

American Marketing Association Certification Practice Test Questions and Answers

1. What is the primary focus of the American Marketing Association's definition of marketing?

- A) Creating value for customers and building relationships
- B) Increasing sales at any cost
- C) Focusing solely on advertising
- D) Eliminating competition

2. Which marketing mix element involves determining the right price strategy?

- A) Product
- B) Price
- C) Place
- D) Promotion

3. What does ROI stand for in marketing metrics?

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

4. Which research method provides quantitative data about consumer behavior?

- A) Focus groups only
- B) In-depth interviews
- C) Surveys and statistical analysis
- D) Observation studies only

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

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