

CMP Certified Marketing Professional Practice Test Questions and Answers

1. What are the four components of the marketing mix (4 Ps)?

- A) Product, Price, Place, Promotion
- B) Product, Planning, Place, Promotion
- C) Product, Price, People, Promotion
- D) Planning, Price, Place, Promotion

2. Which marketing strategy focuses on targeting a specific segment of the market?

- A) Mass marketing
- B) Niche marketing
- C) Undifferentiated marketing
- D) Global marketing

3. What does ROI stand for in marketing measurement?

- A) Rate of Interest
- B) Return on Investment
- C) Revenue over Income
- D) Risk of Investment

4. Which stage of the customer journey involves post-purchase evaluation?

- A) Awareness
- B) Consideration
- C) Purchase
- D) Retention/Loyalty

Answers: 1-A 2-B 3-B 4-D

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