Marketing 3350 Section 004

Group 7

Chapter 9

1) Geodemographic segmentation uses a combination of \_\_\_\_\_\_, \_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_ characteristics to classify consumers.

A) geographic, economic, socio-cultural

B) geographic, demographic, lifestyle

C) economic, cultural, demographic

D) lifestyle, economic, geographic

2) The four macro, or overarching, strategies that focus on aspects of the marketing mix to create value, deliver value, and develop sustainable competitive advantages are customer, operational, product, and \_\_\_\_\_\_\_\_ excellence.

A) Price

B) Strategic

C) Locational

D) Branding

3)Age, gender, income, and education are a part of which segmentation method?

1. Geographic
2. Demographic
3. Psychographic
4. Behavioral

4) If a consumer doesn’t know a product exists, or doesn’t understand what the product does, what aspect of segmentation attractiveness is not being met?

1. Responsive
2. Substantial
3. Profitable
4. Reachable

5) Which is not a positioning method?

a) symbol

b) profitable segments

c) value

d) competition

6) Which of these is not one of the positioning methods?

a. Value

b. Symbols

c. Competition

d. Market

7) How many main value proposition components are there?

a. 3

b. 4

c. 5

d. 6

8) Which of the following is NOT an example of a demographic?

A) Sex

B) Race

C) Education

D) Lifestyle

9)Which of the questions below is the first step in segmenting a market?

A) Establish overall strategy or objective

B) Select a Target Market

C) Evaluate Segment Attractiveness

D) Segmenting a market is fake news

10) What would children under 15 be considered?

A. a group

B. a segment

C. a market

D. a target

11) What is the first step of positioning?

A. Identify the market's ideal points and size.

B. Select the postition

C. Monitor the positioning strategy

D. Determine consumers' perceptions and evaluations in relation to competitors'.

12) Which of the following is not considered a segmentation method?

A. Psychographic

B. Benefits

C. Demographic

D. Biographic

E. Geographic

13) Which is not one of four targeting strategies?

A. Micro marketing

B. Referral marketing

C. Concentrated marketing

D. Undifferentiated marketing

E. Differentiated marketing

14) Which of the following is NOT a positioning method for developing a positioning strategy?

a. Value

b. Salient Attributes

c. Concentrated Targeting

d. Symbol

e. Competition

Which of the following is not a criterion for evaluating segment attractiveness?

A) Identifiable

B) Substantial

C) Reachable

D) Differentiated

E) Responsive

16)Geographic segmentation organizes customers into groups based on

1. Where they live
2. Where they buy
3. Where they spend
4. How they communicate

17)Psychographic segmentation is also called

1. Physiological
2. Psychographics
3. Psychiatrics
4. Physiological

18 Mass marketing is:

A. When everyone might be considered a potential user of the product

B. When an organization selects a single, primary market

C. When organizations tailor a product or service for a specific individual

D. Very concentrated market segmentation

19)Which of these is **NOT** a Positioning Method?

a)Value

b)Salient Attributes

c)Symbol

d)Competition

e)Sales

20)Which is Not a Segment attractiveness?

a)Substantial

b)Reachable

c)Responsive

d)Sales

1. B
2. C
3. B
4. D
5. D
6. D
7. B
8. D
9. A
10. B
11. D
12. D
13. B
14. C
15. D
16. A
17. B
18. A
19. E
20. D