GUIDE



**SAMPLE STUDY GUIDE
WITH LIMITED QUESTIONS**

**VISIT US ONLINE FOR
THE FULL VERSION STUDY GUIDE**

<https://syscomarketassociate.examzify.com>



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Table of Contents

Copyright	1
Table of Contents	2
Introduction	3
How to Use This Guide	4
Questions	5
Answers	8
Explanations	10
Next Steps	15

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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 channels should a Market Associate be proficient in for customer communication?**
 - A. Phone and social media
 - B. Email, in-person only
 - C. Phone, email, in-person, and the Sysco Market portal or chat tools
 - D. Fax and mail
- 2. What is the role of the delivery window in order planning?**
 - A. It determines the lot number of the product
 - B. It sets delivery expectations, aids scheduling, and coordinates resources
 - C. It changes the product color
 - D. It has no impact on scheduling
- 3. Chicken and turkey are typically found in which category?**
 - A. Healthcare
 - B. Dairy
 - C. Frozen
 - D. Meats
- 4. Which role is associated with overseeing learning and development within Sysco?**
 - A. Sysco Market Express
 - B. Learning and Development Manager
 - C. Customer Relationship Manager
 - D. Global Food Safety Initiative
- 5. Which acronym is primarily associated with managing customer relationships?**
 - A. Sysco Account Manager
 - B. Sysco Market Express
 - C. Regional Sales Manager
 - D. Customer Relationship Manager

6. CMP stands for which phrase?

- A. Customer Management Program
- B. Coaching Maximizing Performance
- C. Competitive Market Pricing
- D. Cost Management Process

7. SBS stands for which term?

- A. Territory Program
- B. Sysco Market Express
- C. Sysco Business Services
- D. Regional Sales Manager

8. Sysco founder's name?

- A. John Baugh
- B. Michael Smith
- C. Robert Hall
- D. Dana Kim

**9. Which keyboard shortcut opens the Recipe Instruction tab in SMX?
(alternate phrasing)**

- A. Ctrl+F
- B. Ctrl+N
- C. Ctrl+T
- D. Shift+I

10. Which of the following describes the correct handling of a price discrepancy when the system shows a mismatch and cannot be resolved by the associate immediately?

- A. Verify the price with the customer and apply the correct pricing per policy
- B. Proceed with the higher price to ensure sales
- C. Cancel the order automatically
- D. Cancel the item from the cart without notification

Answers

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

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Explanations

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1. Which channels should a Market Associate be proficient in for customer communication?

- A. Phone and social media
- B. Email, in-person only
- C. Phone, email, in-person, and the Sysco Market portal or chat tools**
- D. Fax and mail

Being proficient across multiple communication channels is essential for a Market Associate. Customers expect to reach you in the way that's most convenient for them, and you need to manage inquiries, orders, and follow-ups promptly across different platforms. Real-time conversations on the phone allow quick clarification and relationship-building. Email provides a written record and is ideal for detailed information, quotes, or confirmations. In-person interactions support hands-on assistance and relationship development. The Sysco Market portal or chat tools are key for fast, digital communication and order management, letting customers search catalogs, place or modify orders, check delivery status, and communicate with you or the team inside a single system. Together, these channels enable timely, accurate responses, better documentation, and smoother workflow. Choosing fewer channels—like only phone and social media, or email and in-person only, or outdated methods like fax and mail—limits accessibility, slows response times, and can create gaps in records and order handling.

2. What is the role of the delivery window in order planning?

- A. It determines the lot number of the product
- B. It sets delivery expectations, aids scheduling, and coordinates resources**
- C. It changes the product color
- D. It has no impact on scheduling

Delivery window is about timing and logistics. It sets the acceptable time frame for when the shipment should arrive, which drives how you plan production pace, picking, packing, and loading, and how you allocate transportation resources like drivers and routes to meet that deadline. It also helps you communicate clear expectations to the customer, supporting on-time performance and smoother coordination across warehouse and carrier teams. Product attributes such as lot numbers or color aren't determined by delivery timing, and the delivery window does influence scheduling rather than having no impact.

3. Chicken and turkey are typically found in which category?

- A. Healthcare
- B. Dairy
- C. Frozen
- D. Meats**

Where chicken and turkey are categorized in a grocery store. Chicken and turkey are animal proteins and fall under the Meats department, which groups various kinds of flesh like beef, pork, and lamb as well as poultry. Dairy covers milk, cheese, and similar products, while Frozen describes how items are stored rather than their general category, and Healthcare is unrelated to food categories. Some stores may label a separate Poultry section, but it's still considered part of Meats for overall shop organization.

