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Question 1

Question Type: MultipleChoice

_____ refers to customers' perceptions of how well a service meets or exceeds their expectations and is often difficult for customers to evaluate.

Options:

- A- Service intangibility
- B- Service heterogeneity
- C- Service quality
- D- Service inseparability
- E- Service perishability

Answer:

C

Question 2

Question Type: MultipleChoice

Empowerment of employees helps to address the delivery gap because:

Options:

- A-** employees directly involved with the customer can respond effectively at the moment the problem occurs.
- B-** customers appreciate it when everyone in the delivery chain has the same level of authority.
- C-** management then doesn't need to devote time and energy to resolving service delivery problems.
- D-** employees spend less time resolving problems than managers would.
- E-** the major decisions in running a business are taken by lower-level employees and not the senior management.

Answer:

A

Question 3

Question Type: MultipleChoice

By setting appropriate service standards and measuring service performance, firms can attempt to close a _____ gap.

Options:

- A- seniority
- B- knowledge
- C- standards
- D- delivery
- E- communication

Answer:

C

Question 4

Question Type: MultipleChoice

The customers at Marielle's coffee shop want to grab a quick cup of coffee before boarding the commuter train into the city. The sign in the window promises ""Quick, In-and-Out Service,"" and usually Marielle's keeps that promise. But one morning, customers were frustrated when the staff behind the counter was more interested in gossiping about their social lives than in waiting on customers. Marielle's shop is suffering from a _____.

Options:

A- knowledge gap.

B- standards gap.

C- social expectations gap.

D- delivery gap.

E- communications gap.

Answer:

D

Question 5

Question Type: MultipleChoice

Which of the following is most likely to be considered a convenience product?

Options:

- A- A lamp
- B- A haircut
- C- Running shoes
- D- A can of soda
- E- Concert tickets purchased online

Answer:

D

Question 6

Question Type: MultipleChoice

Which of the following stages of a product life cycle attracts laggards?

Options:

- A- introduction
- B- growth

C- maturity

D- harvest

E- decline

Answer:

E

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