GMETRIX MARKETING PRACTICE EXAM (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR THE FULL VERSION STUDY GUIDE

https://gmetrixmarketing.examzify.com

Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright 1

Table of Contents 2

Introduction 3

How to Use This Guide 4

Questions 5

Answers 8

Explanations 10

Next Steps 15

SAMPLE

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

SAMPLE

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

SAMPLE

Questions

SAMPLE

1. Variable costs _____ depending on production.

A. Decrease

B. Stay the same

C. Fluctuate

D. Increase

2. Which pairing correctly matches the distribution type to its description?

A. Temporary storage - Fulfillment center; Long-term storage - Distribution center

B. Temporary storage - Distribution center; Long-term storage - Fulfillment center

C. Temporary storage - Distribution center; Long-term storage - Fulfillment center

D. Temporary storage - Fulfillment center; Long-term storage - Distribution center

3. A regional sales map shows low sales in the Midwest. To boost performance, where should the company focus its future sales efforts?

A. In the South

B. In the North

C. In the Midwest

D. On the East Coast

4. Which statement best describes a Pitch Deck?

A. Pitch decks are highly visual, typically 10-20 slides, and used to get investor buy-in.

B. Pitch decks are quiet, text-heavy documents intended for internal use only.

C. Pitch decks are unnecessary for investor outreach.

D. Pitch decks are long-form reports with 100+ pages.

5. Which marketing channel usually occurs when customers have subscribed to receive promotional materials?

A. Email Marketing

B. Mail Marketing

C. Newspaper

D. Television

SAMPLE

6. Kevin owns a toy company. How should he ensure that his customers are receiving a high-quality product?

A. Test a prototype

B. Repair products that have been sold to customers and are broken

C. Survey customers and ask for suggestions

D. Offer a discount on future purchases to customers

7. Which term is defined as: 'Decision-making based on morals and doing the right thing'

A. Personal agency

B. Ethical practices

C. Social responsibilities

D. Collaboration

8. What is the formula for determining a return on investment (ROI)?

A. ROI = (Net profit + Cost of investment) x 100

B. ROI = (Net profit / Cost of investment) / 100

C. ROI = (Net profit - Cost of investment) x 100

D. ROI = (Net profit / Cost of investment) x 100

9. Which of the following is typically a fixed cost?

A. Hourly wages for an office employee

B. Gas for vehicle

C. Monthly rent on a store

D. Equipment maintenance fees

10. Which term matches the definition: 'Working with others towards a common goal'

A. Personal agency

B. Ethical practices

C. Social responsibilities

D. Collaboration

SAMPLE

Answers

SAMPLE

1. C
2. C
3. C
4. A
5. A
6. A
7. B
8. D
9. C
10. D

SAMPLE

Explanations

SAMPLE

1. Variable costs _____ depending on production.

A. Decrease

B. Stay the same

C. Fluctuate

D. Increase

Variable costs are the costs that change as the level of production changes. When you produce more, you need more materials, more labor hours, and more utilities, so total variable costs rise. When you produce less, those inputs are used less, so variable costs fall. Because production can go up or down, variable costs don't stay fixed or move in one single direction; they fluctuate with output. (Total variable costs typically increase with higher production, but the key point is that they vary as production changes.)

2. Which pairing correctly matches the distribution type to its description?

A. Temporary storage - Fulfillment center; Long-term storage - Distribution center

B. Temporary storage - Distribution center; Long-term storage - Fulfillment center

C. Temporary storage - Distribution center; Long-term storage - Fulfillment center

D. Temporary storage - Fulfillment center; Long-term storage - Distribution center

Understanding how storage roles differ across warehousing helps explain why a distribution center is tied to temporary storage while a fulfillment center is tied to longer-term stock. A distribution center is designed for fast throughput: goods arrive, are sorted, and move on to retailers or customers with short dwell times. A fulfillment center is built around continuously supplying customer orders from inventory kept ready for picking, which can involve stock staying on hand longer to meet ongoing demand. Therefore, temporary storage aligns with a distribution center because items don't stay there long as they're routed onward. Long-term storage aligns with a fulfillment center because inventory is maintained to support ongoing order fulfillment. Other pairings would place the functions in ways that don't match how these hubs typically operate.

3. A regional sales map shows low sales in the Midwest. To boost performance, where should the company focus its future sales efforts?

A. In the South

B. In the North

C. In the Midwest

D. On the East Coast

When performance varies by region, the smartest move is to invest where results are weakest to lift overall sales. The Midwest shows low sales, so directing future sales efforts there targets the area with the most potential for improvement. By concentrating resources—through targeted outreach, better distribution, or tailored messaging—this region can grow, which has a meaningful impact on total performance. Expanding in regions not identified as underperforming would risk spreading resources thin without addressing the current shortfall in the Midwest.

