

B2B Marketing Certification Practice Test Questions and Answers

1. What is the primary difference between B2B and B2C marketing?

- A) B2B uses only print media
- B) B2B focuses on business decision-makers and longer sales cycles
- C) B2B doesn't use digital marketing
- D) B2B only uses cold calling

2. Which metric is most important for measuring B2B marketing success?

- A) Social media likes only
- B) Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs)
- C) Website color schemes
- D) Number of employees

3. What is account-based marketing (ABM) in B2B?

- A) Mass marketing to all companies
- B) Targeted marketing approach focusing on specific high-value accounts
- C) Social media marketing only
- D) Email marketing exclusively

4. Which content type is most effective in B2B lead generation?

- A) Entertainment videos only
- B) White papers, case studies, and industry reports
- C) Personal blog posts
- D) Celebrity endorsements

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

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