



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**

Rudolf Freer Inc., an automobiles manufacturer, decides to create an all-weather golf cart. The decision is stimulated by the increasing popularity of snow-golfing. The RandD team of Rudolf develop a working model of the golf cart and simulate different weather conditions in the lab to see how the golf cart holds up. The golf cart is currently in the stage of _____.

- A. alpha testing
- B. beta testing
- C. market testing
- D. concept testing
- E. idea generation

Correct Answer: A

QUESTION 2

A seller's costs are usually determined during or after a product is made, with a specified percentage or dollar amount added to the cost to establish a price. In this case, the organization is using _____ pricing.

- A. skimming
- B. demand-based
- C. differential
- D. cost-plus
- E. expense-based

Correct Answer: D

QUESTION 3

_____ is a communication used to prompt repurchases, especially for products that have gained market acceptance and are in the maturity stage of their life cycle.

- A. Reminder advertising
- B. Persuasive advertising
- C. Informative advertising
- D. Product advertising
- E. Institutional advertising



Correct Answer: A

QUESTION 4

Analyzing data and developing insights from this analysis would take place before the _____ step of the market research process.

- A. defining objectives
- B. designing the research
- C. data collection
- D. determining research needs
- E. implementation

Correct Answer: E

QUESTION 5

_____ risks are those risks associated with the way people will feel if the product or service does not convey the right image.

- A. Safety
- B. Performance
- C. Physiological
- D. Social
- E. Psychological

Correct Answer: E

QUESTION 6

In Ravonia, the telecom sector is dominated by four major service providers: Flank, Zelno, Tuhaz, and Klock. The service providers determine call rates and broadband rates using a collective strategy. They maintain uniform pricing and compete mainly on quality and service. Flank, Zelno, Tuhaz, and Klock are using a _____ strategy.

- A. deceptive reference pricing
- B. bait-and-switch
- C. horizontal price fixing
- D. manufacturer's suggested retail pricing
- E. price discrimination



Correct Answer: C

QUESTION 7

_____ is the two-way flow of communication between a buyer and a seller that is designed to influence the buyer's purchase decision.

- A. Advertising
- B. Direct marketing
- C. Public relation
- D. Sales promotion
- E. Personal selling

Correct Answer: E

QUESTION 8

_____ are pieces of information that have been collected prior to the start of the focal research project.

- A. Primary data
- B. Hypothetical data
- C. Tertiary data
- D. Focal data
- E. Secondary data

Correct Answer: E

QUESTION 9

On August 1, 2013, sellerspace.com was visited by 150,000 users. The number of users who interacted with at least one page on the website was 150,000, the number who interacted with at least two pages was 120,000, at least three pages was 75,000, and four or more pages was 20,000. What was the bounce rate of the website on August 1, 2013?

- A. 10%
- B. 20%
- C. 30%
- D. 40%
- E. 50%



Correct Answer: B

QUESTION 10

When should a company use individual brands over family brands?

- A. When the manufacturer has to bear the costs of advertisement
- B. When the product is designed by a retailer and developed by a manufacturer
- C. When the products vary in their usage and performance
- D. When the manufacturer wants greater control over positioning the brand
- E. When the manufacturer wants the individual products to feed off each others\' success

Correct Answer: C

QUESTION 11

Which of the following is true of demographic segmentation?

- A. Demographic variables have no influence on consumer needs and wants.
- B. Demographic variables such as education, religion, race, generation, and nationality are easy to measure.
- C. Using demographic variables required dividing the market based on consumers\' agreement or disagreement opinions and statements.
- D. It involves the analysis of consumer lifestyles to create a detailed customer profile.
- E. Keeping demographic characteristics separate from psychographics ensures a more \'lifelike\' portrait of the targeted consumer segment.

Correct Answer: B

QUESTION 12

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 13**

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 14

Pluto, a footwear company, designs and creates sports shoes for children. Since most of Pluto's target market consists of children who are in school, Pluto's retailers agree to sell its shoes for a certain amount below the actual price on the products. The price that Pluto and its retailer agree to sell the sports shoes for is known as _____.

- A. the value-based price
- B. the loss leader price
- C. the everyday low price
- D. the manufacturer's suggested retail price
- E. the reference price

Correct Answer: D

QUESTION 15

The _____ phase of the marketing plan entails evaluating the performance of the marketing strategy using marketing metrics and taking any necessary corrective actions.

- A. control
- B. positioning
- C. planning
- D. implementation



E. segmentation

Correct Answer: A

[PCM PDF Dumps](#)

[PCM Practice Test](#)

[PCM Braindumps](#)