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QUESTION 1

DRM Bikes received an order for a customized bike. Bret, the employee in charge of ordering parts for the custom bikes, ordered two fewer clamping bolts and realized the mistake only after his co-worker Julio complained of a shortage in clamping bolts. Julio suggested that it was best to inform the customer about the situation and place a new order for a set of bolts. Martino, Bret's co-worker, suggested using an old pair of bolts because the average customer wouldn't recognize the difference. However, Bret knows that the customer is an experienced biker who will notice the difference, and hence suggested that they use the old pair on a bike for a customer who would not. Considering the evidence presented, what is the ethical step for the sales manager to take?

- A. Act on Bret's advice.
- B. Act on Julio's advice.
- C. Act on Martino's advice.
- D. Use an old set of bolts now and replace them when the customer comes back for the first bike service.
- E. Tell the customer that they faced a mechanical problem and hence delivery would be delayed.

Correct Answer: B

QUESTION 2

Hugo, impressed by a popular NFL star's frohawk hairstyle, visits Angelo's Hair Salon to get the same hairstyle. The stylist at Angelo's is very good and gives Hugo the exact style that he wants. Having received good service, Hugo visits Angelo's three months later to get a mohawk hairstyle. This time, Hugo is not satisfied with the end result and decides not to come back to Angelo's again. Which of following aspects of a service is illustrated in this scenario?

- A. Intangibility
- B. Heterogeneity
- C. Perishability
- D. Inseparability
- E. Nonstorability

Correct Answer: B

QUESTION 3

Which of the following is the first step in planning and executing an advertising campaign?

- A. Creating advertisement
- B. Conveying the message
- C. Evaluating and selecting media

- D. Determine the budget
- E. Identifying the target audience

Correct Answer: E

QUESTION 4

Torege, a video game developer, releases its new first-person shooter game, The Final Call. Torege prices the game at \$100, while the rest of its products sell for below \$40. Despite this obvious high pricing, hardcore gaming fans of Torege queue up to buy the game when it is released. Which of the following strategies does this scenario exemplify?

- A. Price skimming
- B. Penetration pricing
- C. Odd pricing
- D. Predatory pricing
- E. Vertical price fixing

Correct Answer: A

QUESTION 5

During a sales interview, Jim says "Harley Davidson" when the interviewer asks him to name a brand of American motorcycles. In this scenario, Jim is exhibiting _____.

- A. top-of-mind awareness
- B. aided recall
- C. lagged effect
- D. evaluation
- E. persuaded interest

Correct Answer: A

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