

## **Exam Name - Certified Wholesale & Retail Manager (CWRM)<sup>™</sup>**

### **Sample Exam**

- 1.** What is a key advantage of personal selling in retail?  
  
A. It is inexpensive to maintain sales staff  
B. Enables negotiation and long-term relationship building  
C. Offers limited customer interaction  
D. Delays immediate decisions  
  
Answer **B**
  
- 2.** Which option best describes "time utility"?  
  
A. Making goods available when customers need them  
B. Reducing cost of goods  
C. Ensuring buyers own the merchandise  
D. Offering products at lowest price  
  
Answer **A**
  
- 3.** Which marketing approach emerged most recently?  
  
A. Mass marketing  
B. Target marketing  
C. Product-variety marketing  
D. Niche specialization

Answer **C**

**4.** What is the primary goal of retailer-based data mining?

- A. To adjust store layout
- B. To gain actionable insights on customers, vendors, and merchandise
- C. To calculate COGS
- D. To set employee schedules

Answer **B**

**5.** Which of the following is a direct marketing method?

- A. Personal selling
- B. Television commercials
- C. Social media ads
- D. Direct mail

Answer **D**

**6.** A “specialog” catalog typically:

- A. Lists general consumer goods
- B. Caters to a specific customer segment with focused items
- C. Is mailed to all customers evenly
- D. Is used only for seasonal promotions

Answer **B**