

THE CONFERENCE NATIONAL BOARD (NBE) – MANAGEMENT AND MERCHANDISING & CASKET PARTS PRACTICE TEST (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE**

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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 of the following is a cross-selling strategy in showroom merchandising?**
 - A. Place related items together (e.g., caskets with lining, vaults with outer displays) and use signage to suggest complementary products.
 - B. Display only a single product per shelf with no signs.
 - C. Remove all signage to simplify the display.
 - D. Rotate all items randomly without grouping.
- 2. A gathered type of casket interior produced on a sewing machine with multiple needles is called what?**
 - A. Shirred
 - B. Tufted interior
 - C. Pleated
 - D. Quilted
- 3. The crown and ogee are part of the casket's exterior decorative area known as the what?**
 - A. Lining
 - B. Shell
 - C. Hardware
 - D. Interior
- 4. What is the function of a casket cap panel?**
 - A. It seals the interior and prevents moisture.
 - B. It attaches the base to the frame.
 - C. It forms part of the lid's upper structure and may contribute to aesthetic design.
 - D. It houses ventilation features.
- 5. The thickness of a non-ferrous metal casket is expressed in terms of which measurement?**
 - A. Inches
 - B. Ounces per square foot
 - C. Gauge
 - D. Millimeters

- 6. Describe the importance of public relations in managing a funeral home's reputation.**
- A. It helps build trust, manage crises, and communicate service quality and community involvement.
 - B. It is mainly useful for advertising high-margin products.
 - C. It replaces the need for quality service.
 - D. It should focus on internal operations rather than external communication.
- 7. What term describes credit extended by one business to another to help finance distribution of producer's goods?**
- A. Bank line
 - B. Consumer loan
 - C. Trade credit
 - D. Installment credit
- 8. Which elements should a funeral home marketing plan outline?**
- A. Objectives, target audiences, messaging, channels, and measurement for growth and brand equity.
 - B. Operations manual for staff roles.
 - C. Inventory control schedules.
 - D. Maintenance and facility planning.
- 9. Which financial metric is used to assess profitability after direct costs are considered?**
- A. Net profit margin
 - B. Operating income
 - C. Gross margin
 - D. Return on equity
- 10. Hardwood caskets are made from wood from what type of tree?**
- A. Needleleaf trees
 - B. Softwood
 - C. Fruit trees
 - D. Leaf-bearing trees

Answers

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

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Explanations

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1. Which of the following is a cross-selling strategy in showroom merchandising?

- A. Place related items together (e.g., caskets with lining, vaults with outer displays) and use signage to suggest complementary products.**
- B. Display only a single product per shelf with no signs.
- C. Remove all signage to simplify the display.
- D. Rotate all items randomly without grouping.

Cross-selling in showroom merchandising happens when you present related items together and use prompts to show how they work as a complete setup. By placing items that naturally go together—like a casket with its lining or a vault with its outer display—side by side and adding signage that suggests complementary products, you make it easy for families to envision the full package. The proximity and clear guidance help customers see options they might add, such as matching interior finishes or additional accessories, which can lead to a larger, more satisfying purchase. If you only display one product per shelf with no signs, the opportunity to suggest related items is lost. There's no visible path for the customer to consider a complete solution, so cross-sell potential drops. Removing signage reduces that guidance even further, since there are no cues indicating compatibility or value. Rotating items randomly without grouping breaks the sense of a cohesive offering and makes it harder for customers to imagine how items fit together, undermining the purpose of cross-selling in a showroom.

2. A gathered type of casket interior produced on a sewing machine with multiple needles is called what?

- A. Shirred**
- B. Tufted interior
- C. Pleated
- D. Quilted

Shirred interior describes fabric that is gathered into rows by stitching, creating a soft, pleated look across the surface. This effect is achieved on a sewing machine with multiple needles by running several parallel lines of stitches that pull the fabric together, often using elastic thread to form evenly spaced gathers. This gathered texture is what sets it apart from other interior finishes: tufted interiors have raised, button-like dimples created by tufting; pleated interiors have folds but not the elastic-driven gathering; and quilted interiors involve padding and stitched patterns between layers. Because the machine-gathered, elastic-driven technique produces the distinctive gathered surface, the interior is known as shirred.

3. The crown and ogee are part of the casket's exterior decorative area known as the what?

- A. Lining
- B. Shell**
- C. Hardware
- D. Interior

The crown and ogee are part of the exterior decorative area called the shell. The crown is the top decorative portion, and the ogee is the curved molding that shapes the upper edge as it flows down to the sides. Together they define the visible outer surface of the casket. The interior is separate and includes the lining and cushioning, while hardware covers handles and hinges, so those terms describe different parts.

4. What is the function of a casket cap panel?

- A. It seals the interior and prevents moisture.
- B. It attaches the base to the frame.
- C. It forms part of the lid's upper structure and may contribute to aesthetic design.**
- D. It houses ventilation features.

The cap panel is the upper portion of the casket lid; it helps form the lid's exterior shape and provides the visible surface that defines the cap's appearance. It often carries the upholstery and decorative finish that contribute to the overall style of the casket. It isn't responsible for sealing moisture (that's the gasket/inner lining), attaching the base to the frame, or housing ventilation features, so those options describe functions outside the cap panel's role.

