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**QUESTION 1**

What is the net promoter score of a company that has 6,431 promoters and 2,801 passives in survey conducted of 12,000 customers?

- A. 12.41%
- B. 30.53%
- C. 39.21%
- D. 44%
- E. 51.32%

Correct Answer: B

QUESTION 2

Talyn Cosmetics sells high-end cosmetics that are coveted by women, but are priced out of the budgets of most average buyers. Talyn wants to enter the Arian market and is conducting market research to identify the market segment on which it should focus its strategy. Researchers send out a questionnaire to a vast pool of potential customers in Aria and analyze the results. Which of the following questions should research analysts focus on to identify the target segment?

- A. Would you choose Talyn Cosmetics over other cosmetics brands in the market? Why?
- B. Would you be interested in buying Talyn Cosmetics? What is the most you would be willing to spend on a brand of cosmetics?
- C. What is your preferred mode of purchase of cosmetics--retail stores or online?
- D. List your favorite brands of cosmetics.
- E. How old were you when you began using cosmetics?

Correct Answer: B

QUESTION 3

In the marketing communication process, the sender works with a creative department, either an in-house marketing department or an external agency, who receives the information and transforms it for use. Here, the creative department is the _____.

- A. encoder
- B. decoder
- C. transmitter
- D. channel



E. receiver

Correct Answer: C

QUESTION 4

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

QUESTION 5

Which of the following is a feature of a warehouse club?

- A. A large assortment of food and other products
- B. High prices and luxury merchandise
- C. Little to no in-store service and sales expertise
- D. Deep but narrow assortments and sales associate expertise
- E. An inconsistent assortment of brand name merchandise sold at a significant discount

Correct Answer: C

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