

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.pass2lead.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

Which of the following is true of private-label brands?

- A. These brands help manufacturer develop a consistent quality across retailers.
- B. These brands help the manufacturers position, segment, and build a brand.
- C. These brands, also known as manufacturer brands, provide greater control over marketing strategies.
- D. These are products that are distributed to and sold by many retailers.
- E. These are products based on designs and specifications provided by retailers.

Correct Answer: E

QUESTION 2

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

QUESTION 3

Telcon, a mobile phone manufacturer, sells its flagship product, Pute, at \$250 per unit. The fixed cost incurred by the company is \$500,000, and the variable cost per unit is \$150. What is the profit earned by Telcon if it sells 100,000 units of Pute?

- A. \$100,000
- B. \$500,000
- C. \$20,000,000
- D. \$9,500,000
- E. \$7,500,000

Correct Answer: D

QUESTION 4

In a franchise system,:

- A. the franchisor operates a retail outlet using a name and format developed and supported by the franchisee.
- B. the franchisee pays a lump sum plus a royalty on all sales in return for the right to operate a business in a specific location.
- C. the franchisee has complete control over the store design, products or services sold, management training, and advertising.
- D. franchisors receive all profits that the franchisees generate, and pay franchisees a fixed sum.
- E. franchisees are responsible for advertising, product development, and system development.

Correct Answer: B

QUESTION 5

Each month, the owner of a small restaurant that sells take-out fried chicken and biscuits pays \$2,500 in rent, \$500 in utilities, \$750 interest on a loan, insurance premium of \$200, and \$250 on advertising on local buses. A bucket of take-out chicken is priced at \$9.50. Unit variable costs for the bucket of chicken are \$5.50. How many small buckets of chicken does the restaurant need to sell to break even each month?

- A. 442 buckets
- B. 764 buckets
- C. 1,050 buckets
- D. 3,150 buckets
- E. 4,200 buckets

Correct Answer: C

[PCM VCE Dumps](#)

[PCM Practice Test](#)

[PCM Exam Questions](#)