

IT 认证电子书



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Exam : PCM

**Title : Professional Certified
Marketer**

Version : DEMO

1.Which of the following is true of B2B and B2C purchase decisions?

- A. Both types of decisions involve the same purchasing behaviors.
- B. A B2C purchase usually involves many people in the decision process.
- C. A B2C purchase typically involves a more formal decision process.
- D. The purchase decision in a B2C scenario is explicit.
- E. A B2B purchase involves less formal processes than B2C purchases.

Answer: C

2.Which of the following is seen in Stage 4 of the B2B buying process?

- A. Metric assessment
- B. Order specifications
- C. Straight rebuys
- D. Vendor negotiation
- E. Modified rebuys

Answer: D

3.The Crichton Family Farm is a family-run business that produces and sells organic produce, preserves, and baked goods under the Crichton Family Farm brand. It has generally operated in a limited area, selling most of its products from the farm and in stores in the nearby town of Greenville. When loyal customers mentioned the brand on social media sites, there was great interest from others, and the Crichtons saw potential to expand the business. Which of the following strengthens the case for the family to opt for a product development strategy?

- A. Crichton products are all-natural, without preservatives or additives, and cannot be stored for a long time.
- B. Many customers enquire if the Crichtons sell organic dairy products as well and are willing to buy them.
- C. A chain of organic food stores has approached the Crichtons and offered to stock Crichton products in its outlets throughout the state.
- D. Crichton products sell very quickly, and the Crichtons rarely stock inventory for longer than a week.
- E. The Crichton Family Farm's most popular product is its home-baked loaves of bread, which sell twice as fast as any other item.

Answer: B

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

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

Answer: E

5.Maynard Inc., a grocery chain, introduced a new system where customers could shop for groceries while travelling on public transportation. Using their smartphones and screens located on buses and trains, customers were able to order groceries and save time. The groceries were later delivered to their

homes. In this scenario, Maynard Inc. is engaging the _____ component of the marketing mix.

- A. positioning
- B. price
- C. promotion
- D. product
- E. place

Answer: E