
CMKG CPCM study guide exam Graded-A 2024

A. Market shares. Through a compilation of banners in the data. - CORRECT
ANSWER-Which of the following analytics is NOT available in retailer POS data?

- A. Market shares. Through a compilation of banners in the data.
- B. All of these analytics are available in retailer POS data.
- C. Trends. Through time variations available in the data.
- D. Sales and profit analysis. Through total store, aisle, department, brand, and segment.
- E. Shopper insights. Through transactional and shopping basket data.

A. Ensuring the loyalty card data updates correctly. - CORRECT
ANSWER-What's the least important consideration when creating a monthly updated store-level report from syndicated scanner data?

- A. Ensuring the loyalty card data updates correctly.
- B. Planning for new store openings or closures.
- C. Identifying key performance indicators.
- D. Planning for new products that may be introduced after the report is created.

D. \$106,250.00 (Work =Sales / AC Distribution... = 8,500,000/80) - CORRECT
ANSWER-If a SKU has achieved \$8,500,000 in sales and has 80% ACV distribution, what is its Sales per Point of Distribution (SPPD)?

- A. \$531.25
- B. \$1,062.50
- C. \$106.25
- D. \$106,250.00

True (share) - CORRECT
ANSWER-True or false? If a retailer sells \$135 million in 13 weeks and grew 20% vs year ago and the Market sells \$500 million in 13 weeks and grew 18% versus a year ago then the retailer is gaining \$ share.

A. Share of features by brand divided by the brand's dollar share within the category -
CORRECT
ANSWER-How do you determine fair share of features for a brand?

- A. Share of features by brand divided by the brand's dollar share within the category
- B. Dollar sales sold on feature divided by total dollar sales for a brand
- C. Share of features by brand for the market minus share of features by brand for the retailer
- D. Promoted sales share by brand minus base sales share by brand

Cpcm Study Guide

Examreview



Cpcm Study Guide:

CCCM, CFCM and CPCM Exams Study Guide and Practice Questions 2012 ExamREVIEW,2012-02-09 This is an ALL IN ONE guide covering 3 exams CCCM CFCM and CPCM This is the latest 2012 Edition In the new CCCM exam syllabus General Business Knowledge is no longer tested HOWEVER taking into account the fact that knowledge on the general business environment would help a lot in your exam study effort even though the GB module is no longer required GB related materials are retained in this study guide Note that the CCCM exam does not cover FAR Therefore you may ignore the FAR section altogether The focus is more on the UCC Articles 1 2 and 2a and some general commercial contracting elements If you are new to contract management use this study guide TOGETHER WITH other sources of information to prepare for the exam The exam is easy only if you are experienced in contract management If you are not then lots of readings would have to be done For CFCM FAR is definitely the focus Still knowledge on commercial acquisition and contract is essential as it forms the foundation of modern contract management You should therefore go through the sections on business procurement and commercial contracting in addition to studying FAR Again GB is not tested in the exam As of the time of this writing CCCM and CFCM exams have 150 questions per exam The 110 question format is no longer in use CPCM Candidates need to know both sides of contract management Knowledge on commercial contract and FAR would be required Also some GB stuff will appear in this exam As of the time of this writing the CPCM exam has 179 questions There are several scenario based MC sections In this study product we have both contracting specific and business knowledge sections We label those business knowledge sections as Foundation Knowledge sections These sections have information that is not on the technical aspect of contracting but is still relevant for day to day contract admin works The Sept 2012 FAR revisions have been included in this edition

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