



Monument Builders of North America
Certified Memorialist Recertification Quiz – Open Book
Version 3

All information below can be found in the 2008 version of the Certification Manual. The Manual may be used in completing the reexamination.

Chapter 1

1. An above-ground burial structure is called a _____.
2. The real start of cremation began in the U.S. in _____.
3. Name three memorial options for cremation.
 - a. _____
 - b. _____
 - c. _____

Chapter 2

1. True or False: Calcium carbonate absorbs water quickly.
2. What alters the color of a finished piece of granite?

3. Marble is metamorphosed limestone, which is primarily made up of _____.

Chapter 3

1. Name the four techniques used to remove long quarry blocks from the surrounding mass.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
2. Quarry operators report that the wire sawing method will cut _____ to _____ square feet of granite per hour and is _____ times faster than a jet burner.
3. Which saw cuts more square feet per hour? A diamond rotary or a diamond gang saw?

Chapter 4

1. Describe the difference between double outline letters and polished edge letters.

2. Give the two meanings behind the anchor symbol.

a. _____

b. _____

3. Why are symbols so widely used on monuments?

Chapter 5

1. Name the Five Orders of Columns and list one characteristic of each.

a. _____

b. _____

c. _____

d. _____

e. _____

2. What is the one purpose of words? _____

3. Any sculpture done in low relief is called _____.

Chapter 6

1. True or False: As a general rule, the bottom of the foundation should be smaller than the top.

2. When should a monument be cleaned?

3. No concrete, other than special types for cold weather use, should be poured when the temperature is _____ degrees Fahrenheit or lower because _____.

Chapter 7

1. What are the 4 P's in marketing?

a. _____

b. _____

c. _____

d. _____

2. What is the one unchanging requirement in the ideal setting for closing a monument sale?

3. Why are some memorialists slow to merchandise and market their products?

Chapter 8

1. True or False: The sales process is the same for every customer.

2. When a monument retailer decides to sell the epitaph instead of the stone, their sales approach shifts from _____

_____ to _____.

3. Good salesmanship in any field is $\frac{2}{3}$ _____ and $\frac{1}{3}$ _____.

Chapter 9

1. True or False: Public relations is very expensive.
2. What does RACE stand for? _____.
3. The annual award the MBNA gives members who excel in marketing and public relations is called the _____.

Chapter 10

1. What is the difference between the Balance Sheet and the Profit and Loss Statement?

2. What is the difference between non-controllable, semi-controllable and controllable conditions?

3. Name the two methods of recording income from sales of monuments.
- a. _____
- b. _____

Chapter 11

1. True or False: Men and women respond exactly alike to grief?
2. At what age do children reach adult levels of understanding death? _____
3. True or False: The likelihood of divorce is greater among bereaved couples than couples in general.