5. The thickness of a non-ferrous metal casket is expressed in terms of which measurement?

- A. Inches
- B. Ounces per square foot**
- C. Gauge
- D. Millimeters

Non-ferrous casket thickness is described by weight per area: ounces per square foot. This standard ties the sheet metal's thickness to how heavy a given area of the metal is, which works well across different non-ferrous metals like copper, bronze, and aluminum that have different densities. Using a weight-per-area measure lets you compare thicknesses consistently even when the metals themselves weigh differently. Inches or millimeters are direct thickness measurements, but they don't account for density differences between metals, so they're less practical for non-ferrous materials in this context. Gauge is a separate system historically used for ferrous metals and doesn't translate consistently across different non-ferrous metals, making it less suitable for describing their thickness.

6. Describe the importance of public relations in managing a funeral home's reputation.

- A. It helps build trust, manage crises, and communicate service quality and community involvement.
- B. It is mainly useful for advertising high-margin products.
- C. It replaces the need for quality service.**
- D. It should focus on internal operations rather than external communication.

Public relations in managing a funeral home's reputation focuses on building trust with families and the community, handling crises effectively, and clearly communicating the quality of care and ongoing community involvement. In funeral service, trust comes from consistent empathy, transparency, and reliability, which PR helps convey across communications and channels. When sensitive situations arise, PR guides the message, provides accurate information, and demonstrates responsiveness, reducing confusion and protecting credibility. It's important to recognize that PR cannot replace strong, compassionate service; it can shape how that service is perceived, but it won't fix a lapse in quality or ethics. Likewise, PR should engage with external audiences and showcase service standards and community support rather than just advertising or focusing only on internal operations.

7. What term describes credit extended by one business to another to help finance distribution of producer's goods?

- A. Bank line
- B. Consumer loan
- C. Trade credit**
- D. Installment credit

Trade credit is credit extended by one business to another to help finance the distribution of producer's goods. It typically lets the buyer receive goods now and pay later, under agreed terms such as net 30, which helps the distributor or retailer move products through the channel without tying up cash immediately. For the seller, it creates an accounts receivable; for the buyer, a current liability, and it's usually short-term to keep the distribution flow smooth. This differs from a bank line, which is a financing facility provided by a bank rather than a supplier tied to specific goods; a consumer loan, which goes to individuals for personal purchases; and installment credit, which is a loan repaid over time for consumer or personal items rather than inter-business distribution financing.

8. Which elements should a funeral home marketing plan outline?

- A. Objectives, target audiences, messaging, channels, and measurement for growth and brand equity.
- B. Operations manual for staff roles.**
- C. Inventory control schedules.
- D. Maintenance and facility planning.

The main idea here is what belongs in planning a funeral home marketing strategy. A strong marketing plan clearly lays out what you want to achieve (objectives), who you're trying to reach (target audiences), what you'll say to them (messaging), where you'll reach them (channels), and how you'll know if you're succeeding (measurement). Each piece helps ensure your efforts are purposeful and trackable: objectives give direction, target audiences keep messaging focused on the families and referral sources you serve, messaging sets the tone and promises you communicate, channels determine where you'll place those messages, and measurement shows what's working and what needs adjustment. In funeral service marketing, this might mean targeting local families and pre-need prospects, crafting compassionate, trustworthy messages about personalized care and transparent pricing, using channels like your website, social media, local partnerships, and community events, and tracking metrics such as inquiries, pre-need sign-ups, and referrals to gauge impact. Other items mentioned—an operations manual for staff roles, inventory control schedules, and maintenance and facility planning—are important for running the business day to day, but they belong in operations, not in a marketing plan.

9. Which financial metric is used to assess profitability after direct costs are considered?

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

Profitability after direct costs are accounted for is measured by gross margin. Gross margin shows how much money remains from sales after subtracting the cost of goods sold, which are the direct costs tied to producing the goods or services. It can be expressed as a dollar amount or as a percentage of net sales, and it reflects how efficiently production and pricing cover those direct costs. Other metrics blend in indirect expenses or relate to different perspectives: net profit margin includes all expenses, operating income focuses on core operations minus operating costs, and return on equity ties profitability to shareholders' equity. So gross margin is the best fit for measuring profitability after direct costs.

10. Hardwood caskets are made from wood from what type of tree?

- A. Needleleaf trees
- B. Softwood
- C. Fruit trees
- D. Leaf-bearing trees**

Hardwood refers to wood from broadleaf trees that have wide, flat leaves and reproduce seeds via a fruit. This distinguishes it from softwood, which comes from needleleaf conifer trees. Since hardwoods come from leaf-bearing trees, hardwood caskets are typically made from wood sourced from these broadleaf species. Examples include oak, maple, walnut, and cherry. While fruit trees are indeed leaf-bearing, the broader category used for describing hardwoods is leaf-bearing trees, not needleleaf or softwood.

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://nbemgmtmerhcasketparts.examzify.com>

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

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