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QUESTION 1

SciFun.com and NatuRun.com are two websites that publish articles related to science and technology. The webpages on these sites often link to each other's websites, particularly when an article from one website is reproduced on the other. An original article about black holes, from SciFun, is reproduced as is on NatuRun with the original 20 images. The article receives 7,000 pageviews and generates 147,000 hits. 15% of the pageviews result in users clicking the link to the original article on SciFun. What is the number of hits generated on the original article due to NatuRun?

- A. 7,000
- B. 1,050
- C. 147,000
- D. 22,050
- E. 20

Correct Answer: D

QUESTION 2

An inventory-management system in which the supplier determines the amount of product a retailer needs and automatically delivers the appropriate items is referred to as _____.

- A. retailer-managed inventory
- B. supply chain inventory
- C. logistics-managed inventory
- D. just-in-time inventory management
- E. vendor-managed inventory

Correct Answer: E

QUESTION 3

CL Corp. a grocery store, buys lighting and fittings for its new outlet. It also obtains a discount from a wholesaler who sells such items. This scenario is an example of a _____ transaction.

- A. C2C
- B. B2D
- C. B2B
- D. B2C
- E. C2B



Correct Answer: C

QUESTION 4

Companies are legally required to

- A. conceal consumers\' addresses and phone numbers when they share information.
- B. share information only with the sales department for follow-up.
- C. disclose their privacy practices to customers on an annual basis.
- D. refer to the company\'s code of ethics to determine what information can be released.
- E. obtain consumer information only through secondary sources.

Correct Answer: C

QUESTION 5

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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