

The Conference National Board (NBE) - Management and Merchandising & Casket Parts 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. What term describes revenue minus cost of goods sold?**
 - A. Gross profit**
 - B. Net income**
 - C. Operating income**
 - D. Gross margin**

- 2. A business that provides a service rather than a tangible product is called what?**
 - A. Manufacturing firm**
 - B. Retail store**
 - C. Nonprofit**
 - D. Service business**

- 3. A source of market data that compiles population statistics with regard to distribution of population by region, etc**
 - A. Population data set**
 - B. Population register**
 - C. Market statistics bulletin**
 - D. Census of population**

- 4. When interior material is tightly stretched across the panel of the casket, this finish is described as what?**
 - A. Tightened**
 - B. Lined**
 - C. Padded**
 - D. Tailored**

- 5. The anticipated value of an asset upon liquidation is referred to as what?**
 - A. Liquidation value**
 - B. Market value**
 - C. Replacement value**
 - D. Book value**

- 6. What is the display device used to present two caskets in floor space typically occupied by one?**
- A. Casket rack**
 - B. Display case**
 - C. Altar display**
 - D. Casket stand**
- 7. Any pricing method would be based on:**
- A. Cost**
 - B. All of these**
 - C. Market demand**
 - D. Customer preferences**
- 8. In a sealer casket, the rubber gasket is generally located between which parts?**
- A. Between the inner lid and the outer shell**
 - B. On the exterior surface of the lid**
 - C. Between the base and the shell**
 - D. Between the rim flange and the top body molding flange**
- 9. Bi-unit pricing shows separately the price of which two components?**
- A. Tax and shipping**
 - B. Labor and materials**
 - C. Services and labor**
 - D. Services and casket**
- 10. Which concept focuses on hiring, training, and retaining staff?**
- A. Operations management**
 - B. Talent management**
 - C. Human resources management**
 - D. Personal management**

Answers

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

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Explanations

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1. What term describes revenue minus cost of goods sold?

- A. Gross profit**
- B. Net income**
- C. Operating income**
- D. Gross margin**

Revenue minus the cost of goods sold equals gross profit. The revenue figure represents money earned from selling goods or services, while cost of goods sold covers the direct costs tied to those goods. What remains after subtracting COGS is the gross profit, showing profit from core selling activities before overhead and other expenses. This is different from gross margin, which is the gross profit expressed as a percentage of revenue. It's also distinct from operating income (gross profit minus operating expenses) and net income (the bottom line after taxes and other non-operating items). For example, if revenue is 500 and COGS is 300, gross profit is 200; gross margin would be $200/500 = 40\%$.

2. A business that provides a service rather than a tangible product is called what?

- A. Manufacturing firm**
- B. Retail store**
- C. Nonprofit**
- D. Service business**

The key idea is distinguishing what a business primarily offers. A service business provides value through actions, expertise, or performance rather than a physical good. Think of consulting, cleaning, or hairdressing—owners deliver an experience or outcome instead of a tangible item. That's why this option fits: the core offering is a non-physical service. The other options describe different business models. A manufacturing firm turns raw materials into tangible products. A retail store sells physical goods to customers rather than performing a service as its main offering. A nonprofit is defined by its mission and how it uses its resources to pursue it, not by offering services versus products, though nonprofits can provide services; the category here centers on the nature of the output, which is a service in this case.

- 3. A source of market data that compiles population statistics with regard to distribution of population by region, etc**
- A. Population data set**
 - B. Population register**
 - C. Market statistics bulletin**
 - D. Census of population**

This item tests knowing which data source provides comprehensive population distribution information. A census of population is designed to count every person and gather demographic details, typically broken down by region, urban/rural areas, and other geographic and demographic categories. This makes it the most reliable source for understanding how the population is distributed across regions for market analysis. A population data set is just a collection of numbers and may not be complete, standardized, or geographically detailed. A population register is an administrative list of residents; while useful, it isn't inherently organized for broad market distribution analysis or regularly published in the form of region-by-region statistics. A market statistics bulletin focuses on market-related indicators rather than full demographic distribution. So, the census of population best fits the description.

- 4. When interior material is tightly stretched across the panel of the casket, this finish is described as what?**
- A. Tightened**
 - B. Lined**
 - C. Padded**
 - D. Tailored**

When fabric is pulled tight and fitted cleanly over the panel, the look is described as a tailored finish. This term conveys a neat, precise surface where the material is stretched taut and secured to create clean edges and a smooth, formal appearance, much like tailored clothing. Padded would imply added cushioning and a softer, cushioned surface; lined refers to fabric forming a basic lining without the emphasis on a tight fit; tightened describes the action of pulling the fabric taut but isn't the standard finish name.

