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Exam : **PCM**

Title : Professional Certified
Marketer

Vendor : AMA

Version : DEMO

NO.1 Dento Inc., a manufacturer of dental care products, faced a social media uproar when rumors spread that it was using ingredients from animal sources to create its products. The labels as such carried no evidence of this and this discovery was brought about by an independent researcher. The company's CEO and senior management did not know about these ingredients. Internal research revealed that containers used to hold Dento's products, produced by a vendor, used products derived from animal fat in the manufacturing process, but the product itself did not contain any fat. What should Dento do to prove that it is ethical?

- A. Release a statement to the press explaining that it is not responsible for the manufacturing processes of its suppliers.
- B. Refute the independent researcher's claims by filing a defamation suit.
- C. Invest in a program that aims to spread dental hygiene awareness.
- D. Inform its consumers of the situation and implement measures to ensure animal-fat-free packaging and products.
- E. Penalize the vendor by not paying for the next order of packaging materials.

Answer: D

NO.2 Which of the following is an example of a contest?

- A. Visit our website and win movie tickets
- B. Avail our ""featured price"" discounts
- C. Buy one, get one free
- D. Player of the year sponsored by Mars Inc.
- E. Leave your visiting card and win a trip to Bahamas

Answer: D

NO.3 MN Corp., a retailer, wished to open a new store in a suburb. In order to obtain data relating to consumer behavior, competition, and other relevant information, the company employed Am Research, a market research firm. In this scenario, the data collected and presented by Am Research would be known as _____.

- A. mined data
- B. panel data
- C. internal data
- D. syndicated data
- E. scanner data

Answer: D

NO.4 The three major phases of the marketing plan are _____.

- A. planning, implementation, and control
- B. introduction, growth, and decline
- C. leading, organizing, and controlling
- D. recession, depression, and recovery
- E. segmentation, targeting, and positioning

Answer: A

NO.5 _____ is a communication used to create and build brand awareness, with the ultimate goal of moving the consumer through the buying cycle to a purchase.

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

Answer: E

NO.6 Which of the following is true of Millennials?

- A. They are those born between 1946 and 1964.
- B. They are those who were alive during World War II.
- C. They are also known as digital natives.
- D. They are those born between 2002 and 2014.
- E. They are also referred to as Generation Yers.

Answer: E

NO.7 A Macy's manager designs the casual clothing department such that one of Macy's private label pairs of jeans, priced at \$24.99, is positioned next to a national brand of jeans, such as Levis, priced at \$39.99. What is the manager attempting to accomplish?

- A. Everyday low prices strategy
- B. Odd-even pricing strategy
- C. Prestige pricing strategy
- D. Special-event pricing strategy
- E. Reference pricing strategy

Answer: E

NO.8 Retailers whose target audience is Baby Boomers should plan their offerings keeping in mind that:

- A. Baby Boomers are heavy Internet users and tend to do research before purchasing online.
- B. as they reach retirement age, Baby Boomers' incomes and spending power is decreasing.
- C. as a result of their being born in a post-war world, Baby Boomers tend to buy products based on price, not quality.
- D. Boomers tend to be collectivistic rather than individualistic and prefer family-oriented products.
- E. Boomers' purchasing habits are influenced by their feelings of financial insecurity.

Answer: A

NO.9 When a claim cannot be made in a non-misleading way, due to the limitations of a platform:

- A. the claim should not be made in that platform.
- B. the claim's disclosures should be displayed using a hyperlink.
- C. a different medium can be used to display the claim's disclosures.
- D. it is the duty of the consumer to perform due diligence before purchasing a product.
- E. it is not the marketer's responsibility to ensure accuracy and readability.

Answer: A

NO.10 Which of the following is true of rule-of-thumb methods for allocating IMC budgets?

- A. It creates a budget by first establishing a set of communication objectives.
- B. It uses prior sales to determine the present communication budget.
- C. It allots a budget according to the profits made in previous quarters.
- D. It requires limited negotiation among managers.
- E. It allocates an equal budget for all departments.

