MKT4354 – 002

Quiz Chapter 4

1. A market can be segmented on the bases of
   1. Usage patterns and commitment levels
   2. Demographics
   3. Geography
   4. Lifestyles
   5. All of the above
2. \_\_\_\_\_\_\_\_ Involves the selection of key themes or concepts that the organization will feature when communicating a product’s or services distinctiveness to a target segment
   1. STP marketing
   2. Target segment
   3. Positioning
   4. Positioning strategy
3. Which of the following is the subgroup of the larger market chosen as the focal point for a marketing program and advertising campaign?
   1. Target segment
   2. Positioning
   3. Positioning strategy
   4. STP marketing
4. The sequence of segmenting, targeting, and positioning that represents a sound basis for generating effective advertising is known as?
   1. Positioning
   2. Positioning strategy
   3. STP marketing
   4. Marketing
5. \_\_\_\_\_\_ is the process of designing and representing a product or service to occupy a distinct and valued place in the target customer’s mind.
   1. Red
   2. Positioning
   3. Blue
   4. Cheeseburger
6. The subgroup (of the larger market) chosen as the focal point for a marketing program and advertising campaign is known as?
   1. Green
   2. Yellow
   3. Target Segment
   4. Sweet Potato Fries
7. A market segment made up of consumers who do not use a particular product or service is known as?
   1. Nonusers
   2. ESPN
   3. CBS
   4. Fox News
8. Developing a strategy through segmenting, targeting, and positioning is known as?
   1. Fourteen
   2. Fifteen
   3. Sixteen
   4. STP Marketing
9. What does the P in STP Marketing stand for?
   1. Positioning
   2. My dog
   3. Is only
   4. One year old
10. Which positioning strategy focuses on a target user?
    1. User Positioning
    2. Yellow
    3. Blue
    4. Green
11. What are the three apexes of the Strategic Planning Triangle?
    1. Identify, Specify, Select
    2. Dumb, Dumber, Dumbest
    3. One, two, three
    4. Coffee, donut, napkin
12. \_\_\_\_\_\_ are consumers who often buy what is on sale or choose brands that offer price incentives.
    1. Switchers (variety seekers)
    2. Grandparents
    3. STP marketing
    4. Dwight Howard
13. A positioning option that uses an explicit reference to a competitor
    1. Competitive positioning
    2. Texas Tech
    3. TCU
    4. Brown Couch
14. Feelings of status, pride, and prestige might be derived from the imagery associated with which brand?
    1. Rolex
    2. Wal-mart
    3. Costco
    4. K-Mart
15. Markets for products and services purchased by individuals or households to satisfy their specific needs?
    1. Consumer Market
    2. Rug
    3. Kennel
    4. Sixteen
16. Which is NOT one of the four fundamental segment types?
    1. Blue Car
    2. Nonusers
    3. Brand loyal Users
    4. Switchers
17. \_\_\_\_\_ is a term that advertisers created in the mid-1960s to refer to a form of research that emphasizes the understanding of consumers’ activities, interests, and opinions
    1. Psychographics
    2. Hamster
    3. Gerbil
    4. Fish
18. \_\_\_\_\_\_ are the institutional buyers who purchase items to be used other products and services or to be resold to other businesses or households
    1. Business Markets
    2. George Washington
    3. Bill Cosby
    4. John Wayne
19. In \_\_\_\_\_\_, target segments are delineated by the various benefit packages that different consumers want from competing products and brands.
    1. Benefit Segmentation
    2. The Alamo
    3. Lil Wayne
    4. Drake
20. A \_\_\_\_\_\_\_ is a relatively small group of consumers who have a unique set of needs and who typically are willing to pay a premium price to the firm that specializes in meeting those needs.
    1. Market Niche
    2. Peyton Manning
    3. Eli Manning
    4. Brett Farve

1. E

2. D

3. A

4. C

5. B

6. C

7. A

8. D

9. A

10. A

11. A

12. A

13. A

14. A

15. A

16. A

17. A

18. A

19. A

20. A