



Monument Builders of North America
Certified Memorialist Recertification Quiz – Open Book
Version 1

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. The word “monument” stems from a Latin word which means _____.
2. The six characteristics of rock which make it highly desirable for monument building are:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
3. The real start of cremation began in the U.S. in _____.

Chapter 2

1. Where does the creation of metamorphic rock take place?

2. Name the two classes geologists divide weathering into:
 - a. _____
 - b. _____
3. What alters the color of a finished piece of granite?

Chapter 3

1. What is the first step of monument making?

2. Name three electronic devices that can help save time and energy in the creation of a monument.
 - a. _____
 - b. _____
 - c. _____
3. Granite weighs about _____ pounds per cubic foot in the rough state.

Chapter 4

1. What is IHS the abbreviation for? _____
2. True or False: The calla lily symbolizes death.
3. Name the two purposes of lettering.
 - a. _____
 - b. _____

Chapter 5

1. From where is the word "cemetery" derived?

2. Name the Five Orders of Columns and list one characteristic of each:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
3. Any sculpture done in low relief is called a _____.

Chapter 6

1. Give three factors affecting the period of effective use of any poured mass of concrete:
 - a. _____
 - b. _____
 - c. _____
2. True or False: Use a metal pail for mixing chemicals and water when cleaning a monument.
3. Everyone generally agrees that the best foundation is _____ inches longer and _____ inches wider than the base of the monument.

Chapter 7

1. Name two ways you can keep abreast of trends in marketing and merchandising.
 - a. _____
 - b. _____
2. What are the 4 P's in marketing?
 - a. _____
 - b. _____
 - c. _____
 - d. _____
3. What is the one unchanging requirement in the ideal setting for closing a monument sale?

Chapter 8

1. True or False: The more broad your monument selection, the faster the selection process is for your customers.
2. Name the six steps in the sales process.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____
3. What motives govern buying a monument? _____ and _____.

Chapter 9

1. What are the three functions of advertising?
 - a. _____
 - b. _____
 - c. _____
2. True or False: Public relations is very expensive.
3. The annual award the MBNA gives members who excel in marketing and public relations is called _____.

Chapter 10

1. Once you know the type of credit you need and your overall banking requirements, the most important factor to consider when choosing a bank is _____.
2. Name the two methods of recording income from sales of monuments:
 - a. _____
 - b. _____
3. What are the two types of risk and how do they differ?

Chapter 11

1. True or False: Men and women respond exactly alike to grief?
2. Name some physical, behavioral, emotional, psychological and spiritual effects of grieving.

3. What kind of grief is the most intense to humans? _____