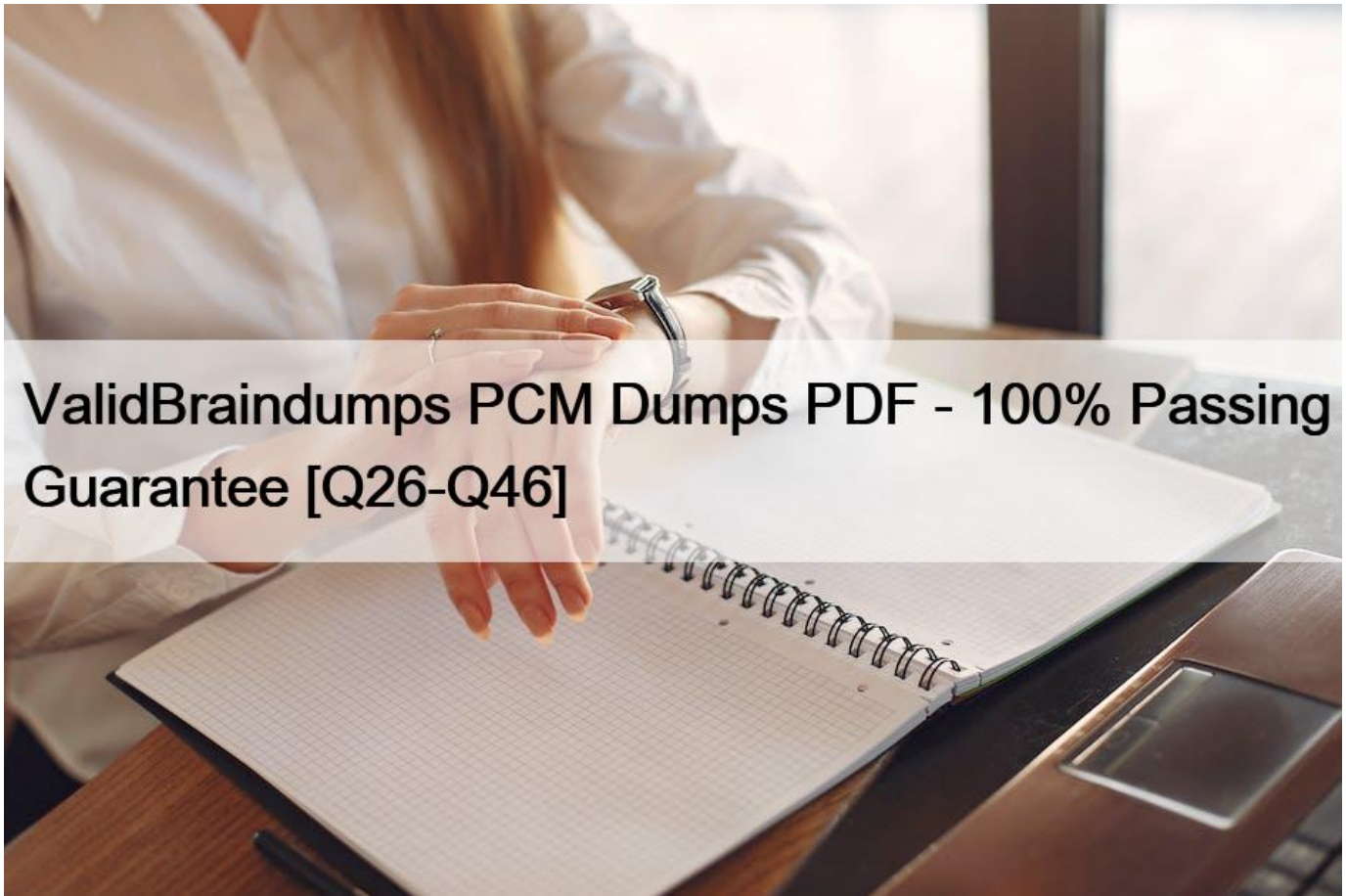


## ValidBraindumps PCM Dumps PDF - 100% Passing Guarantee [Q26-Q46]



ValidBraindumps PCM Dumps PDF - 100% Passing Guarantee  
PCM Braindumps Real Exam Updated on Jun 25, 2023 with 316 Questions

Earning an AMA PCM certification can be a valuable asset for marketing professionals. It demonstrates to employers and clients that the marketer has a deep understanding of marketing principles and practices and is committed to ongoing professional development. It can also lead to increased job opportunities and higher salaries.

