**Group 4**

**MKT 4354-001-Chapter 4**

1. The act of representing one’s product so it will occupy a distinct place in the consumer’s mind is known as \_\_\_\_\_.
2. Positioning
3. Segmentation
4. Targeting
5. Strategy
6. The STP approach is strongly recommended when markets are:
7. Homogenous with respect to consumer needs
8. Diverse with respect to consumer needs
9. Not well understood by marketers
10. Homogenous with respect to consumer characteristics
11. STP stands for
12. Selling the product
13. Segmenting, targeting, and positioning
14. Sales, targeting, and product
15. Sales, targeting, and prospecting
16. Choosing specific segments as the focal point for marketing effort is
17. Positioning
18. Segmentation
19. Targeting
20. Differentiation
21. Descriptors such as age, gender, race, and marital status are widely used in
22. Psychographic segmentation
23. Demographic segmentation
24. Socio-segmentation
25. Geo-segmentation
26. One benefit of using demographic segmentation is that is
27. makes the process of selecting media vehicles easier
28. gives you insight into the motivations behind the use of the product
29. highlights the lifestyles of potential users
30. incorporates the strengths of all the different segmentation methods
31. The three fundamental positioning themes are
32. Heavy user,, light user, emergent user
33. Benefit, user, competitive
34. Benefit, functional, emotional
35. Demographic, psychographic, user
36. When a company undergoes a repositioning, it depends on its advertising effort to
37. Make sure the consumers understand the theme behind its repositioning
38. Reduce the size of the competitive field
39. Select a target market
40. Make sure the position has substance
41. Aligning the marketing mix to yield distinctive approval for the target segment is
42. Targeting
43. Differentiation
44. Positioning
45. Segmenting
46. Effective positioning is based on:
47. Meaningful commitment of organization resources
48. Simple and internally consistent over time
49. Focus on providing substantive value for the intended target
50. All of these statements are part of a sound basis for positing
51. \_\_\_\_\_ are those whose brand preferences are still under development and are likely to offer future potential success for the brand.
52. emergent consumers
53. brand loyal users
54. heavy users
55. variety seekers
56. Careful cooks, down-home stokers, and functional feeders are all examples of
57. Psychousage segmentation
58. Benefit segmentation
59. Lifestyle segmentation
60. Geopsychographic segmentation
61. A market niche is
62. A market strategy that positions the firm’s brand as close to the market leader as possible
63. A market segment that a firm stole from a key competitor
64. A relatively small group of consumers who have a unique set of needs and who typically are willing to pay a premium price to a firm that specializes in meeting those needs.
65. A competitive position that has little profitability for a firm
66. Segmentation used in selecting target markets that includes basic descriptors such as age, gender, and income is known as \_\_\_\_\_\_ segmentation.
67. Geographic
68. Demographic
69. Behavioral
70. Psychographic
71. Segmenting consumers on the basis of product usage means describing consumers as
72. Loyalists vs. switchers
73. Light, medium, and heavy users
74. Nonusers vs users
75. All of these are different ways to categorize segments by usage
76. A value proposition fosters the most effective IMC strategies because is
77. conveys knowledge of the target segment in an explicit statement of functional, emotional, and self-expressive benefits that client and agency can refer to
78. links a brand with a status or prestige
79. identifies a brand with a social cause such as literacy
80. articulates a distinctive personality for a brand
81. Self-expressive benefits can be the basis for effective positioning. With this approach the purpose is
82. On benefit, user and competitive positioning, rather than emotional differentiation
83. On identifying groups of consumers that can be served in a specifically utilitarian way
84. On making a product that doesn’t compete directly with the competition
85. To crease distinctive images or personality traits for the brand and then invite the consumer into the brand’s community
86. Benefit positioning often refers to the functional benefits the brand offers. What else can it refer to?
87. No other benefits
88. The perceived utilities set with which consumers interpret the brand’s messages
89. Insignificant benefits such as peach of mind or prestige benefits
90. Powerful emotional benefits that differentiate the brand in situations where all the competitors offer comparable functional benefits
91. The American Pork Producers association is running a campaign with the position “Pork. The other white meat.” This is an example of
92. Lifestyle segmentation
93. Benefit positioning
94. Competitive positioning
95. Demographic segmentation
96. When Mobil positioned itself as the “friendly serve” station, it has a number of good reasons for the selection of its target market. Which of the following is not one of them?
97. The segment had given the greatest number of people in it
98. The segment was growing
99. The segment spent the largest amount of money at service stations
100. Mobil had the resources to provide the service that is promised

Answer Key

1. a

2. b

3. b

4. c

5. b

6. a

7. b

8. a

9. c

10. d

11. a

12. c

13. c

14. b

15. d

16. a

17. d

18. d

19. c

20. a