



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

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

Which of the following pricing strategies is oriented toward customers?

- A. A strategy that prices products above that of competitors\' offerings
- B. A strategy that is primarily aimed at adding value to a company\'s products or services
- C. A strategy that emulates competitors\' pricing strategies
- D. A strategy that delivers quality products at lower prices and helps capture market share
- E. A strategy that focuses on producing a specific return on investment

Correct Answer: B

---

### QUESTION 2

What is the advantage of manufacturer brands?

- A. Manufacturers do not have to create or control marketing strategies.
- B. Manufacturer brands do not require extensive use of marketing programs.
- C. Manufacturer brands ensure consistent quality of products.
- D. Manufacturer brands are marketed by retailers who ensure a wider reach.
- E. Manufacturer brands are cheaper than store brands.

Correct Answer: C

---

### QUESTION 3

The major disadvantages of primary data collection are that: A. it can only be accessed through syndicated databases or unstructured data mines.

- B. it cannot be tailored to meet specific research needs.
- C. it takes more time to collect than secondary data and is more costly.
- D. it is too general to meet researcher\'s and manager\'s needs.
- E. all of these are disadvantages of primary research data.

Correct Answer: C

---

### QUESTION 4



In which of the following cases is a company changing its business strategy in response to a strength identified in a SWOT analysis?

- A. When it realized that its products were inferior in quality to competitors' products, KPR Inc. instituted a revamp of its production processes.
- B. YellowBerry Inc. identified market demand for powdered energy drinks, and began producing powdered drinks to cater to this demand.
- C. When a survey revealed that customers thought its products were safe and durable, Masada Motors began stressing that aspect in its advertisements.
- D. Chocobella Inc. introduced a line of unsweetened chocolates when a competitor's unsweetened chocolate saw increasing demand.
- E. When new competitors entered its market, Widdershins Inc. had to increase its advertising and marketing efforts to maintain its market share.

Correct Answer: C

---

#### QUESTION 5

Which of the following is true of a conventional marketing channel?

- A. It is also known as a vertical marketing system.
- B. In this system, each member acts in the best interest of the other members.
- C. In this channel, one member has control over the others.
- D. In this system, each member strives to satisfy its own objectives.
- E. It includes contractual, administered, and corporate marketing systems.

Correct Answer: D

[Latest PCM Dumps](#)

[PCM Practice Test](#)

[PCM Brainsdumps](#)