AMA PCM (Professional Certified Marketer) Exam is a certification program offered by the American Marketing Association (AMA) that is designed to recognize and validate the expertise and knowledge of marketing professionals. This program is recognized as a standard of excellence in the marketing industry, and is highly valued by employers and recruiters around the world.

### QUESTION 26

The second stage of the AIDA model is \_\_\_\_\_.

\* Intention

- \* Interest
- \* Introduction
- \* IMC
- \* Insistence

### QUESTION 27

Fly Air, provides exclusive services such as guaranteed tickets, upgrades and dedicated customer lines to customers who use the airline more than 20 times a year. The company believes that not all customers are created equally. In this scenario, Fly Air is using \_\_\_\_\_ segmentation.

- \* demographic
- \* psychographic
- \* loyalty
- \* geographic
- \* occasion

### QUESTION 28

Which of the following is the function of programs and PSA's in the PR context?

- \* They support cause-related marketing efforts.
- \* They give the required financial data to investors and other outsiders.
- \* They generate news coverage of an organizations activities or products.
- \* They inform various constituencies about the activities of an organization.
- \* They highlight specific areas of expertise.

### QUESTION 29

\_\_\_\_\_ 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.

- \* Reminder advertising
- \* Persuasive advertising
- \* Informative advertising
- \* Product advertising
- \* Institutional advertising

### QUESTION 30

Stitch, a bespoke designer boutique, in Florida, caters to over 150 customers every month. The customers usually choose and purchase fabric at the same store and depend on an in-house tailor's recommendations for purchasing the right amount of fabric. If the employees of Stitch overestimate the amount of fabric required or overcharge customers for fabric, they will be violating the value of \_\_\_\_\_ in the AMA Statement of Ethics.

- \* transparency
- \* citizenship
- \* fairness
- \* respect
- \* expediency

### QUESTION 31

Archer Daniels Midland Co. is the world's largest cocoa-bean processor. It buys cocoa beans and converts them into cocoa

powder and cocoa butter, which it then sells to companies like Hershey's that manufacture consumer products that contain chocolate. In this scenario, ADM is in a(n) \_\_\_\_\_.

- \* consumer
- \* retailer
- \* wholesaler
- \* manufacturer
- \* distributor

### QUESTION 32

Which of the following stages of a product life cycle attracts laggards?

- \* introduction
- \* growth
- \* maturity
- \* harvest
- \* decline

### QUESTION 33

\_\_\_\_\_ is a method of prospecting in which salespeople telephone or go to see potential customers without appointments.

- \* E-selling
- \* Direct selling
- \* Macro selling
- \* Relationship selling
- \* Cold calling

### QUESTION 34

A firm sells 20,000 units of a particular product at a price of \$50 per unit. The company spends \$30 per unit in raw materials and labor charges. What are company's fixed costs if it made a profit of \$100,000?

- \* \$100,000
- \* \$200,000
- \* \$300,000
- \* \$400,000
- \* \$500,000

### QUESTION 35

\_\_\_\_\_ refers to customers' perceptions of how well a service meets or exceeds their expectations and is often difficult for customers to evaluate.

- \* Service intangibility
- \* Service heterogeneity
- \* Service quality
- \* Service inseparability
- \* Service perishability

### QUESTION 36

Blue Sun Ads creates advertisements for a variety of clients selling goods, services, and ideas. Which of the following is an example of a service?

- \* A health check-up
- \* A video game
- \* A frozen meal
- \* A public service message
- \* A nonprofit charity organization

#### QUESTION 37

\_\_\_\_\_ strategies are designed to increase demand by focusing on wholesalers, retailers, or salespeople.

