

Exam Name - Certified Business Development Manager (CBDM)[™]

Sample Exam

1. What is the primary role of a business development manager?
 - A. To design marketing materials
 - B. To manage internal audits
 - C. To identify growth opportunities and build strategic relationships
 - D. To supervise day-to-day operations

Answer **C**

2. What does a SWOT analysis help a business development manager do?
 - A. Determine staff bonuses
 - B. Forecast quarterly sales
 - C. Analyze strengths, weaknesses, opportunities, and threats
 - D. Create email campaigns

Answer **C**

3. What is a sales funnel?
 - A. A pricing strategy
 - B. A type of CRM software
 - C. The process a potential customer goes through from lead to purchase
 - D. A method for competitor analysis

Answer **C**

4. Which of the following best describes the B2B (Business-to-Business) sales model?

- A. Selling directly to individual consumers
- B. Selling services through government contracts
- C. Selling products or services to other businesses
- D. Promoting products via social media

Answer **C**

5. When should a business development manager use a cold call approach?

- A. To reach out to potential leads with no prior contact
- B. To manage inventory
- C. To follow up on incoming orders
- D. To negotiate payment terms

Answer **A**

6. In negotiation, the term BATNA stands for:

- A. Best Alternative to a Negotiated Agreement
- B. Basic Account Terms and Notes Agreement
- C. Buyer Action Timeline and Needs Assessment
- D. Business Analysis, Trends, Negotiation, Agreement

Answer **A**