

Exam Name - Certified Manager of Quality (CMQ)

Sample Exam

1. Which training method uses real-life scenarios for learning?

- A. Simulation
- B. Role-playing
- C. Case study
- D. Focus groups

Answer A

2. What is Customer Value Analysis?

- A. Spending-habits analysis
- B. Lifetime value evaluation
- C. Philosophy to make customers feel valued
- D. Capturing customer-perceived value

Answer D

3. What's NOT a reason for customer segmentation?

- A. Data collection via surveys
- B. Focus based on customer needs
- C. Price differentiation by segment
- D. Prioritizing product/marketing efforts

Answer A

4. Key factor in successful improvement projects?

- A. Team trained in quality tools
- B. Leadership training for all
- C. Team leader as Black Belt
- D. Active, visible management support

Answer **D**

5. Which isn't a tool for gathering customer feedback?

- A. Surveys
- B. FMEA
- C. Complaint forms
- D. Warranty analysis

Answer **B**

6. Purpose of a Business Continuity Plan?

- A. Guide recovery if threats occur
- B. ISO 9001:2015 mandated
- C. Role succession planning
- D. Daily operations plan

Answer **A**