

## **CPCA Practice Test Exam Questions With Complete Solutions**

1. Is the acronym GMROI important to the practice of category management? - answer✓✓No
1. Is the acronym DSD in-store merchandising materials used to catch shopper's attention? - answer✓✓No
1. Does referring to a product as incremental mean that the product is unavailable at the shelf or point of purchase? - answer✓✓No
1. Which one of these statements best represents an attribute of a Club store? - answer✓✓1.  
a. Club stores offer a better value for consumers and as a result of that the channel is growing
1. Which of the following best describes three in-store retail factors affected by SKU proliferation? - answer✓✓a. Variety, placement and space
1. Which of the following pricing strategies is Walmart's primary go to market approach? - answer✓✓a. EDLP
1. Which of the following best reflect the tactics of limited assortment stores? - answer✓✓a. Limited SKU counts, low prices, limited service, small store footprint
1. The grocery industry is basically recession proof; therefore in difficult economic time's shelf planning strategy won't change. - answer✓✓False
1. Is Base Volume additional sales beyond what is expected due to promotional activity? - answer✓✓No
1. Is the acronym DOS the average number of days current inventory will last? - answer✓✓Yes
1. Is facing the count or linear space a single product occupies? - answer✓✓Yes
1. Which of the following best represents the primary concerns driving shopper purchase decisions? - answer✓✓a. Quality, value and convenience
1. Shoppers today often shop in how many different channels? - answer✓✓a. Most shoppers will shop across 5 or more channels to purchase the products and services they need
1. Which of the following is an effect that changing consumer demographics are having on retailers? - answer✓✓a. Shopper clustering is increasingly important

# Cpca Test Study Guide

**JL Elias**



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