



PCM^{Q&As}

Professional Certified Marketer

Pass AMA PCM Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/pcm.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by AMA Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers



**QUESTION 1**

ChoStik, a firm that manufactures office stationery, produces a range of products including sticky notes, note books, pens, pencils, erasers, and adhesives. Some of the raw materials used by ChoStik come from sources contributing to the deforestation of the Tongas National Forest, Alaska. ChoStik offers discounts on its products when consumers make bulk purchases, but as many customers note, the products are priced significantly higher than competing products to begin with. ChoStik also has a history of introducing exorbitantly priced products only to decrease the prices by a large margin within a week or two, to stimulate artificial demand. ChoStik is can be considered to be _____.

- A. unethical and socially responsible
- B. unethical and socially irresponsible
- C. ethical and socially irresponsible
- D. ethical and socially responsible
- E. socially responsible

Correct Answer: B

QUESTION 2

What is the variable cost of a product if the fixed costs associated with it total \$6,000, the break even point is 300 units, and selling price is \$45?

- A. \$17
- B. \$25
- C. \$29
- D. \$34
- E. \$41

Correct Answer: B

QUESTION 3

When advertising content appears to be native to a platform (a news article, independent website, organic search result), the ethical thing to do is to:

- A. warn users beforehand that the platform contains content from advertisers.
- B. make sure that users are led to the advertiser's content before native content.
- C. charge the advertiser per click and not per view.
- D. make the advertisement stand out by using bright colors for the font and background.



E. conspicuously disclose when content is sponsored by an advertiser.

Correct Answer: E

QUESTION 4

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 5

The three major phases of the marketing plan are _____.

- A. planning, implementation, and control
- B. introduction, growth, and decline
- C. leading, organizing, and controlling
- D. recession, depression, and recovery
- E. segmentation, targeting, and positioning

Correct Answer: A

[PCM PDF Dumps](#)

[PCM VCE Dumps](#)

[PCM Brindumps](#)