4. Which role is associated with overseeing learning and development within Sysco?

- A. Sysco Market Express
- B. Learning and Development Manager**
- C. Customer Relationship Manager
- D. Global Food Safety Initiative

Roles that oversee learning and development coordinate, design, and assess training programs for employees, ensuring these initiatives align with the company's goals. The Learning and Development Manager is the best fit because this position is specifically responsible for onboarding, skills development, leadership training, and measuring the impact of learning efforts. They work with HR and department leaders to identify learning needs, create or curate programs, and track outcomes to lift overall performance. Sysco Market Express is typically a platform or service, not a role focused on training. A Customer Relationship Manager concentrates on managing customer accounts and sales relationships, not internal employee development. The Global Food Safety Initiative relates to food safety standards and compliance, not learning and development.

5. Which acronym is primarily associated with managing customer relationships?

- A. Sysco Account Manager
- B. Sysco Market Express
- C. Regional Sales Manager
- D. Customer Relationship Manager**

CRM is the shorthand most people associate with handling interactions with customers. It stands for the role or system that coordinates how a business engages with customers across sales, service, and marketing. The option that names the function responsible for managing these relationships—the Customer Relationship Manager—directly aligns with that idea, making it the best fit for the acronym commonly linked to managing customer relationships. The other choices describe roles or products that aren't primarily about maintaining and coordinating customer relationships, so they don't fit as well.

6. CMP stands for which phrase?

- A. Customer Management Program
- B. Coaching Maximizing Performance**
- C. Competitive Market Pricing
- D. Cost Management Process

CMP signals a coaching-focused framework aimed at maximizing performance. The idea is to emphasize guidance and feedback (coaching) to help associates reach their highest potential (maximizing) in terms of observable results (performance). In the Market Associate context, this means structured coaching, skill development, and tracking measurable outcomes like sales metrics or customer-service quality, rather than tasks centered on simply managing customers, setting prices, or cutting costs. The other phrases describe different functions—customer management, pricing strategy, or cost control—but they don't center on the development and enhancement of performance through coaching in the same way.

7. SBS stands for which term?

- A. Territory Program
- B. Sysco Market Express
- C. Sysco Business Services
- D. Regional Sales Manager

This question tests recognizing how an acronym maps to a full term. SBS expands to Sysco Business Services—the initials S, B, S line up exactly with those three words in order. That makes it the best fit for the acronym. The other options don't match the SBS letters: Territory Program would yield T-P, Sysco Market Express would yield S-M-E, and Regional Sales Manager would yield R-S-M. So they don't align with SBS.

8. Sysco founder's name?

- A. John Baugh
- B. Michael Smith
- C. Robert Hall
- D. Dana Kim

John Baugh founded Sysco, establishing the company that grew into a leading foodservice distributor. This makes his name the correct one for Sysco's origins. The other listed individuals aren't recognized as Sysco's founder in standard histories, so they don't fit as the originator of the business.

9. Which keyboard shortcut opens the Recipe Instruction tab in SMX? (alternate phrasing)

- A. Ctrl+F
- B. Ctrl+N
- C. Ctrl+T
- D. Shift+I

The shortcut uses a mnemonic mapping that makes it quick to reach a specific tab. The I stands for Instruction, and using Shift with it distinguishes this action from other common shortcuts. Ctrl+F is typically Find, Ctrl+N is New, and Ctrl+T is New Tab in many programs—none of these specifically open the Recipe Instruction tab. Shift+I is designed to directly open that tab, giving you fast, one-step access to the instructions without extra clicks.

10. Which of the following describes the correct handling of a price discrepancy when the system shows a mismatch and cannot be resolved by the associate immediately?

A. Verify the price with the customer and apply the correct pricing per policy

B. Proceed with the higher price to ensure sales

C. Cancel the order automatically

D. Cancel the item from the cart without notification

Handling price discrepancies requires accurate pricing and clear customer communication. When the system shows a mismatch and you can't resolve it immediately, verify the price with the customer and apply the correct pricing per policy. This protects the customer from being charged incorrectly, preserves pricing integrity, and aligns with fair-service standards. Going with the higher price to close the sale undermines policy and can create liability or trust issues. Auto-canceling the order or removing the item without notifying the customer leaves them uninformed and disrupts service. If you can't resolve it on the spot, follow the policy: confirm the price with the customer, apply the correct price, and escalate to a supervisor if needed for verification or override.

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://syscomarketassociate.examzify.com>

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

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