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QUESTION 1

Dento Inc., a manufacturer of dental care products, faced a social media uproar when rumors spread that it was using ingredients from animal sources to create its products. The labels as such carried no evidence of this and this discovery was brought about by an independent researcher. The company's CEO and senior management did not know about these ingredients. Internal research revealed that containers used to hold Dento's products, produced by a vendor, used products derived from animal fat in the manufacturing process, but the product itself did not contain any fat. What should Dento do to prove that it is ethical?

- A. Release a statement to the press explaining that it is not responsible for the manufacturing processes of its suppliers.
- B. Refute the independent researcher's claims by filing a defamation suit.
- C. Invest in a program that aims to spread dental hygiene awareness.
- D. Inform its consumers of the situation and implement measures to ensure animal-fat-free packaging and products.
- E. Penalize the vendor by not paying for the next order of packaging materials.

Correct Answer: D

QUESTION 2

Jim, an entrepreneur, writes funny comic strips and posts them on facebook and twitter. He has a large fan following and he uses many of his innovative, entrepreneurial and cutting edge ideas in his comic strips. Jim is an example of a _____.

- A. lagger
- B. bonder
- C. creator
- D. professional
- E. sharer

Correct Answer: C

QUESTION 3

_____ refers to a change in a person's thought process or behavior that arises from experience and takes place throughout the consumer decision process.

- A. Learning
- B. Affectiveness
- C. Cognitive resonance



D. Lifestyle

E. Perception

Correct Answer: A

QUESTION 4

_____ are small, full-line discount stores that offer a limited merchandise assortment at very low prices.

A. Category specialists

B. Specialty stores

C. Extreme value retailers

D. Supermarkets

E. Department stores

Correct Answer: C

QUESTION 5

Mars Inc., a fashion brand, provides a free location-based app to its customers which requires them to share where they are, and what they are doing and when they're doing it. The company uses this app to build loyalty and these apps are known as _____ apps.

A. systemized

B. snap

C. fashion

D. gamified

E. price check

Correct Answer: D

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