- \* Push
- \* Pull
- \* Macro
- \* Informative
- \* Relationship

#### QUESTION 38

Which of the following retailers offers a broad variety of merchandise, limited service, and low prices?

- \* Full-line discount stores
- \* Specialty stores
- \* Extreme value retailers
- \* Department stores
- \* Convenience stores

#### QUESTION 39

\_\_\_\_\_ is defined as the market value of the goods and services produced by a country in a year.

- \* Gross national income
- \* Gross domestic expenditure
- \* Gross domestic export
- \* Gross domestic valuation
- \* Gross domestic product

#### QUESTION 40

Which of the following is true of distribution centers?

- \* Distribution centers rely on pull, rather than push strategies to determine their inventory levels.
- \* Greater backup inventory is needed to prevent stockouts.
- \* Space in a distribution center is usually more expensive than space in retail stores.
- \* Distribution centers work best when retailers have only a few outlets that are far apart geographically.
- \* Distribution centers enable the retailer to carry less merchandise in the individual stores, which results in lower inventory investments systemwide.

#### QUESTION 41

The customers at Marielle's coffee shop want to grab a quick cup of coffee before boarding the commuter train into the city. The sign in the window promises "Quick, In-and-Out Service," and usually Marielle's keeps that promise. But one morning, customers were frustrated when the staff behind the counter was more interested in gossiping about their social lives than in waiting on customers. Marielle's shop is suffering from a \_\_\_\_\_.

- \* knowledge gap.

- \* standards gap.
- \* social expectations gap.
- \* delivery gap.
- \* communications gap.

#### QUESTION 42

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 sourced locally and sustainably. Which of the following would be considered the service that BrewCraft is selling customers?

- \* The beer
- \* The concept of a beer garden
- \* The fact that its products are local and sustainably sourced
- \* The experience customers have at BrewCraft beer gardens
- \* The use of social media for its ad campaign

#### QUESTION 43

Services are:

- \* physical objects sold in exchange for value.
- \* intangible customer benefits that cannot be separated from the producer.
- \* the concepts and thoughts about ideas or causes.
- \* the benefits organizations receive in exchange for selling products.
- \* the concepts and philosophies that go into creating a good.

#### QUESTION 44

Fin, an online clothes retailer, sells products from multiple brands. Some of the brands are expensive. Clling, a brand of t-shirts, usually sells products at more than \$50 a piece. During Christmas, however, Fin offers a 25% discount on Clling that entices non-regular customers of Clling to pick up its products. The increase in sales volume offsets the discount offered. In this case, Fin is using a \_\_\_\_ pricing strategy.

- \* status quo
- \* target return
- \* everyday low
- \* high/low
- \* predatory

#### QUESTION 45

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

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

#### QUESTION 46

Which of the following is a key similarity between selective distribution and exclusive distribution?

- \* Like exclusive distribution, selective distribution involves placing products in as many stores as possible.
- \* Like selective distribution, exclusive distribution eliminates the retail mark-up.
- \* Like exclusive distribution, selective distribution helps a seller maintain a particular image and control the flow of merchandise into an area.
- \* Like selective distribution, exclusive distribution always eliminates agency mark-up.
- \* Like exclusive distribution, selective distribution cannot be used for luxury goods.

## How to study the PCM Exam

There are two main types of resources for preparation of PCM certification exams first there are the study guides and books that are detailed and suitable for building knowledge from ground up then there are video tutorials and lectures that can somehow ease the pain of through study and are comparatively less boring for some candidates yet these demand time and concentration from the learner. Smart Candidates who want to build a solid foundation in all exam topics and related technologies usually combine video lectures with study guides to reap the benefits of both but there is one crucial preparation tool as often overlooked by most candidates the practice exams. Practice exams are built to make students comfortable with the real exam environment. Statistics have shown that most students fail not due to that preparation but due to exam anxiety the fear of the unknown. ValidBraindumps expert team recommends you to prepare some notes on these topics along with it don't forget to practice **PCM exam dumps** which had been written by our expert team, Both these will help you a lot to clear this exam with good marks.

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