1. What is the first step of Segmentation?
2. Evaluate segment attractiveness
3. Select target market
4. Establish strategy or objectives
5. Identify and develop positioning strategy
6. Strategy through which a firm targets several market segments with a different offering for each is what type of targeting strategy?
7. Differentiated
8. Undifferentiated
9. Concentrated
10. Micromarketing
11. Which factor(s) are used for focusing assessments on profitability?

a) Market growth

b) Market competitiveness

c) Market access

d) All of the above

4. What is the fourth step in the STP process?

a) Develop customer relations

b) Follow up with shareholders

c) Select a target market

d) Evaluate the profitability

5. What divides customers into groups for behavior segmentation?

A: Occasion

B: Character

C: Loyalty

D: A and C

6. What is the third step in evaluating the segmentation process?

A: Attractiveness of various segments

B: Geodemographic segmentation

C: Target Marketing Communication

D None of the Above

7. A type of segmentation based on when a product or service is purchased or consumed is

1. behavioral segmentation
2. occasion segmentation
3. loyalty segmentation
4. benefit segmentation

8. Benefit segmentation groups consumers on the basis of

1. the benefits they derive from products or services
2. how they use the product or service
3. when a product or service is purchased or consumed
4. retaining the firm’s most profitable customers

9. What category does the 3rd and 4th step in the STP analysis fall under?

1. Positioning
2. Segmentation
3. Targeting
4. Controlling

10. What Segmentation divides group of customers on the basis of how they use products and services?

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

11. Which of the following is not one of the six steps used to derive a perceptual map?

1. Identify Consumer positions
2. Determine Consumer preferences
3. Keep the strategy the same
4. Select the position

12. What is a perceptual map?

1. Displays, in two or more dimensions, the position of products or brands in the consumers’ minds
2. Displays in one dimension the position of products or brands in the consumers’ minds
3. A map that displays thinking
4. None of the above

13. How does a new company benefit from a concentrated targeting strategy?

1. A concentrated strategy is more efficient use of limited resources
2. A concentrated targeting allows new companies to gain a fan base
3. Diverse market sectors are unlikely to trust new companies
4. New companies cannot gain loans without one

14. When Marketers separate markets into \_\_\_\_\_\_\_\_\_ segments based on age, income, and race.

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

15. How people ideally imagine themselves

1. Self-value
2. Self-concept
3. Self-esteem
4. Self-selection

16. VALS allows a firm to identify target segments and their \_\_\_\_\_\_\_

1. Characteristics
2. Demographics
3. Motivations
4. Ideas

17. What factors considered the profitability of a market segment?

1. Market Competitiveness
2. Market access
3. Market growth
4. All the above

18. Which of the following is NOT a market Segmentation approach?

1. Benefits
2. Geographic
3. Political
4. Demographics

19. What is the Potential drawbacks to using psychographic segmentation

1. It is more expensive method used to identify potential customers
2. It is unproven
3. It is a trial and error method that requires failure
4. It is too sophisticated for most marketer to do

20. People in different segments should have \_\_\_\_\_ within their segments and greater \_\_\_\_\_\_\_ across segments

1. Similarities, familiarities
2. Differences, similarities
3. Targets, positioning
4. Similarities, differences

Answers

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