

**100%** Money Back  
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**Vendor:**AMA

**Exam Code:**PCM

**Exam Name:**Professional Certified Marketer

**Version:**Demo

### QUESTION 1

Forever Quilting is a company that designs and distributes quilting kits. The kits are priced at \$120 each. The costs of the materials that go into each kit are \$45. It costs \$5 in labor to assemble a kit. The company has monthly expenses of \$1,200 for rent and insurance, \$300 for heat and electricity, \$600 for advertising in quilting magazines, and \$3,500 for the monthly salary of its owner. What is the break-even point for Forever Quilting?

- A. 50
- B. 60
- C. 70
- D. 80
- E. 90

Correct Answer: D

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### QUESTION 2

Peltz, a chewing gum manufacturer, markets chewing gum in a variety of flavors. The company also sells cardamom- and clove-flavored chewing gum under the Peltz brand. Five years after the introduction of the cardamom and clove flavors, the name Peltz is synonymous with cardamom- and clove-flavored chewing gum. Which of the following aspects of the Peltz brand is exemplified in this scenario?

- A. Brand awareness
- B. Perceived value
- C. Brand parity
- D. Brand loyalty
- E. Brand extension

Correct Answer: A

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### QUESTION 3

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 4

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 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 \_\_\_\_\_.

- A. knowledge gap.
- B. standards gap.
- C. social expectations gap.
- D. delivery gap.
- E. communications gap.

Correct Answer: D

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#### QUESTION 5

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 6

Calculate the return on marketing investment of a campaign that costs \$10,000 and delivers \$45,000 in incremental net profit.

- A. 1.5
- B. 2
- C. 2.5
- D. 3.5

E. 4

Correct Answer: D

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### QUESTION 7

Power in a marketing channel exists when:

- A. all the firms in the channel have contractual relationships with the others.
- B. each channel member is independent; there is no parent company that owns channel members.
- C. one firm has the means or ability to dictate the actions of another member at a different level of distribution.
- D. all the members of the channel are at the same level of distribution.
- E. the channel is a direct channel.

Correct Answer: C

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### QUESTION 8

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

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### QUESTION 9

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

- A. Full-line discount stores
- B. Specialty stores
- C. Extreme value retailers
- D. Department stores
- E. Convenience stores

Correct Answer: A

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#### QUESTION 10

Which of the following is a typical feature of large and sophisticated channel members?

- A. They require several channels below them for distribution.
- B. They do not have many supply chain intermediaries.
- C. They prefer to delegate channel functions.
- D. They do not use independent sales people.
- E. They have a lower profit markup than smaller firms.

Correct Answer: B

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#### QUESTION 11

In the early 1980s, typical round-trip coach air fares from the East Coast to London were over \$500. Then Freddie Laker introduced the

People's Express, a competing service into Newark at \$350. Major airlines matched his price--and continued to do so until they drove

People's Express out of business. Then prices shot back up to over \$500. A lawsuit filed under the Sherman Act resulted in the judgment that the major airlines had explicitly tried to destroy a competitor. The experience of People's Express is an example of \_\_\_\_\_ on the part of the major airlines.

- A. price fixing.
- B. price discrimination.
- C. deceptive pricing.
- D. predatory pricing.
- E. pricing constraints.

Correct Answer: D

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#### QUESTION 12

Which of the following is true of the standardized marketing approach?

- A. It is losing its relevance in an increasingly globalized marketplace.
- B. It is not profitable to maintain a standard product across increasingly diverse cultures.
- C. It can work well for some, but not all products.

D. It is very expensive in terms of advertising and other marketing costs.

E. It does not work well for multi-functional products.

Correct Answer: C