



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

Professional Certified Marketer

## Pass AMA PCM Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/pcm.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by AMA Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





#### QUESTION 1

The social network that is used solely for sharing videos is

- A. Google.
- B. Facebook.
- C. YouTube.
- D. Twitter.
- E. LinkedIn.

Correct Answer: C

---

#### QUESTION 2

The second stage of the AIDA model is \_\_\_\_\_.

- A. Intention
- B. Interest
- C. Introduction
- D. IMC
- E. Insistence

Correct Answer: B

---

#### QUESTION 3

\_\_\_\_\_ strategies are designed to increase demand by focusing on wholesalers, retailers, or salespeople.

- A. Push
- B. Pull
- C. Macro
- D. Informative
- E. Relationship

Correct Answer: A

---

#### QUESTION 4



Jim's book store sold management textbooks online to university students. The store wanted to open a brick and mortar store in a small town. However, a study showed that there was only small community college in the area and the number of prospective customers was likely to be low. In this scenario, the store is considering the \_\_\_\_\_ criterion.

- A. identifiability
- B. substantialness
- C. reachability
- D. profitability
- E. responsiveness

Correct Answer: B

---

#### QUESTION 5

Which of the following activities is part of the place aspect of the marketing mix?

- A. Manufacturing the product from raw materials
- B. Changing product designs in response to customer feedback
- C. Undertaking market research to determine the target audience for the product
- D. Coordinating between suppliers of raw materials for production
- E. Introducing the product to the market at a discount to encourage consumers to try it

Correct Answer: D

[PCM PDF Dumps](#)

[PCM Practice Test](#)

[PCM Braindumps](#)