



Free Questions for PCM by certscare

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Question 1

Question Type: MultipleChoice

Which of the following is an example of impulse buying?

Options:

- A- Ryan purchased a suit for his wedding after consulting a tailor.
- B- While grocery shopping Sean picked up a pack of bubble-gum from the checkout counter.
- C- Jim conducted a thorough Internet search before buying a new car.
- D- Lily picked up a burger from a drive in restaurant on the way home.
- E- Jordan purchased a mobile phone after being convinced by a sales presentation.

Answer:

B

Question 2

Question Type: MultipleChoice

Which problem solving variation would likely be used for clothing, sheets, towels, or electric can openers?

Options:

- A- Routine response behavior
- B- Limited problem solving
- C- Extended problem solving
- D- Simulated solving
- E- Integrated problem solving

Answer:

B

Question 3

Question Type: MultipleChoice

Which of the following is true of low-involvement customers?

Options:

- A- They scrutinize an advertisement in a thorough manner.
- B- They pay more attention to quality.
- C- They process key elements of a message deeply.
- D- They are likely to have superficial impressions.
- E- They pay more attention to price.

Answer:

D

Question 4

Question Type: MultipleChoice

Three teenage girls spent hours at a store trying on various outfits, looking at possible combinations, and asking each other, "How do you think this outfit looks on me?" This situation is most closely related to which of the following situational influences?

Options:

- A- Purchase tasks
- B- Social surroundings
- C- Physical surroundings
- D- Temporal effects
- E- Antecedent states

Answer:

B

Question 5

Question Type: MultipleChoice

Reference groups refer to

Options:

A- the relatively permanent, homogeneous divisions in a society that consists of people who share similar values, interests, and behaviors.

B- individuals who exert direct or indirect social influence over others.

C- one or more persons whom an individual uses as a basis for comparison regarding beliefs, feelings, and behaviors.

D- those buyers who, through the size of their purchases, affect where marketing dollars will be spent.

E- those with whom a person does not wish to be a member of or identified with.

Answer:

C

Question 6

Question Type: MultipleChoice

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

Options:

A- Learning

B- Affectiveness

C- Cognitive resonance

D- Lifestyle

E- Perception

Answer:

A

Question 7

Question Type: MultipleChoice

The _____ component of attitude reflects a person's belief system, or what we believe to be true.

Options:

A- behavioral

B- affective

C- perceptive

D- physiological

E- cognitive

Answer:

E

Question 8

Question Type: MultipleChoice

In the hierarchy of needs water, food, rest, and shelter would be considered _____ needs.

Options:

A- physiological

B- safety

C- social

D- personal

E- psychological

Answer:

A

Question 9

Question Type: MultipleChoice

Which list below presents the hierarchy of needs in its correct order, beginning with the lowest level need to the highest level need?

Options:

- A-** personal, social, physiological, psychological, and safety
- B-** physiological, safety, love, esteem, and self-actualization
- C-** safety, physiological, safety, and self-actualization, and personal
- D-** self-actualization, personal, social, safety, and physiological
- E-** safety, personal, self-actualization, physiological, and social

Answer:

B

Question 10

Question Type: MultipleChoice

Which of the following is likely to be true of passive customers?

Options:

- A- They are likely to complain about the product or service.
- B- They are likely to seek negative information about products.
- C- They are likely to remain from repurchasing a product.
- D- They are likely to recommend the product to others.
- E- They are likely to seek positive feedback from friends.

Answer:

C

Question 11

Question Type: MultipleChoice

Which of the following is true of postpurchase cognitive dissonance?

Options:

- A- It is likely for products that work as intended.
- B- It is not likely for products that are widely available.
- C- It is likely for products that are associated with low levels of risk.
- D- It is likely for products that are frequently purchased.
- E- It is likely for expensive products.

Answer:

E

Question 12

Question Type: MultipleChoice

Hanna is buying a wedding dress and chooses one that is beyond her budget. However, she notices that the dress fits her well and comes with a money-back guarantee. Despite the higher cost, she decides to purchase the dress due to the trade-off between cost and

perceived value. In this scenario Hanna is exhibiting the _____ rule.

Options:

A- compensatory decision

B- multi-attribute

C- noncompensatory

D- conversion

E- weightage

Answer:

A

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