Chapter 9 Quiz

1. \_\_\_\_\_\_ segmentation delves into how consumers actually describe themselves.

A. Geographic

B. Demographic

C. Psychographic

D. Geodemographic

E. Lifestyle

2. PRIZM and ESRI's Tapestry are two of the most widely used tools for \_\_\_\_\_\_\_ segmentation.

A. occasion

B. demographic

C. psychographic

D. geodemographic

3. Which one is not a targeting strategy?

A. Differentiated

B. Concentrated

C. Dual Marketing

D. Undifferentiated

E. Micro marketing

4. What is the name of the test that put you in a category according to your personality traits and tendencies?

A. Personality Quiz

B. Function Test

C. Physiological framework

D. VALS framework

E. BCG Matrix

5. The Segmentation, Targeting, Process consist of how many steps?

A. 3 steps

B. 7 steps

C. 5 steps

D.4 steps

E. The STP Process does not exist.

6. Which of the following steps is NOT part of the STP process?

A. Gaining an opperational excellence competitive advantage

B. Selecting a target market

C. Using segmentation methods

D. Developing a positioning strategy

E. Establish strategy or objectives

7. Which of the following is not a basis for segmentation?

a) Geography

b) Demographics

c) Ethics

d) Psychographics

8. Which of the following is not a basis for positioning?

a) attribute

b) price

c) the product user

d) the consumer

9. \_\_\_\_ organizes customers into groups on the basis of where they live.

a) geographic segmentation

b) demographic segmentation

c) psychographics

d) social segmentation

10. \_\_\_\_ is the image people ideally have of themselves.

a) self-concept

b) self-value

c) lifestyle

d) self-image

Answers:

1. C
2. D
3. C
4. D
5. C
6. A
7. C
8. D
9. A
10. A