**Scot Lamb, Linh Huynh, Dayton Perry, Bryan Arias, Analea Flores, Stephanie Workman, Ashley Lane, Austin Hardin**

MKT 3350

Quiz Chapter 9

1. Marketers use these 5 kinds of segmentation:

1. geographic, demographic, psychologic, benefits, and behavioral
2. demographic, geological, behavioral, benefits, and segmentation
3. benefits, geographic, behavioral, psychographic, ethical based
4. geographic, demographic, psychographic, benefits, and behavioral

2.  The\_\_\_\_\_\_\_\_\_\_ communicates the customer benefits to be received from a product /service?

1. Micromarketing
2. Segmentation Strategy
3. Value Proposition
4. Targeting Strategy

3. What method of segmenting delves into how consumers actually describe themselves?

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

4. What is the correct order of steps to the segmentation, targeting, and positioning process?

1. 1. Establish the overall Strategy or Objectives, 2. Use Segmentation Methods, 3. Evaluate Segment Attractiveness, 4. Select a target method, 5. Identify and Develop Positioning Strategy
2. 1. Use Segmentation Methods, 2. Establish the overall Strategy or Objectives, 3.Identify and Develop Positioning Strategy, 4. Select a target method, 5. Evaluate Segment Attractiveness
3. 1. Identify and Develop Positioning Strategy, 2. Use Segmentation Methods, 3. Establish the overall Strategy or Objectives, 4. Select a target method, 5. Evaluate Segment Attractiveness
4. 1. Establish the overall Strategy or Objectives, 2. Select a target method, 3. Evaluate Segment Attractiveness, 4. Use Segmentation Methods, 5. Identify and Develop Positioning Strategy

5. If values provide goals, and self-concept is the way we see ourselves, \_\_\_\_\_\_\_\_\_\_ is how we live our lives to achieve goals.

1. Lifestyle
2. Self-worth
3. Value
4. Self-image

6. Which of the following is not a targeting strategy?

1. Micromarketing
2. Differentiated
3. Diffused
4. Concentrated

7. When a firm tailors a product or service to suit an individual customer’s wants or needs, it is undertaking an extreme form of segmentation called \_\_\_\_\_\_\_\_?

1. Micromarketing
2. Macromarketing
3. Individualized marketing
4. Special customer marketing

8. A Perceptual map is used in developing a positioning strategy in order to display the position of the product or brands in the\_\_\_\_\_\_\_\_ mind.

1. User’s
2. Retailer’s
3. Consumer’s
4. Competitor’s

9. Which segmentation method organizes customers into groups on the basis of where they live?

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

10. Which marketing strategy involves firms targeting multiple market segments with a different offering for each

1. Differentiated
2. Undifferentiated
3. Micromarketing
4. Concentrated

11. A well known symbol can be used as a  \_\_\_\_\_\_\_ tool.

1. Positioning
2. Classification
3. Targeting
4. Value

12. Which of the following is NOT a positioning method?

1. Value Proposition
2. Symbols
3. Lifestyle
4. Competition

13. An extreme form of segmentation

1. Marketing
2. Micromarketing
3. Targeting Strategy
4. Marketing Positioning

14. Geographic segmentation is the grouping of consumers on the basis of where they\_\_\_\_.

1. Work
2. Socialize
3. Live
4. Shop

15. What does STP stand for?

1. Synergy, Targeting, People
2. Systems, Targeting, Production
3. Segmentation, Transformation, Production
4. Segmentation, Targeting, Positioning

16. VALS examines the intersection of psychology, demographics, and \_\_\_\_\_\_.

1. Lifestyle
2. Assets
3. Revenues
4. Benefits

17. Which type of segmentation would appeal more to a younger (age 3-12) audience? For example a cereal commercial for Lucky Charms

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

18. Geodemographic Segmentation uses a combination of

1. Geographic, Demographic, & Behavioral
2. Benefits, Behavioral, & Demographic
3. Psychographic, Lifestyle, & Demographic
4. Geographic, Demographic, & Lifestyle

19. \_\_\_\_\_\_ is where a particular market segment’s ideal product would lie on the map.

1. Perceptual map
2. Ideal Points
3. Competition
4. Salient Attributes

20.  Which is not a main value proposition component?

1. Target Market
2. Product/service category or concept
3. Offering name or band
4. One-to-One marketing

**Answers to Chapter 9 Quiz**

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