

Exam Name - Certified Sales and Marketing Consultant (CSMC)[™]

Sample Exam

1. Which of the following best describes the AIDA model?

- A. Awareness → Interest → Design → Action
- B. Attract → Inspire → Desire → Act
- C. Awareness → Interest → Desire → Action
- D. Access → Influence → Decision → Acquisition

Answer **C**

2. What is a primary benefit of inbound marketing?

- A. Pushes sales messages to customers
- B. Generates leads through valuable, permission-based content
- C. Reduces the cost of personal selling
- D. Relies solely on paid advertising

Answer **B**

3. A key characteristic of consultative selling is:

- A. Pushing product features aggressively
- B. Offering the lowest price in market
- C. Relying on high-volume cold calls
- D. Understanding and solving customer needs

Answer **D**

4. In brand positioning, a brand's unique value proposition (UVP) should:

- A. Be generic enough for all audiences
- B. Clearly articulate a compelling difference and benefit
- C. Focus exclusively on pricing
- D. Copy competitors' claims

Answer **B**

5. Which KPI best measures website lead quality?

- A. Total website visits
- B. Bounce rate
- C. Conversion rate to a sales-qualified lead (SQL)
- D. Social media followers

Answer **C**

6. What is the most effective way to manage a long sales cycle?

- A. Reducing customer touchpoints
- B. Ignoring prospect objections
- C. Using a sales funnel with staged nurturing and follow-up
- D. Relying on volume-only tactics

Answer **C**