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QUESTION 1

Peltz, a chewing gum manufacturer, markets chewing gum in a variety of flavors. The company also sells cardamom- and clove-flavored chewing gum under the Peltz brand. Five years after the introduction of the cardamom and clove flavors, the name Peltz is synonymous with cardamom- and clove-flavored chewing gum. Which of the following aspects of the Peltz brand is exemplified in this scenario?

- A. Brand awareness
- B. Perceived value
- C. Brand parity
- D. Brand loyalty
- E. Brand extension

Correct Answer: A

QUESTION 2

Donner Inc. manufactures a new vacuum cleaner that it claims can actively disinfect areas from bacteria and viruses, along with dust and dust mites. Whitwell Technologies, Donner's competitor, is fascinated with the idea but does not want to license technology from Donner Inc. Instead, the RandD team at Whitwell take apart Donner's vacuum cleaner to understand how it works. Whitwell improves on the technology and manufactures a vacuum cleaner that it claims to be better at disinfecting areas from bacteria and viruses than other competitors. Which of the following is illustrated in the scenario?

- A. Reverse engineering
- B. RandD Consortia
- C. Licensing
- D. Brainstorming
- E. Outsourcing

Correct Answer: A

QUESTION 3

Mike Morgan, a sales representative for a major food service distributor of Warm Delights, wanted to encourage repeat purchases by his grocery customers. In order to accomplish this objective, Morgan offered the following discounts to his customers: a 10 percent discount for buying 1-49 cases of Warm Delights within a calendar month; a 12-percent discount if 50-99 cases of Warm Delights are purchased within the same calendar month; and a 15-percent discount if 100 or more cases of Warm Delights are purchased within the same calendar month. What type of discount was Morgan offering his grocery customers?

- A. a seasonal discount

- B. a quantity discount
- C. a cash discount
- D. a trade discount
- E. a partial-payment discount

Correct Answer: B

QUESTION 4

Which of the following is the first step in planning and executing an advertising campaign?

- A. Creating advertisement
- B. Conveying the message
- C. Evaluating and selecting media
- D. Determine the budget
- E. Identifying the target audience

Correct Answer: E

QUESTION 5

Which of the following enables aligning personal goals along corporate goals?

- A. Flexible and subjective guidelines for governing transactions between employees and clients
- B. A system for punishing inappropriate behavior
- C. Rewarding employees who excel in meeting their KRAs
- D. Public recognition for employees who go out of their way to assist clients and bring new business
- E. Creating a list of best practices associated with fulfilling one's job role

Correct Answer: B

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