



# RECERTIFICATION EXAM QUESTIONS

## The recertification exam is online.

To submit your answers to the below questions, log in at [AGS.org/agspro](https://AGS.org/agspro) and select the **2024 Recertification** under **My Courses**.

- Which type of outreach is the most effective in terms of getting a response from customers?**
  - Phone calls
  - Letter in the mail
  - Texting
  - Emailing
- What should the clienteling lead at your firm promote in terms of outreach activity?**
  - 90% mass outreach to 10% individual outreach
  - 50% mass outreach to 50% individual outreach
  - 10% mass outreach to 90% individual outreach
  - Equal distribution of mass and individual outreach
- The customer who is given responsibility for building value through custom experiences will spend less.**
  - TRUE
  - FALSE
- External store protection, camera placement, physical protection, safes and vaults, and procedural practices are all best practices for store security.**
  - TRUE
  - FALSE
- To make sure you can review any suspicious activity as needed, always back up all camera footage off-site for at least 30 days.**
  - TRUE
  - FALSE
- Which attribute sets exceptional leaders apart?**
  - Their technical skills and wealth of knowledge
  - Their ability to care for and inspire others
  - Their authoritative management style
  - Their strict approach to achieving results
- To be a caring leader means understanding the importance of relationships, not just results.**
  - TRUE
  - FALSE
- Which gemstone variety has been notably sourced from the Luc Yen district of Vietnam since the early 2000s?**
  - Ruby
  - Aquamarine
  - Cobalt Blue Spinel
  - Jadeite
- Large, untreated top-quality rubies over five carats are commonly found in the Luc Yen district of Vietnam.**
  - TRUE
  - FALSE
- It is estimated that artisanal mining of secondary diamond deposits employs how many people?**
  - 41 million
  - 10 thousand
  - 10 million
  - Unknown
- Almost all current diamond mine locations are expected to continue operations for at least another 60 years.**
  - TRUE
  - FALSE
- Why is staff education on watch terminology and mechanics crucial for retailers?**
  - It ensures that the staff can effectively communicate with customers and prevent losing potential lifelong clients due to lack of knowledge
  - It helps the staff identify counterfeit merchandise
  - It allows the staff to perform watch repairs in-store
  - None of the above



13. **Watches have seen a decline in interest among women but a rise in interest in the LGBTQIA+ community.**
  - a. TRUE
  - b. FALSE
14. **Which of the following is a recommended strategy to achieve an inclusive marketing environment for jewelry brands?**
  - a. Limiting marketing efforts to one target audience
  - b. Using generic messaging for all demographics
  - c. Crafting personalized storytelling
  - d. Avoiding platform-specific content creation
15. **What is one way that brands can optimize platform usage in marketing efforts?**
  - a. Focusing solely on one social media platform
  - b. Analyzing engagement metrics
  - c. Ignoring consumer behavior insights
  - d. Partnering with irrelevant influencers
16. **What is the key to harnessing the full potential of ChatGPT and similar AI tools?**
  - a. Using vague and broad prompts
  - b. Crafting detailed and concise prompts
  - c. Including confidential information in prompts
  - d. Relying solely on AI-generated content without review
17. **Why is it important to review AI-generated content before using it?**
  - a. To ensure the content is accurate
  - b. To maintain brand voice
  - c. To include more confidential information
  - d. A and B
18. **What is one of the core arguments for focusing on customer retention?**
  - a. It is more cost-effective than acquiring new customers
  - b. It requires less effort than acquiring new customers
  - c. It does not contribute to business sustainability and growth
  - d. It is not important in the jewelry market
19. **Effective loyalty programs offer:**
  - a. Exclusive rewards
  - b. Early access to new collections
  - c. Unique experiences
  - d. All of the above
20. **The significance of hashtags on platforms like Instagram has increased in 2024.**
  - a. TRUE
  - b. FALSE
21. **Which trend emphasizes showcasing genuine and unpolished content to connect with consumers on a deeper level?**
  - a. Edu-tainment
  - b. Raw-thentic
  - c. Behind-the-Scenes
  - d. Pop Culture Alignment
22. **What is one of the key goals of engaging with customers who say they are just browsing?**
  - a. Show them items you like
  - b. Tell them a detailed history of the store
  - c. Identify their reason for browsing and start an engaging conversation
  - d. Leave them alone and wait for them to ask you a question
23. **Customers who say they are just browsing are not interested in being helped.**
  - a. TRUE
  - b. FALSE
24. **A benefit of offering custom jewelry services is:**
  - a. Lower customer loyalty
  - b. Decreased perceived value
  - c. Higher margins
  - d. Limited customer engagement
25. **Unlike personality or IQ tests, EQ assessments provide actionable insights for personal growth and professional success.**
  - a. TRUE
  - b. FALSE



