



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

Professional Certified Marketer

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**QUESTION 1**

Jim wants to buy a business suit and has a particular brand in mind. However, he also states that he might consider buying three other more expensive brands as alternatives. In this scenario, these alternative brands constitute a \_\_\_\_\_ set.

- A. distributive
- B. psychological
- C. safety
- D. retrieval
- E. evoked

Correct Answer: E

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**QUESTION 2**

In \_\_\_\_\_ companies initially develop products for niche or underdeveloped markets, and then expand them into their original or home markets.

- A. glocalization
- B. reverse innovation
- C. homogenization
- D. localization
- E. inverse creation

Correct Answer: B

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**QUESTION 3**

According to the STP process, once a firm establishes overall strategies, it must

- A. decide on segmentation methods.
- B. evaluate segmentation methods.
- C. select target markets.
- D. develop positioning strategies.
- E. identify positioning strategies.

Correct Answer: A

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**QUESTION 4**

What does the break-even point refer to in a break-even analysis?

- A. It refers to the number of product units sold at which point both loss and profit are zero.
- B. It refers to the point at which the fixed costs curve intersects the variable costs curve.
- C. It refers to the required number of products that should sell for the profit to equal the fixed costs.
- D. It refers to the point at which the variable costs start increasing over fixed costs.
- E. It refers to the point at which the total costs are equal to the profit generated.

Correct Answer: A

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**QUESTION 5**

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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