



Free Questions for PCM

Shared by Buckley on 29-01-2024

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## Question 1

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Question Type: MultipleChoice

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CL Corp. a grocery store, buys lighting and fittings for its new outlet. It also obtains a discount from a wholesaler who sells such items. This scenario is an example of a \_\_\_\_ transaction.

Options:

- A- C2C
- B- B2D
- C- B2B
- D- B2C
- E- C2B

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Answer:

C

## Question 2

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Question Type: MultipleChoice

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When Lily, a travel agent, she sells an expensive vacation package, she encourages the customer to buy travel insurance, which provides reimbursement in case of trip cancellation due to illness or another emergency. Jordana is trying to reduce her customers' \_\_\_\_ risk.

Options:

- A- psychological
- B- financial
- C- performance
- D- social
- E- physiological

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Answer:

B

## Question 3

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Question Type: MultipleChoice

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A(n) \_\_\_\_ is a broad description of a firm's objectives and the scope of activities it plans to undertake, and attempts to answer two main questions: What type of business are we? What do we need to do to accomplish our goals and objectives?

Options:

- A- marketing toolbox
- B- operational plan
- C- mission statement
- D- marketing plan
- E- code of conduct

Answer:

C

## Question 4

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Question Type: MultipleChoice

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Analyzing data and developing insights from this analysis would take place before the \_\_\_\_ step of the market research process.

Options:

- A- defining objectives
- B- designing the research
- C- data collection
- D- determining research needs
- E- implementation

Answer:

E

## Question 5

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 6

Question Type: MultipleChoice

A grocery store checkout counter collects content relating to individual consumer purchases. When this content is organized, analyzed and interpreted, it becomes \_\_\_\_.

Options:

- A- data
- B- information
- C- metadata
- D- metacontent
- E- samples

Answer:

B

## Question 7

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Question Type: MultipleChoice

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Which of the following would an organization do during the qualification stage of the customer relationship management process?

Options:

- A- Persuade potential or existing customers to switch to the company's products
- B- Undertake customer loyalty programs to build brand loyalty
- C- Decide on which potential and existing customers to pursue with its marketing efforts
- D- Look for potential customers and identify ways of cross-selling to existing customers
- E- Undertake programs to regain customers who have switched to competing products

Answer:

C

## Question 8

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Question Type: MultipleChoice

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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 9

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Question Type: MultipleChoice

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Which of the following combinations is used to determine the equity of a brand?

Options:

- A- Brand awareness, perceived value, brand associations, and brand loyalty
- B- Brand extension, depth, breadth, and product mix
- C- Co-branding, customer value, and product line
- D- Brand dilution, marketing strategy, labeling strategy, and branding strategy
- E- Brand association, packaging, line extension, and associated services

Answer:

A

## Question 10

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Question Type: MultipleChoice

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How can firm decrease the depth of the product mix?

Options:

- A- By adding a new product to an existing product line
- B- By deleting products to realign resources
- C- By eliminating loss-making product lines
- D- By introducing an existing product line in a new markets
- E- By deleting product lines in one market and moving them to another market

Answer:

B

## Question 11

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Question Type: MultipleChoice

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\_\_\_\_\_ occurs when the brand extension adversely affects consumer perceptions about the attributes the core brand is believed to hold.

Options:

- A- Brand dilution
- B- Line extension
- C- Rebranding
- D- Co-branding
- E- Brand association

Answer:

A

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