# AMERICAN GEM SOCIETY 2024 | RECERTIFICATION EXAM QUESTIONS

26. **Setting S.M.A.R.T. goals and measuring outcomes through data analytics help evaluate the success of CRM strategies, ensuring:**

- a. Productivity
- b. High ROI
- c. Enhanced social media engagement
- d. A and B

27. **According to a study by Deloitte Consulting, companies that track customer loyalty are \_\_\_\_\_ more profitable than those that don't.**

- a. 20%
- b. 60%
- c. 100%
- d. It doesn't affect their business

28. **Loyalty programs can:**

- a. Lead to more frequency of shoppers
- b. More repeat purchases
- c. Increase customer retention
- d. All of the above

29. **There are some key strategies a jewelry retailer and their sales teams can implement to grow the sale of colored gemstones and see positive results, such as:**

- a. The case-line placement should be both prominent and aesthetically pleasing
- b. The assortment should be thoughtfully curated, kept current, and represent a range of program classics to hero pieces
- c. At least one sales team member should be exceptionally passionate and knowledgeable about fine color to champion the category
- d. All of the above

30. **According to the Pinterest 2024 Wedding Report, searches for "Blue Wedding Rings" were up by:**

- a. 50%
- b. 100%
- c. 130%
- d. 155%



**Certified Sales Associates can STOP HERE**

**All Titleholders must continue.**

31. **What are some motives for transferring a business to insiders?**

- a. Financial gain and profit
- b. Maintaining company culture and preserving jobs
- c. Competitive auction and high sale price
- d. Selling to multiple children

32. **What is the number one obstacle owners foresee when considering an insider sale?**

- a. Lack of interested buyers
- b. Low valuation of the business
- c. Insufficient knowledge of the market
- d. Financial limitations of the successors

33. **Which of the following approaches is recommended for independent jewelers to choose the right cloud POS provider?**

- a. Choosing the provider with the most features without considering specific needs
- b. Selecting the provider with the lowest cost
- c. Using a structured approach by detailing needs, comparing providers through demos, and scoring them based on requirements
- d. Opting for the provider that has been in the market the longest

34. **What aspect of website development is emphasized as critical to success for a jewelry business?**

- a. User experience
- b. SEO strategies
- c. Mobile optimization
- d. All of the above



35. Which of the following strategies involves enhancing customer engagement through personalized experiences, customer service excellence, and loyalty programs?
- Building an online identity
  - Customer engagement and retention
  - Digital marketing strategies
  - Analyzing and optimizing performance
36. The detection of clarity enhancement in emeralds should be done without specialized equipment, such as gemological microscopes, fiber optic light sources, and sometimes infrared and Raman spectroscopy.
- TRUE
  - FALSE
37. What do manufacturers use to optimize the carat yield and total value of a diamond, considering liquidity of the size, shape, and quality, when creating cutting solutions?
- Light patterns
  - Digital platform
  - Well-trained diamond cutters
  - Allocation process using specialized software
38. People generally agree on their preferences for diamond patterns, as evidenced by the global consensus regarding crushed ice patterns.
- TRUE
  - FALSE
39. Which of the following is not considered diamond screening technology?
- Fluorescence spectroscopy
  - SWUV internal transmission/reflection
  - Gas chromatography
  - Phosphorescence decay
40. The ASSURE program endorses and ranks diamond screeners, and the ranking results are published online.
- TRUE
  - FALSE
41. Where are gem-quality tourmalines most commonly found?
- Sedimentary rocks
  - Metamorphic rocks
  - Granitic pegmatites
  - Igneous rocks
42. Tourmalines containing fluid inclusions will not exhibit any fractures when heat treated.
- TRUE
  - FALSE
43. FTIR spectroscopy can be a useful tool for all of the following except:
- Confirming a ruby is “pigeon’s blood”
  - Separating natural vs. laboratory-grown alexandrite
  - Identifying diamond type
  - Identifying low-temperature heat treatment in some Mozambique rubies
44. Paraiba-type tourmaline and indicolite tourmaline can be confidently separated using UV-Vis-NIR spectroscopy.
- TRUE
  - FALSE
45. Why should sales team members understand the service process of watches?
- To make better sales predictions
  - To engage more effectively with clients about technical aspects
  - To replace the service department
  - To manage the marketing of the watches