Answer: B

NO.11 _____ survey type has questions that are open ended and allow respondents to answer in their own words.

- A. Structured
- B. In-depth
- C. Focus
- D. Unstructured
- E. Panel

Answer: D

NO.12 Which of the following is a disadvantage of outdoor marketing?

- A. It cannot be linked to detailed content.
- B. It is relatively more flexible than newspaper advertising.
- C. It offers reduced chances of repeat exposure.
- D. It is highly expensive.
- E. It offers very limited exposure time.

Answer: E

NO.13 Forever Quilting is a company that designs and distributes quilting kits. The kits are priced at \$120 each. The costs of the materials that go into each kit are \$45. It costs \$5 in labor to assemble a kit. The company has monthly expenses of \$1,200 for rent and insurance, \$300 for heat and electricity, \$600 for advertising in quilting magazines, and \$3,500 for the monthly salary of its owner. What is the break-even point for Forever Quilting?

- A. 50
- B. 60
- C. 70
- D. 80
- E. 90

Answer: D

NO.14 X-Pert Bikes sells bikes for people of all ages. The company is creating a new advertising campaign targeted only at existing customers, encouraging them to buy an X-Pert Bike the next time they want a bike. The company also begins an X-Pert Club for existing users of X-Pert Bikes, as research has shown that familiarity with a brand increases the chances of repeat purchases. In this

case, X-Pert's campaign is aiming to build _____.

- A. brand awareness
- B. brand dilution
- C. brand parity
- D. brand extension
- E. brand loyalty

Answer: E

NO.15 Newtown-based athletic shoe manufacturer Alpha Shoes sells different types of shoes for kids, and focuses its marketing activities in the Newtown region. To increase sales of its products, Alpha begins an intensive promotional campaign in Newtown's schools. Which of the following market strategies is the company using?

- A. diversification
- B. market penetration
- C. horizontal integration
- D. market development
- E. vertical integration

Answer: B

NO.16 When conducting a SWOT analysis, opportunities and threats are likely to arise from:

- A. assets and financial performance.
- B. key personnel.
- C. changes in consumer preferences.
- D. the company's core competencies.
- E. the location of the company.

Answer: C

NO.17 Saleye Pharmaceuticals develops cheaper alternatives to proprietary drugs. Its mission statement states that it wants to create affordable medicine for everyone and create a healthier world. Saleye releases a new and improved version of its pain-relieving drug, Fento. Within a week, Saleye receives many complaints stating that the drug is inducing hallucinations and in some cases triggering certain anxiety disorders. Saleye was caught off-guard as its animal and human trials did not reveal any side effects. Saleye deliberated over the decision to recall the drug for over a week and by the time it eventually did, it had lost millions in stocks. Where did Saleye fail?

- A. It did not have an ethical mission statement.
- B. It did not have control measures in place.
- C. It did not consider the target market before creating its drug.
- D. It prioritized profits over effective drugs.
- E. It did not conduct large-scale human trials.

Answer: B

NO.18 Which of the following is true of personal ethics?

- A. People stop growing in their understanding of ethical behavior once they become adults.

- B. A person's genes, cultural background, and upbringing have no influence on ethical understanding.
- C. Different people view complex situations differently based on their own ethical understandings.
- D. People act unethically on their own accord without any external influences.
- E. Business and marketing ethics have an overbearing influence on personal ethics.

Answer: C

NO.19 Hermit, a fashion apparels retailer, recently slashed prices on its premium fashion label, Lau, by 40%. This resulted in a sharp rise in sales of Lau by 30%. This also directly impacted the sales of its lower-priced brand, Infinity, which saw sales reduced by 15%. What is the cross-price elasticity of demand between Lau and Infinity?

- A. 0.5
- B. 0.37
- C. 1.33
- D. 2
- E. 2.66

Answer: B

NO.20 Calculate the market growth rate of a product in a year if it sold 120,000 units in the first quarter of the year and 200,000 units in the last quarter of the year.

- A. 12.14%
- B. 66.66%
- C. 72.42%
- D. 78.33%
- E. 89.91%

Answer: B