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AMA PCM

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QUESTION NO: 1

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.

- A. transparency
- B. citizenship
- C. fairness
- D. respect
- E. expediency

ANSWER: C**QUESTION NO: 2**

Mike Morgan, a sales representative for a major food service distributor of Warm Delights, wanted to encourage repeat purchases by his grocery customers. In order to accomplish this objective, Morgan offered the following discounts to his customers: a 10 percent discount for buying 1-49 cases of Warm Delights within a calendar month; a 12-percent discount if 50-99 cases of Warm Delights are purchased within the same calendar month; and a 15-percent discount if 100 or more cases of Warm Delights are purchased within the same calendar month. What type of discount was Morgan offering his grocery customers?

- A. a seasonal discount
- B. a quantity discount
- C. a cash discount
- D. a trade discount
- E. a partial-payment discount

ANSWER: B**QUESTION NO: 3**

In which of the following cases is a firm making a business decision based on a strength, as identified in a SWOT analysis?

- A. Celeborn Foods decided to sell a line of fast food in the Cambrian market as the company's product development team had significant experience in the market.
- B. Crichton Inc. decided against opening a business in Cambria when the country's economy suffered a depression.

- C. Aeryn Cosmetics decided to intensify its marketing efforts in the market when its closest competitor went out of business.
- D. Green Bay Inc. changed its manufacturing process after the government imposed a new tax on one of the ingredients in its product.
- E. Orangejello Inc. modified its product in the Cambrian market, to account for local tastes and preferences.

ANSWER: A

QUESTION NO: 4

_____ is the two-way flow of communication between a buyer and a seller that is designed to influence the buyer's purchase decision.

- A. Advertising
- B. Direct marketing
- C. Public relation
- D. Sales promotion
- E. Personal selling

ANSWER: E

QUESTION NO: 5

EightBuy.com is an online retail store that offers a special discount on every eighth item that a customer purchases from the store. The website has over 100 pages and the home page of the website is the most viewed page, at 1 million views per day. If EightBuy.com attracts 400,000 unique visitors per day, what is the number of impressions of its home page?

- A. 100
- B. 400,000
- C. 1 million
- D. 1.4 million
- E. 3.2 million

ANSWER: C

QUESTION NO: 6

Why don't the majority of customers bother to redeem rebates?

- A. The discount offered by rebates is not significant enough.

- B. The procedure to redeem a rebate is complex as well as lengthy.
- C. The price cut is not offered directly to the consumers.
- D. The price on the shelf is more than the normal price of the product.
- E. The rebates come with riders such as a minimum purchase.

ANSWER: B

QUESTION NO: 7

Salim, the Ethics and Compliance Director at KARA Mining Company, is called to look into the matter of KARA shutting down one of its mines abruptly. The local workers who are suddenly laid off contend that KARA is being unethical, while KARA claims that keeping the mine open is not very profitable. Who among these entities should Salim consider as a one-off stakeholder?

- A. KARA Mining Company
- B. KARA's employees
- C. KARA's stockholders
- D. KARA's mine and its natural environment
- E. KARA's customers located close to the mine

ANSWER: D

QUESTION NO: 8

Raymond is driving across town when he spots a billboard that reads, "When life begins..." He instantly recognizes this as the tagline for Voch Spa and expects to find a spa nearby. Which of the following aspects of a brand is exemplified in this scenario?

- A. Brand licensing
- B. Brand dilution
- C. Brand association
- D. Brand loyalty
- E. Brand extension

ANSWER: C

QUESTION NO: 9

Zippy manufacturers pens in the U.S. Zero Point, Zippy's latest ball point pen, is three months old and yet to grab a significant market share. Since the demand for ball point pens is high, Zippy believes that Zero Point will benefit from increased advertisement and promotions. Zippy's marketing strategies are aimed at increasing the market share of Zero Point, significantly, during the current quarter. In this scenario, Zero Point is a _____.

- A. dog
- B. cash cow
- C. star
- D. question mark
- E. loss leader

ANSWER: D

QUESTION NO: 10

The Crichton Family Farm is a family-run business that produces and sells organic produce, preserves, and baked goods under the Crichton Family Farm brand. It has generally operated in a limited area, selling most of its products from the farm and in stores in the nearby town of Greenville. When loyal customers mentioned the brand on social media sites, there was great interest from others, and the Crichtons saw potential to expand the business. Which of the following strengthens the case for the family to opt for a product development strategy?

- A. Crichton products are all-natural, without preservatives or additives, and cannot be stored for a long time.
- B. Many customers enquire if the Crichtons sell organic dairy products as well and are willing to buy them.
- C. A chain of organic food stores has approached the Crichtons and offered to stock Crichton products in its outlets throughout the state.
- D. Crichton products sell very quickly, and the Crichtons rarely stock inventory for longer than a week.
- E. The Crichton Family Farm's most popular product is its home-baked loaves of bread, which sell twice as fast as any other item.

ANSWER: B

QUESTION NO: 11

_____ is/are also known as the Digital Natives, because people in this group were born into a world that already was full of electronic gadgets and digital technologies, such as the Internet and social networks.

- A. Generation X
- B. Generation Z
- C. The Baby Boomers
- D. Generation Y

E. Millennials

ANSWER: B

QUESTION NO: 12

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.

ANSWER: E

QUESTION NO: 13

By setting appropriate service standards and measuring service performance, firms can attempt to close a _____ gap.

- A. seniority
- B. knowledge
- C. standards
- D. delivery
- E. communication

ANSWER: C

QUESTION NO: 14

Which of the following would a firm be likely to do at the implementation stage of its marketing strategy?

- A. Introduce ethical statements in the firm's mission or vision statements
- B. Use the company's mission statement to guide the SWOT analysis for the firm
- C. Evaluate its choice of target market and advertisements to ensure that it does not encounter ethical issues
- D. Evaluate managerial actions from the standpoint of ethics

E. Check whether potential ethical issues identified during the planning stage have been addressed

ANSWER: C

QUESTION NO: 15

Pluto Corp., a car manufacturer, visits several independent blogs and forums and monitors customer reactions and opinions relating to its cars. Moreover, Pluto also engages with customers directly under fake names in order to obtain valuable direct insights. Which of the following qualitative research techniques is the company using in this scenario?

- A. observation
- B. Focus groups
- C. Social media
- D. Scanner method
- E. in-depth interview

ANSWER: C