SAMPLE

4. Which statement best describes a Pitch Deck?

A. Pitch decks are highly visual, typically 10-20 slides, and used to get investor buy-in.

B. Pitch decks are quiet, text-heavy documents intended for internal use only.

C. Pitch decks are unnecessary for investor outreach.

D. Pitch decks are long-form reports with 100+ pages.

A pitch deck is a concise, visually driven slide presentation used to persuade investors to fund a venture. It's designed to be engaging and easy to skim, usually around 10–20 slides, so you can communicate the opportunity quickly. The deck typically covers the core elements investors want to see: the problem, the solution, the market opportunity, the business model, traction or milestones, the go-to-market plan, the team, and the funding ask. The emphasis on visuals and clear, impactful storytelling helps convey the potential return and spark further discussion, rather than delivering a long, text-heavy report. Other descriptions don't fit because they describe formats or purposes that don't match investor-facing pitching: internal, quiet, text-heavy documents are not meant for attracting external investment; claiming it's unnecessary for investor outreach ignores standard startup practice; and a 100+ page long-form report contradicts the concise, visual nature of a pitch deck.

5. Which marketing channel usually occurs when customers have subscribed to receive promotional materials?

A. Email Marketing

B. Mail Marketing

C. Newspaper

D. Television

Subscribing to promotional materials is a permission-based, opt-in action, and the channel that fits this behavior best is email marketing. When people opt in, brands can send newsletters, deals, and updates directly to their inbox, and marketers can track opens, clicks, and conversions while personalizing content. It's cost-effective, scalable, and includes an easy opt-out, which matches the subscriber-driven nature of this channel. Physical mail requires addresses and is slower and more costly, so it isn't the typical path for someone who has just subscribed to receive promotions. Newspapers and television are broad, mass-media channels that reach large audiences rather than delivering targeted, opt-in messages to individuals.

SAMPLE

6. Kevin owns a toy company. How should he ensure that his customers are receiving a high-quality product?

A. Test a prototype

B. Repair products that have been sold to customers and are broken

C. Survey customers and ask for suggestions

D. Offer a discount on future purchases to customers

Testing a prototype focuses on verifying and validating the product before it goes into mass production, which is essential for high-quality toys. By evaluating a working version, you can uncover design flaws, material issues, and safety risks early—like small parts, sharp edges, or weak joints—and adjust the model, manufacturing process, or chosen materials accordingly. This upfront testing helps ensure the toy meets safety and performance expectations, reduces the chance of recalls, and builds trust with customers who expect reliable, well-made products. Repairing products after sale is reactive and won't prevent quality problems in the first place. Surveying customers provides valuable feedback, but it doesn't directly guarantee the product's safety or durability. Offering discounts to future purchases is a sales tactic that doesn't address the actual quality of the current product. In the toy industry, starting with thorough prototype testing is the strongest foundation for delivering a high-quality, safe, and durable product.

7. Which term is defined as: 'Decision-making based on morals and doing the right thing'

A. Personal agency

B. Ethical practices

C. Social responsibilities

D. Collaboration

The main idea is making decisions based on morals and doing the right thing. Ethical practices describe actions that align with established standards of what is right and fair, reflecting integrity, honesty, and respect in everyday choices. It's about evaluating outcomes through a moral lens and choosing behavior that upholds values like fairness, transparency, and accountability. Personal agency is about the ability to act independently, which can involve moral choice but isn't defined by morality alone. Social responsibilities refer to duties to society and stakeholders beyond individual decisions, often focusing on broader obligations of organizations or individuals. Collaboration centers on working with others, which is about teamwork rather than moral judgment. So the term that best fits decision-making based on morals and doing the right thing is ethical practices.

8. What is the formula for determining a return on investment (ROI)?

A. ROI = (Net profit + Cost of investment) x 100

B. ROI = (Net profit / Cost of investment) / 100

C. ROI = (Net profit - Cost of investment) x 100

D. ROI = (Net profit / Cost of investment) x 100

ROI measures how effectively you turn invested money into profit, expressed as a percentage. The best formula compares the net profit to the amount invested, then converts that ratio to a percent. Net profit is what you earn after subtracting all costs from revenue, and the cost of investment is the initial amount put into the project. Multiply by 100 to express as a percentage. For example, if you invest $1,000 and generate a net profit of $200, ROI = (200 / 1000) x 100 = 20%. The other options don't provide a proper ratio of profit to cost: adding costs to profit, dividing by cost and then by 100, or subtracting costs from profit all fail to express the return per dollar invested.

SAMPLE

9. Which of the following is typically a fixed cost?

A. Hourly wages for an office employee

B. Gas for vehicle

C. Monthly rent on a store

D. Equipment maintenance fees

Fixed costs stay the same regardless of how much activity you have. The monthly rent on a store fits this because it's a set amount paid each month whether sales are up or down. That constancy is what makes it a fixed cost. In contrast, costs tied to usage or activity vary: hourly wages change with the number of hours worked, gas for a vehicle varies with how much you drive, and maintenance fees often depend on service needs or usage.

10. Which term matches the definition: 'Working with others towards a common goal'

A. Personal agency

B. Ethical practices

C. Social responsibilities

D. Collaboration

Collaboration is about working with others toward a common goal. It involves sharing ideas, coordinating actions, and pooling resources to achieve something that none could do alone. Effective collaboration requires clear communication, defined roles, and mutual trust so everyone stays aligned on the objective and timelines. The other terms describe different ideas: personal agency is about acting independently, ethical practices concern moral standards in behavior, and social responsibilities are duties to a broader community. When the emphasis is on joint effort toward a shared aim, collaboration is the best fit.

SAMPLE

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

https://gmetrixmarketing.examzify.com

We wish you the very best on your exam journey. You've got this!

SAMPLE