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Question: 1

Assertion: "Empathy is a critical skill for proposal managers when interacting with customers."

Reason: "It helps proposal managers understand and respond to customer emotions and needs effectively."

Response:

- A. Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- B. Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.
- C. The Assertion is true, but the Reason is false.
- D. Both Assertion and Reason are false.

Answer: A

Question: 2

Which interpersonal skills are important for building trust with prospective customers?

(Select all that apply)

Response:

- A. Active listening
- B. Empathy
- C. Assertiveness
- D. Domination of discussions

Answer: A,B,C

Question: 3

Match the following persuasive writing principles with their descriptions:

Principle

- A. Clarity
- B. Conciseness
- C. Customer Focus
- D. Structured Format

Description

- 1. Using simple and direct language
- 2. Avoiding unnecessary details

- 3. Highlighting benefits for the customer
- 4. Organizing content logically

Response:

- A. A - 1, B - 2, C - 3, D - 4
- B. A - 4, B - 2, C - 3, D - 1
- C. A - 1, B - 2, C - 4, D - 3
- D. A - 1, B - 3, C - 2, D - 4

Answer: A

Question: 4

Assertion: "A proposal schedule is vital for managing customer expectations."

Reason: "A schedule helps allocate resources based on internal availability."

Response:

- A. Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- B. Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.
- C. The Assertion is true, but the Reason is false.
- D. Both Assertion and Reason are false.

Answer: B

Question: 5

Which tool is most suitable for storing customer and competition information in an opportunity management plan?

Response:

- A. SWOT Analysis
- B. CRM Software
- C. Excel Spreadsheet
- D. Balanced Scorecard

Answer: B

Question: 6

What are the key components of a work breakdown structure (WBS)?

(Select all that apply)

Response:

- A. List of tasks and activities
- B. Team assignments
- C. Customer budget details
- D. Timeline for each task

Answer: A,B,D

Question: 7

What is the primary purpose of a work breakdown structure (WBS) in proposal development?
Response:

- A. To outline the customer's decision-making process
- B. To break down proposal activities into manageable tasks
- C. To provide a financial analysis of the project
- D. To summarize the proposal content in one document

Answer: B

Question: 8

Assertion: "Early development of the value proposition is unnecessary if the price is competitive."
Reason: "Pricing alone is sufficient to win proposals in most cases."
Response:

- A. Both Assertion and Reason are true, and the Reason is the correct explanation of the Assertion.
- B. Both Assertion and Reason are true, but the Reason is not the correct explanation of the Assertion.
- C. The Assertion is false, but the Reason is true.
- D. Both Assertion and Reason are false.

Answer: D

Question: 9

Match each sales activity with the corresponding phase in the business winning lifecycle:
Sales Activity

- A. Opportunity Qualification
 - B. Customer Engagement
 - C. Competitor Analysis
 - D. Bid/No-Bid Decision
- Phase

1. Pre-proposal Planning
2. Opportunity Management
3. Proposal Development
4. Initial Capture Planning

Response:

- A. A - 4, B - 1, C - 2, D - 3
- B. A - 1, B - 4, C - 2, D - 3
- C. A - 2, B - 1, C - 3, D - 4
- D. A - 4, B - 3, C - 1, D - 2

Answer: A

Question: 10

What are appropriate actions when managing risk strategies for proposal development?
(Select all that apply)

Response:

- A. Creating a risk register
- B. Assigning risk owners
- C. Ignoring risks unlikely to occur
- D. Regularly reviewing and updating the risk plan

Answer: A,B,D

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