

## PCM<sup>Q&As</sup>

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## QUESTION 1

Churches, educational organizations, and hospitals are considered \_\_\_\_\_ buyers.

- A. corporate
- B. government
- C. institutional
- D. public
- E. discounted

Correct Answer: C

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## QUESTION 2

Individuals can choose to purchase Microsoft stand-alone software packages such as the Home and Student versions of Word, Excel, and PowerPoint for \$119.99 each. However, they may choose to purchase the Office Home and Student 2010 suite, which has all of these applications in the same package for a price of \$149.99. Microsoft is using a \_\_\_\_\_ pricing strategy.

- A. penetration
- B. prestige
- C. bundle
- D. odd-even
- E. standard mark-up

Correct Answer: C

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## QUESTION 3

QuickFix Inc., a clothing supplier, sends an advanced shipping notice document to Western Stores. Which of the following information is most likely to be conveyed by this document?

- A. Details regarding transfer of ownership and so forth
- B. Information relating to the previous owners
- C. Details related to size and quantity of shipment
- D. Details related to price of the shipment
- E. Details related to the warehousing of the shipment

Correct Answer: C

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## QUESTION 4

\_\_\_\_\_ strategies are designed to increase demand by focusing on wholesalers, retailers, or salespeople.

- A. Push
- B. Pull
- C. Macro
- D. Informative
- E. Relationship

Correct Answer: A

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## QUESTION 5

\_\_\_\_\_ risks are those risks associated with the way people will feel if the product or service does not convey the right image.

- A. Safety
- B. Performance
- C. Physiological
- D. Social
- E. Psychological

Correct Answer: E

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