

# PCM<sup>Q&As</sup>

Professional Certified Marketer

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**QUESTION 1**

A customer information storehouse enables

- A. retailers to decelerate customer returns.
- B. create a consistent brand image.
- C. provide a seamless experience for customers.
- D. integrate the supply chain.
- E. reduce shipping charges and sales tax.

Correct Answer: C

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**QUESTION 2**

Which of the following is a feature of using an Internet marketing channel?

- A. It reduces a company's ability to personalize products.
- B. It limits a firm's market presence.
- C. It removes the need for other channels of distribution.
- D. It reduces the need to spend money on marketing.
- E. It enables companies to offer individualized offerings.

Correct Answer: E

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**QUESTION 3**

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

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**QUESTION 4**

Mars Corp. decides to buy new laptops for its managerial employees. Having made the decision, the top managers deliberated and decided that they required a 3GHZ processor and webcam in each laptop. In this scenario, Mars Corp. is currently in the \_\_\_\_\_ stage of the B2B buying process.

- A. need recognition
- B. product specification
- C. RFP process- Stage 5
- D. proposal analysis
- E. order specification

Correct Answer: B

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**QUESTION 5**

Jim wants to buy a business suit and has a particular brand in mind. However, he also states that he might consider buying three other more expensive brands as alternatives. In this scenario, these alternative brands constitute a \_\_\_\_\_ set.

- A. distributive
- B. psychological
- C. safety
- D. retrieval
- E. evoked

Correct Answer: E

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