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QUESTION 1

Shane, a fan of Zmob mobile phones, wants to buy Zmob's new device, Detop, based on a new operating system. Despite critics panning the device in favor of competitors' offerings, Shane buys a Detop. Pleasantly surprised by Detop's quality, Shane advises his friends, Jana and Raul, to buy the device. Jana and Paul examine Shane's Detop, and Jana decides to buy one for herself, while Paul decides to wait for the prices to drop. In this scenario, Shane is one among the _____.

- A. early adopters
- B. innovators
- C. early majority
- D. late majority
- E. laggards

Correct Answer: B

QUESTION 2

When conducting a SWOT analysis, an organization will identify opportunities and threats in _____.

- A. economic changes in the market
- B. its production processes
- C. its reputation in the market
- D. its products
- E. its management team

Correct Answer: A

QUESTION 3

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 4

Kreme, a biscuit manufacturer, offers retailers a 20% discount on its latest product, Coco- Bite. The discount offer comes with a rider that retailers have to feature the product in their promotional material. Kreme is offering a(n) _____ to its retailers.

- A. slotting allowance
- B. cash discount
- C. seasonal discount
- D. advertising allowance
- E. cumulative quantity discount

Correct Answer: D

QUESTION 5

Quano Inc. decides to produce a 3D-display phone, Chel, which is a much-anticipated release. Most buyers are disappointed within a week because of heating issues. Quano announces immediately that it would replace the defective phones with a rectified model. The new Chel arrives two months later and has a few issues that are taken care of by a software upgrade. This prompts a flood of sales. After six months, Quano releases a new 3D-phone and drops the prices of Chel by over 40%. Jason who has been waiting for this opportunity buys a Chel immediately. In this scenario, Jason is one among the _____.

- A. early adopters
- B. innovators
- C. early majority
- D. late majority
- E. laggards

Correct Answer: D

QUESTION 6

Which of the following is a feature of extreme-value retailers?

- A. They exclusively offer health and personal grooming merchandise.
- B. They offer deep but narrow assortments and sales associate expertise.
- C. They offer a limited merchandise assortment.
- D. They buy from manufacturers who have limited merchandise.

E. They use a predominantly self-service approach.

Correct Answer: C

QUESTION 7

_____ appeals help consumers make purchase decisions by offering factual knowledge that encourage consumers to evaluate the brand favorably on the basis of the key benefits they provide.

A. Informational

B. Push

C. Pull

D. Emotional

E. Mass

Correct Answer: A

QUESTION 8

Casey Toys, a toy company, deliberately prints a high price label on its products so that stores can sell its products at seemingly huge discounts. Casey is violating the ethical norm of _____ in the AMA Statement of Ethics.

A. manufacturing easily consumable products

B. fostering trust in the marketing system

C. doing no harm

D. creating products with no fine print

E. erring on the side of excess information

Correct Answer: B

QUESTION 9

Which of the following is a key similarity between selective distribution and exclusive distribution?

A. Like exclusive distribution, selective distribution involves placing products in as many stores as possible.

B. Like selective distribution, exclusive distribution eliminates the retail mark-up.

C. Like exclusive distribution, selective distribution helps a seller maintain a particular image and control the flow of merchandise into an area.

D. Like selective distribution, exclusive distribution always eliminates agency mark-up.

E. Like exclusive distribution, selective distribution cannot be used for luxury goods.

Correct Answer: C

QUESTION 10

What is the argument for standardizing marketing strategies across cultures?

- A. Tastes, preferences, and motivations of people in different cultures are becoming more homogeneous.
- B. A common brand name, packaging, and communication strategy cannot be used successfully for multiple products.
- C. Communication capabilities and transport systems are standardized across nations.
- D. The currencies of the different nations rise and fall together.
- E. The effects of globalization are not as widespread as researchers indicate.

Correct Answer: A

QUESTION 11

A TV show has a rating of 7 points. What does this imply?

- A. The TV show is aired seven times a week.
- B. The TV show is watched by 7% of the target population.
- C. The TV show is watched for an average of 7 minutes per viewer.
- D. The TV show has seven re-runs in a year.
- E. The TV show has more viewers than seven competing shows.

Correct Answer: B

QUESTION 12

SciFun.com and NatuRun.com are two websites that publish articles related to science and technology. The webpages on these sites often link to each other's websites, particularly when an article from one website is reproduced on the other. An original article about black holes, from SciFun, is reproduced as is on NatuRun with the original 20 images. The article receives 7,000 pageviews and generates 147,000 hits. 15% of the pageviews result in users clicking the link to the original article on SciFun. What is the number of hits generated on the original article due to NatuRun?

- A. 7,000
- B. 1,050
- C. 147,000
- D. 22,050

E. 20

Correct Answer: D

QUESTION 13

Jim's book store sold management textbooks online to university students. The store wanted to open a brick and mortar store in a small town. However, a study showed that there was only small community college in the area and the number of prospective customers was likely to be low. In this scenario, the store is considering the _____ criterion.

- A. identifiability
- B. substantialness
- C. reachability
- D. profitability
- E. responsiveness

Correct Answer: B

QUESTION 14

Pop-Mart, a chain of discount stores in the U.S., procures its products from many suppliers. Indigo is one among hundreds of other suppliers who supply poultry products to Pop-Mart and other retailers. The price of the products is often dictated by the demand from consumers. Which of the following is true of this scenario?

- A. Pop-Mart's competition with other retailers represents pure competition.
- B. Indigo is competing in an oligopolistic market and depends on competitors to increase product prices.
- C. Indigo can carve an identity for itself and move into a monopolistically competitive market by branding its poultry products.
- D. Pop-Mart's suppliers cannot de-commoditize their products in order to make more money.
- E. The large number of suppliers indicates that the poultry industry indicates monopolistic competition.

Correct Answer: C

QUESTION 15

Kate buys a new summer dress but is worried that the color may fade during the first wash. This perceived danger that Kate is experiencing is known as _____ risk.

- A. social
- B. financial
- C. physiological

D. performance

E. psychological

Correct Answer: D

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