

B2B Practice Test Questions and Answers

1. What is a lead magnet?

- A) A contact manager
- B) A website banner
- C) A free resource to capture leads
- D) An automated reply

2. What does ROI stand for?

- A) Rate of Integration
- B) Return on Investment
- C) Reporting on Insights
- D) Results of Interaction

3. What is conversion rate?

- A) Pages visited
- B) Ad reach
- C) Conversion rate
- D) Bounce rate

4. What is sales enablement?

- A) Hiring more salespeople
- B) Focusing only on quotas
- C) Providing tools and training to the sales team
- D) Cutting marketing costs

Answers: 1-C 2-B 3-C 4-C

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