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QUESTION 1

Which of the following is a feature of using an Internet marketing channel?

- A. It reduces a company's ability to personalize products.
- B. It limits a firm's market presence.
- C. It removes the need for other channels of distribution.
- D. It reduces the need to spend money on marketing.
- E. It enables companies to offer individualized offerings.

Correct Answer: E

QUESTION 2

Customer relationship management refers to

- A. the view that organizations should satisfy the needs of consumers in a way that provides for society's well-being.
- B. the process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace.
- C. the idea that an organization should (1) strive to satisfy the needs of consumers (2) while also trying to achieve the organization's goals.
- D. the links an organization has to its individual customers, employees, suppliers, and other partners for their mutual long-term benefit.
- E. the cluster of benefits that an organization promises customers to satisfy their needs.

Correct Answer: B

QUESTION 3

Whenever Donald calls on potential pest control customers, he emphasizes the fact that, unlike the national franchise competitors, he is a local business person and has been in business over twenty years. Donald is _____ his business relative to his competition.

- A. segmenting
- B. repositioning
- C. positioning
- D. valuing
- E. re-mapping

Correct Answer: C

QUESTION 4

A particular webpage is used to conduct an online survey and only one in four visitors participates in the survey. If the webpage is visited by an average of 30,000 visitors every day, what the average conversion rate of the webpage?

- A. 0%
- B. 25%
- C. 50%
- D. 75%
- E. 100%

Correct Answer: B

QUESTION 5

Stitch, a bespoke designer boutique, in Florida, caters to over 150 customers every month. The customers usually choose and purchase fabric at the same store and depend on an in-house tailor's recommendations for purchasing the right amount of fabric. If the employees of Stitch overestimate the amount of fabric required or overcharge customers for fabric, they will be violating the value of _____ in the AMA Statement of Ethics.

- A. transparency
- B. citizenship
- C. fairness
- D. respect
- E. expediency

Correct Answer: C

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