1. \_\_\_\_\_ is where marketers divide the total market into different segments based on customer characteristics, select one or more segments, and develop products to meet the needs of those specific segments:
   1. **Target Marketing Strategy**
   2. Market Fragmentation
   3. Segmentation variables
   4. Organizational demographics
2. The three steps in the marketing process**, IN ORDER** are:
   1. Segmentation, Positioning, Targeting
   2. Targeting, Segmentation, positioning
   3. **Segmentation, Targeting, Positioning**
   4. Positioning, Targeting, positioning
3. Targeting involves three distinct phases of activities, phase **ONE** consists of:
   1. Developing Segment Profiles
   2. Choose a Targeting Strategy
   3. Re-value the Mission Statement
   4. **Evaluate Market Segments**
4. Which one of the following is NOT one of the segmenting consumer markets?

a) demographics

b) behavior

**c) targeting**

d) psychographics

1. What is the first step in a positioning decision?

a) define your competitive advantage

**b) analyze competitors’ positions**

c) evaluate responses and modify as needed

d) finalize the marketing mix

1. Producers...
2. buy finished good for the purpose of reselling them.

**B. purchase products for the production of other goods and services that they, in turn, sell to make a profit.**

C. make up the largest single business and organizational market in the United States.

D. are not for profit organizations.

7. Which of the following is not a demographic?

1. Age
2. Race
3. Religion
4. **Fashion sense**
5. Which of the following is NOT a level of Maslow’s hierarchy of needs?
6. Ego needs
7. Belongingness
8. Safety
9. **Interpretation**

9. What is the first step in a Positioning Decision?

**A) Analyze competitors’ positions**

B) Evaluate Responses

C) Finalize the market mix

D) Make a list

1. Successful brand positioning should align clearly with \_\_\_\_\_\_\_.
2. The name of the company
3. The targeted consumers
4. **The company’s competitive advantage**
5. Disadvantages of the company
6. \_\_\_\_\_\_\_\_ is the process of dividing a larger market into smaller pieces based on one or more meaningful, shared characteristics.
7. Target Market Strategy
8. **Segmentation**
9. Demographics
10. General Marketing
11. \_\_\_\_\_\_\_\_ is the creation of many consumer groups due to a diversity of distinct needs and wants in society
12. Segmentation Variables
13. Content Marketing
14. **Market Fragmentation**
15. Target Marketing Strategy
16. Which of the following is NOT included Segmenting Marketing Consumer Demographics?
17. Age
18. **Psychographics**
19. Gender
20. Ethnicity
21. What all does this chapter cover?
22. **Segmentation, Target Marketing, Positioning**
23. Strategy, Target Marketing, Positioning
24. Strategy, Target Marketing, Regular Marketing
25. Segmentation, Countertrade, Strategy
26. Which of the following is not included in segmenting consumer markets?
27. **Economy**
28. Psychographics
29. Demographics
30. Behavior
31. How would want segment demographics?
32. House size
33. Type of car
34. **Income & Social Class**
35. How they dress
36. What is the largest ethnic group increasing in the United States?
37. African Americans
38. Hispanic Americans
39. Asian Americans
40. **All of the above**
41. What it the sequential order of the three strategies of targeting?
42. Evaluate Market Segments, Choose a Targeting Strategy, Develop Segment Profiles
43. **Evaluate Market Segments, Develop Segment Profiles, Choose a Targeting Strategy**
44. Develop Segment Profiles, Choose a Targeting Strategy, Evaluate Market Segments
45. Develop Segment Profiles, Evaluate Market Segments, Choose a Targeting Strategy
46. What are the 3 phases of targeting? And what order do they go in?
47. **Evaluate market segments, develop segment profiles, choose a targeting strategy**
48. Develop a targeting strategy, evaluate market segments, choose a segment profile
49. Choose a market segment, develop segment profiles, evaluate a targeting strategy
50. Evaluate market segments, choose a targeting strategy, develop segment profiles
51. Perceptual maps are often used to…
52. Visually describe where the money from sales goes.
53. Visually describe where products are located for management
54. **visually describe where products and brands are “located” in consumers’ minds relative to competing brands.**
55. Visually describe where products and brands are distributed