1. What social class is NOT real?
2. Upper Class
3. Lower Class
4. **Higher Class**
5. Middle Class
6. Which step is the first in a positioning decision?
7. **Analyze Competitors’ Position**
8. Finalize Marketing Mix
9. Evaluate Responses and Modify as Needed
10. Define your Competitive Advantage
11. When a firm offers one or more products to a single segment, it uses a
12. Differentiated targeting strategy
13. **Concentrated targeting strategy**
14. Customized targeting strategy
15. Flat targeting strategy
16. Which of the following is NOT a step-in positioning?
17. Analyze competitors’ positions
18. Define your competitive advantage
19. **Find where your product is vulnerable**
20. Finalize the Marketing Mix
21. All the options below are part of the Target Marketing process except for
22. Segmentation
23. Targeting
24. Positioning
25. **Demographics**
26. Generation Z is a relatively new term coined to denote individuals who were born after what year?
27. 1900
28. 1950
29. 2000
30. **1994**
31. Which target strategy appeals to a broad spectrum of people
32. **Undifferentiated strategy**
33. Customized Marketing
34. Concentrated Marketing
35. Differentiated strategy
36. \_\_\_\_\_\_\_\_ is the third step in the target marketing process. In this step, marketers develop a marketing mix that will create a competitive advantage in the minds of the selected target market.
37. Segmenting
38. **Positioning**
39. Targeting
40. Aligning
41. What is NOT one of the 3 types, or categories, of Segmentation Variables can we use to divide the total market into fairly homogenous groups?
42. Demographic
43. Psychographic
44. **Physical**
45. Behavioral
46. What is the portion of the total market potential that each company expects in relation to its competitors?
47. Market position
48. **Market share**
49. Consumer perception
50. Direct Competition
51. What is an identified market with excellent potential based on careful research?
52. Market potential
53. Market share
54. **Market opportunity**
55. Direct Competition
56. Which step in the positioning decision defines & selects a competitive advantage to use in the positioning strategy
57. Step 4
58. Step 3
59. **Step 2**
60. Step 1
61. \_\_\_\_\_\_\_\_\_\_establishes a new position in response to market changes. This is also commonly used to change the brand image
62. **Repositioning**
63. Positioning
64. Segmentation
65. Targeting
66. What is the first step in Target Marketing Process?
67. Fragmentation
68. Targeting
69. **Segmentation**
70. Positioning
71. Which of the following can be described as a key segment in demographic segmentation due to their size and earnings and willingness to invest, money, time, and energy to maintain a youthful image?
72. Generation Z
73. Generation Y
74. Generation X
75. **Baby-boomers**
76. Which of the following would be considered an istitutionanl buyer?
77. **UMC (University Medical Center)**
78. Walmart
79. Costco
80. U.S. Navy
81. Which of the following is **not** one of the four types of organizational cultures?
82. **Capitalistic**
83. Democratic
84. Autocratic
85. Consensus
86. What term is used to describe members of generation Z who spend big chunks of their time online and expect brands to engage them in two way digital conversations?
87. **Digital natives**
88. Technology bros
89. Hipsters
90. Social networkers
91. What is the name given to the group of consumers born between 1965 and 1978 that came to be called busters and slackers?
92. Baby-Boomers
93. Generation Y
94. **Generation X**
95. Generation Z
96. The process of dividing a larger market into smaller pieces based on meaningful, shared characteristics is what?
97. **Segmentation**
98. Targeting
99. Market Fragmentation
100. Branding