Vendor:AMA

Exam Code:PCM

Exam Name: Professional Certified Marketer

Version: Demo

QUESTION 1

Which of the following is a feature of public relations?

A. It entails purchasing time and space in media for placing messages.

B. It is designed to support the promotional activities of a firm.

C. It encourages the purchase of s coupons, rebates, contests, free samples.

D. It involves face-to-face communication with potential buyers.

E. It includes e-mail and mobile marketing.

Correct Answer: B

QUESTION 2

If a customer spends $40 on purchasing a company\\'s product and spends $80 on other companies\\' products in the same product category, what is the company\\'s share of customer wallet?

A. 11.12%

B. 22.46%

C. 29.77%

D. 33.33%

E. 41.13%

Correct Answer: D

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

Which of the following is true of distribution centers?

A. Distribution centers rely on pull, rather than push strategies to determine their inventory levels.

B. Greater backup inventory is needed to prevent stockouts.

C. Space in a distribution center is usually more expensive than space in retail stores.

D. Distribution centers work best when retailers have only a few outlets that are far apart geographically.

E. Distribution centers enable the retailer to carry less merchandise in the individual stores, which results in lower inventory investments systemwide.

Correct Answer: E

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

QUESTION 6

Sandra has been using her Xapa-6, a six-year old phone model from Keto, for the past four years. Despite several other releases from Keto and advancements in mobile phone technology, Sandra hasn\\'t switched to a newer model. In this scenario, Sandra is one among the _____.

A. early adopters

B. innovators

C. early majority

D. late majority

E. laggards

Correct Answer: E

QUESTION 7

Which of the following combinations is used to determine the equity of a brand?

A. Brand awareness, perceived value, brand associations, and brand loyalty

B. Brand extension, depth, breadth, and product mix

C. Co-branding, customer value, and product line

D. Brand dilution, marketing strategy, labeling strategy, and branding strategy

E. Brand association, packaging, line extension, and associated services

Correct Answer: A

QUESTION 8

Which of the following is an example of C2C marketing?

A. DRD Furnishing sources wood for its products from Timber Supplies Inc.

B. Persephone Fashions sells its designs both online and through retail stores.

C. Gillian advertises her bicycle on an online marketplace and sells it to a buyer from her city.

D. Ryerson Electronics sells its products directly to customers, eliminating wholesalers and retailers.

E. Sereni-Tea sells its herbal teas only through its website and has products delivered to customers who order them.

Correct Answer: B

QUESTION 9

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 10

Personal selling adds value by

A. building short-term relationships with customers.

B. educating the customer.

C. exciting the customer

D. challenging the customer.

E. saving the company\\'s time.

Correct Answer: B

QUESTION 11

BrewCraft Beer is a microbrewery that sells its beer at its own beer gardens in Central City. Though customers were initially unused to the concept of a beer garden, BrewCraft undertook a long-running social media campaign to popularize the concept. It also advertised the fact that all its ingredients were sources locally and sustainably. Which of the following would be considered the service that BrewCraft is selling customers?

A. The beer

B. The concept of a beer garden

C. The fact that its products are local and sustainably sourced

D. The experience customers have at BrewCraft beer gardens

E. The use of social media for its ad campaign

Correct Answer: D

QUESTION 12

LockIt, a manufacturer of electronic safes, accounts for 5% of the safes sold in the U.S. LockIt\\'s current business strategy is aimed at selling better-quality products at higher prices than competitors. The higher prices make LockIt one of the leaders in terms of revenue earned. Having satisfied initial objectives of earning a certain ROI, LockIt sets a target of accounting for 25% of the units sold during the next financial year. To further this goal, LockIt introduces a line of lower-priced safes that are priced below similar competing products. LockIt\\'s new pricing strategy is _____.

A. sales oriented

B. profit oriented

C. customer oriented

D. supplier oriented

E. competitor oriented

Correct Answer: A