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Professional Certified Marketer



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E. 360

Answer: D

QUESTION: 305

Which of the following is true of personal ethics?

- A. People stop growing in their understanding of ethical behavior once they become adults.
- B. A person's genes, cultural background, and upbringing have no influence on ethical understanding.
- C. Different people view complex situations differently based on their own ethical understandings.
- D. People act unethically on their own accord without any external influences.
- E. Business and marketing ethics have an overbearing influence on personal ethics.

Answer: C

QUESTION: 306

Moul, a diaper manufacturer, is developing a media plan that involves trying to expose its target audience to its new advertisement about ten times. Moul is trying to increase its advertisement's.

- A. reach
- B. repetition
- C. frequency
- D. targeting
- E. exposure

Answer: C

QUESTION: 307

Saleye Pharmaceuticals develops cheaper alternatives to proprietary drugs. Its mission statement states that it wants to create affordable medicine for everyone and create a healthier world. Saleye releases a new and improved version of its pain-relieving drug, Fento. Within a week, Saleye receives many complaints stating that the drug is inducing hallucinations and in some cases triggering certain anxiety disorders. Saleye was caught off-guard as its animal and human trials did not reveal any side effects. Saleye deliberated over the decision to recall the drug for over a week and by the time it eventually did, it had lost millions in stocks. Where did Saleye fail?

- A. It did not have an ethical mission statement.
- B. It did not have control measures in place.
- C. It did not consider the target market before creating its drug.
- D. It prioritized profits over effective drugs.
- E. It did not conduct large-scale human trials.

Answer: B

QUESTION: 308

In a(n) search for information , a buyer examines his or her own memory and knowledge about a product or service, gathered through past experiences.

- A. external
- B. perceived
- C. informed
- D. generic
- E. internal

Answer: E

QUESTION: 309

Which of the following aspects is directly responsible for determining the zone of tolerance of customers?

- A. The brand awareness of a product
- B. The breadth of the product mix
- C. The importance of each service quality dimension
- D. The complexity of the product or service
- E. The type of labeling used

Answer: C

QUESTION: 310

If a company claims to be fair toward its customers, it would imply that:

- A. the company gives back to the community through volunteerism.
- B. the company offers discounts to its regular customers.
- C. the company does not engage in price fixing or ""bait and switch"" tactics.
- D. the company makes an effort to improve the satisfaction of customers.
- E. the company does not accept criticism from its stakeholders other than

customers.

Answer: C

QUESTION: 311

Diversification refers to the marketing strategy of

- A. increasing sales of current products in current markets.
- B. selling current products to new markets.
- C. selling new products to new markets.
- D. selling new products to current markets.
- E. selling the same brands in both current and new markets.

Answer: C

QUESTION: 312

Customer relationship management refers to

- A. the view that organizations should satisfy the needs of consumers in a way that provides for society's well-being.
- B. the process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace.
- C. the idea that an organization should (1) strive to satisfy the needs of consumers (2) while also trying to achieve the organization's goals.
- D. the links an organization has to its individual customers, employees, suppliers, and other partners for their mutual long-term benefit.
- E. the cluster of benefits that an organization promises customers to satisfy their needs.

Answer: B

QUESTION: 313

In an administered vertical marketing system,:

- A. there are contractual relationships between all parties.
- B. there is common ownership of goods.
- C. one member can direct the actions of another member.
- D. there are franchise relationships between channel members.
- E. there is no dominant member; all members have equal power.

Answer: C

QUESTION: 314

Cuppa, a coffee-mug manufacturer, invests money in procuring equipment to produce custom prints on coffee mugs. Cuppa also releases a new line of eco-friendly porcelain mugs priced at \$20 each. Cuppa spends \$24,000 per month on its production, including employees' salaries. The cost of producing and packaging each mug is \$12. Cuppa has a target profit of \$8,000 a month. How many mugs should Cuppa sell to gain this profit?

- A. 1,000
- B. 2,000
- C. 3,000
- D. 4,000
- E. 5,000

Answer: D

QUESTION: 315

Which of the following is true of the in-depth interview method?

- A. In-depth interviews can be used for sentiment mining.
- B. The results of in-depth interviews can be used to make quick changes to the product roll.
- C. In-depth interviews are relatively less time consuming.
- D. The results of in-depth interviews can be used to develop surveys.
- E. In-depth interviews cannot be used to establish an historical context.

Answer: D

QUESTION: 316

Which of the following is true of postpurchase cognitive dissonance?

- 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

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