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Shared by Hensley on 12-12-2023

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Question 1

Question Type: MultipleChoice

Procedural fairness refers to:

Options:

- A- a customer's perception of the benefits he or she received compared with the costs of inconvenience or loss.
- B- the perceived fairness of the process used to resolve complaints.
- C- the turnaround time taken by a company from receiving a complaint to its resolution.
- D- a customer's perception of the reliability and assurance of a service provider.
- E- the difference in perception between customers about the same service provider.

Answer:

B

Question 2

Question Type: MultipleChoice

_____ pertains to a customer's perception of the benefits he or she received compared with the costs.

Options:

- A- Distributive fairness
- B- Procedural fairness
- C- Qualitative fairness
- D- Extent of responsiveness
- E- Extent of reliability

Answer:

A

Question 3

Question Type: MultipleChoice

Sandra has been using her Xapa-6, a six-year old phone model from Keto, for the past four years. Despite several other releases from Keto and advancements in mobile phone technology, Sandra hasn't switched to a newer model. In this scenario, Sandra is one among

the _____.

Options:

- A- early adopters
- B- innovators
- C- early majority
- D- late majority
- E- laggards

Answer:

E

Question 4

Question Type: MultipleChoice

_____ are consumers who like to avoid change and rely on traditional products until they are no longer available.

Options:

- A- Early adopters
- B- Innovators
- C- Early majority
- D- Late majority
- E- Laggards

Answer:

E

Question 5

Question Type: MultipleChoice

Quano Inc. decides to produce a 3D-display phone, Chel, which is a much-anticipated release. Most buyers are disappointed within a week because of heating issues. Quano announces immediately that it would replace the defective phones with a rectified model. The new Chel arrives two months later and has a few issues that are taken care of by a software upgrade. This prompts a flood of sales. After six months, Quano releases a new 3D-phone and drops the prices of Chel by over 40%. Jason who has been waiting for this opportunity buys a Chel immediately. In this scenario, Jason is one among the _____.

Options:

- A- early adopters
- B- innovators
- C- early majority
- D- late majority
- E- laggards

Answer:

D

Question 6

Question Type: MultipleChoice

Quano Inc. decides to produce a 3D-display phone, Chel, which is a much-anticipated release. Raymond and Jenny are among thousands of buyers who queue up outside a retail store to buy Chel on the day of its release. Most buyers are disappointed within a week because of heating issues. Quano announces immediately that it would replace the defective phones with a rectified model. Raymond and Jenny's replacement phones arrive after three months. The new Chel has a few issues that are taken care of by a software upgrade. This prompts a flood of sales. Trevor is one of Quano's regular customers who buys Chel after the software upgrade. In this scenario, Trevor is one among the _____.

Options:

A- early adopters

B- innovators

C- early majority

D- late majority

E- laggards

Answer:

C

Question 7

Question Type: MultipleChoice

Why are early adopters considered as opinion leaders?

Options:

- A- They wait until a product is at its lowest price and influence others to make bulk purchases.
- B- They do not give up on products easily and use a particular version until it is not in production.
- C- They purchase enough products for the overall price to fall below a certain level and pave the entry for the late majority.
- D- They read reviews of critics before buying a product.
- E- They are instrumental in bringing other buyer categories to the market.

Answer:

E

Question 8

Question Type: MultipleChoice

Shane, a fan of Zmob mobile phones, wants to buy Zmob's new device, Detop, based on a new operating system. Despite critics panning the device in favor of competitors' offerings, Shane buys a Detop. Pleasantly surprised by Detop's quality, Shane advises his friends, Jana and Raul, to buy the device. Jana and Paul examine Shane's Detop, and Jana decides to buy one for herself, while Paul decides to wait for the prices to drop. In this scenario, Shane is one among the _____.

Options:

A- early adopters

B- innovators

C- early majority

D- late majority

E- laggards

Answer:

B

Question 9

Question Type: MultipleChoice

PlayBall, a manufacturer of gaming consoles, announces the release of its new device. Karen, wanting to be one of the first to own the new gaming console, stands in a queue for over five hours on the day of its release. Even though disappointed that the product sold out before her turn arrived, Karen returned at 2 A.M the next day and was the first person in line. In this scenario, Karen is one among the _____.

Options:

A- early adopters

B- innovators

C- early majority

D- late majority

E- laggards

Answer:

B

Question 10

Question Type: MultipleChoice

Bisky, a newly-founded biscuit company, is developing its first product, Jamz. It intends to sell the product as a nutritious alternative to other biscuits. It markets the product with the tagline "A healthy snack for a healthy you." Which of the following is true of this scenario?

Options:

A- Jamz should contain a secondary package in addition to the first package.

- B-** The Food and Drug Administration (FDA) will verify Bisky's claims that Jamz is a nutritious alternative to other biscuits.
- C-** Branding ethics will prevent Bisky from using the tagline on Jamz's packaging.
- D-** The marketing strategy adopted by Bisky demands that it include details of the health benefits provided each ingredient on the product label.
- E-** Jamz's label should contain details of the country of origin for individual ingredients.

Answer:

B

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