**Registered Jewelers, Registered Suppliers,  
and Certified Gemologists can STOP HERE**

**All Certified Gemologist Appraisers and  
Independent Certified Gemologist Appraisers  
must continue.**



# AMERICAN GEM SOCIETY 2024 | RECERTIFICATION EXAM QUESTIONS

46. **What is one of the requirements for an appraisal report prepared by an AGS member?**
- Including a professional headshot
  - Providing a detailed list of personal hobbies
  - Including a curriculum vitae that accurately represents the appraiser's credentials
  - Ensuring the report is handwritten
47. **How can a CV benefit an appraiser in soliciting new business?**
- It serves as a platform to list personal interests and hobbies
  - It helps set the appraiser apart by showcasing their full work history
  - It can be used to include a list of potential character references
  - It provides an opportunity to use industry-specific abbreviations
48. **An appraiser's CV can also serve as a resume or reference sheet to include with marketing letters when seeking new business opportunities.**
- TRUE
  - FALSE
49. **Which of the following is not recommended to use when describing an item in an appraisal report according to AGS Standards?**
- The trademark or hallmark, even if unidentified
  - Gender-specific terms like "Gent's" or "Lady's"
  - The dimensions and size details like finger size
  - The overall condition, such as abraded facets or worn prongs
50. **What important information does plotting provide in the appraisal of a diamond?**
- Only the dimensional size of the diamond
  - The monetary value based on the market
  - Identification, condition at the time of grading, and support for the assigned grade
  - The specific history and origin of the diamond
51. **Jewelry appraisals should use specific terms like "engagement," "wedding," or "anniversary" when describing an item.**
- TRUE
  - FALSE
52. **When is a statement of a presumed decrease in value needed on your appraisal report:**
- When you were the seller of the item
  - When you did not sell the item originally
  - No statement is necessary and should be avoided
  - Only if the value of the items is expected to decrease by more than half in the next year
53. **How should an appraiser approach the valuation of lab-grown diamonds differently from natural diamonds?**
- State a disclaimer about potential future value changes
  - Include a mark-up for lab-grown diamonds
  - Hypothesize the future value of lab-grown diamonds
  - Apply the same processes and methodology as with any other piece of jewelry
54. **Appraisers should have the necessary equipment and expertise to identify and value lab-grown diamonds accurately, including diamond verification instruments.**
- TRUE
  - FALSE
55. **What is the grading scale for clarity that should be used for colored gemstone grading?**
- Flawless; Slightly Included
  - Minor Inclusions; Insignificant Inclusions; Significant Inclusions
  - Free of Inclusions; Lightly Included; Moderately Included; Highly Included; Excessively Included
  - VVS; VS; SI; I
56. **Texture and color zoning are not factors considered in the clarity grading of colored gemstones.**
- TRUE
  - FALSE



57. **Cut is the most complex factor to consider in grading colored gemstones, requiring precise measurements of facets and angles.**
- a. TRUE
  - b. FALSE
58. **How many factors are included in the clarity grading of a diamond?**
- a. Three
  - b. Four
  - c. Five
  - d. Six
59. **It is recommended to quickly assess a diamond's clarity characteristics to save time during the evaluation process.**
- a. TRUE
  - b. FALSE
60. **When determining the final grade of the diamond, it is advised to loupe the diamond girdle-to-girdle under the overhead light in four directions with a 10x loupe.**
- a. TRUE
  - b. FALSE



END OF QUESTIONNAIRE

THANK YOU