- 5. The anticipated value of an asset upon liquidation is referred to as what?**
- A. Liquidation value**
 - B. Market value**
 - C. Replacement value**
 - D. Book value**

Liquidation value is the amount an asset would bring if it were sold quickly in a liquidation scenario. It represents the cash the seller expects to realize under forced or urgent sale conditions, often at a discount compared to a normal market sale because buyers have less time to evaluate the asset and there may be additional costs or discounts applied to move the asset fast. This differs from market value, which is the price achievable in a standard, orderly sale with time to find a buyer. Replacement value is the cost to acquire a similar asset new, not what you'd get by selling. Book value is the asset's value recorded on the balance sheet, typically its original cost minus depreciation.

6. What is the display device used to present two caskets in floor space typically occupied by one?

- A. Casket rack**
- B. Display case**
- C. Altar display**
- D. Casket stand**

Space efficiency in the showroom is the key idea. A casket rack is specifically designed to display more than one casket in the footprint normally occupied by a single unit, often by using two levels or a stacked arrangement. This lets two caskets be viewed in the same floor space, helping customers compare options without needing extra room. The other options aren't meant for this kind of display: a display case is a glass enclosure for keepsakes, not a typical two-casket display; an altar display is used for ceremonies; and a casket stand supports a single casket during viewing or service.

7. Any pricing method would be based on:

- A. Cost**
- B. All of these**
- C. Market demand**
- D. Customer preferences**

Pricing decisions rely on multiple inputs working together. You need to cover costs and secure a healthy margin, so cost becomes the baseline. At the same time, you can't ignore market demand—knowing how much families are willing to pay and how price changes affect sales helps set a realistic price level. Additionally, customer preferences shape perceived value; if families value certain features, service levels, or customization, they're willing to pay more or expect a different price. Because effective pricing usually blends cost considerations, demand signals, and the value customers place on offerings, a pricing method is based on all of these factors. In practice, you might lean on one factor more (for example, cost-based vs. value-based pricing), but the best approach integrates cost, demand, and customer value, which is why "All of these" is the most appropriate choice.

8. In a sealer casket, the rubber gasket is generally located between which parts?

- A. Between the inner lid and the outer shell**
- B. On the exterior surface of the lid**
- C. Between the base and the shell**
- D. Between the rim flange and the top body molding flange**

The seal is created where the lid meets the base, using a rubber gasket placed in the sealing groove formed by the rim flange and the top body molding flange. When the lid is closed, these flanges press against the gasket, forming a tight seal to limit leakage. This arrangement is what gives sealer caskets their airtight or sanitary seal. Other locations wouldn't line up with the closing surfaces or would fail to create a proper seal.

9. Bi-unit pricing shows separately the price of which two components?

- A. Tax and shipping**
- B. Labor and materials**
- C. Services and labor**
- D. Services and casket**

Bi-unit pricing presents the bill as two distinct parts: the services the funeral home provides and the merchandise you select for burial, specifically the casket. This separation makes it clear what you're paying for in each category—the professional services (planning, coordination, use of facilities, staff time) and the product itself (the casket). It also helps with transparency and comparison, aligning with pricing rules that require itemized cost presentation. Other potential pairings like tax, shipping, or generic labor and materials aren't the standard two-unit breakdown used in this pricing method, whereas services and the casket are the two components it highlights.

10. Which concept focuses on hiring, training, and retaining staff?

- A. Operations management**
- B. Talent management**
- C. Human resources management**
- D. Personal management**

Hiring, training, and keeping staff is the core activity of personnel management, often called personal management. This function focuses on the workforce lifecycle: recruiting the right people, onboarding and developing them through training, and implementing strategies to retain employees so the organization maintains its talent and productivity. Think of it as the practical, day-to-day people management side that ensures the organization has the right people in place, prepared for their roles, and motivated to stay. While human resources management covers a broad range of HR activities (policy, compliance, compensation, benefits, etc.) and talent management emphasizes developing and retaining high-potential employees, the term that most directly describes hiring, training, and retaining staff is personal (personnel) management.

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://nbemgmtmerchcasketparts.examzify.com>

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

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