

Professional Certified Marketer Practice Test Questions and Answers

1. What is the primary goal of market segmentation?

- A) To increase production costs
- B) To divide the market into distinct groups with similar needs
- C) To eliminate competition
- D) To reduce marketing budgets

2. Which metric is most important for measuring brand awareness campaigns?

- A) Cost per acquisition
- B) Conversion rate
- C) Brand recall and recognition
- D) Return on ad spend

3. What does the "P" in the marketing mix (4 P's) NOT include?

- A) Product
- B) Price
- C) Performance
- D) Promotion

4. Which stage of the customer journey focuses on building long-term relationships?

- A) Awareness
- B) Consideration
- C) Purchase
- D) Retention and loyalty

Answers: 1-B 2-C 3-C 4-D

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