**Chapter 9 Questions**

1. Maintaining a unique \_\_\_\_\_\_\_\_ can be sustained in the long term only in monopoly or monopolistic competition.

A. Marketing Position

B. Value Proposition

C. Marketing Communication

D. Marketing Segmentation

2. A different targeting strategy allows a firm to gain a bigger share in market.

A. Rarely works

B. is the cheapest product

C. is likely more costly than an undifferentiated strategy.

D. is ineffective without multiple brand names.

3. Demographic segmentation is segmentation of all the following except.

A. age

B. gender

C. income

D. lifestyle

4. Which of the following is **NOT** part of the STP process?

A. Establish strategy or objectives.

B. Select target market.

C. Implement marketing mix.

D. Identify and develop positioning strategy.

5. Geographic segmentation organizes groups of customers based on \_\_\_\_\_.

A. where they are from.

B. their culture.

C. where they live.

D. what type of rocks they like.

6. Some targeting strategies include\_\_\_\_\_\_\_\_\_.

A. Differentiated

B. Concentrated

C. Micromarketing or one-to-one

D. Undifferentiated or mass marketing

E. All the above

7. Salient attributes \_\_\_\_\_\_\_\_\_.

A. are well known symbols associated with that product.

B. is the relationship of price to quality

C. are product attributes that are most important to the target market.

D. are attributes of a sailboat.

8. Human Resource (HR) Management consists of operations mangers plan for, attract, develop, and\_\_\_\_\_?

1. Research new products
2. Retain and Effective work Force
3. Create marketing strategies
4. Purchase new resources

9. A\_\_\_\_ is a person who’s job is mostly concerned with generating and/or interpreting information?

1. Front-Line Manager
2. CEO
3. Employee
4. Knowledge Worker

10. Making people already hired by the company aware of new position openings is called?

1. Internal Recruiting
2. Employee Relations
3. External Recruiting
4. Recruitment

11. \_\_\_\_\_\_ recruiting is attracting potential employees from outside the organization?

1. Strategic
2. Internal
3. External
4. Managerial
5. After evaluating each market segment's attractiveness, the firm can focus on \_\_\_\_\_\_\_. This allows the firm to do a better job of satisfying it's customers.
	1. Target Market
	2. Evaluate Market
	3. Position Market
	4. Segmentation Marker
6. STP analysis occurs during which step if the marketing planning process?
	1. First
	2. Second
	3. Third
	4. Forth
7. Individuals in different segment should have obvious \_\_\_\_\_\_ within the segment and greater \_\_\_\_\_ across the segments.
	1. Targets; Positioning
	2. Similarities; Familiarity
	3. Differences; Similarities
	4. Similarities; Differences
8. Which of the following is not a market segmentation approach?
	1. Consumption
	2. Political
	3. Benefit
	4. Demographic
9. A successful marketing plan requires identifying and evaluating opportunities by performing an STP analysis, which stands for \_\_\_\_.
	1. Segmentation, tactics, and positioning
	2. Segmentation, targeting, and promotion
	3. Strategy, tactics, and positioning
	4. Segmentation, targeting, and positioning
10. Select the correct order of the STP process.
11. Establish strategy or objectives
12. Select target market
13. Identify and develop positioning strategy
14. Evaluate segment attractiveness
15. Describe segments
16. I, V, IV, II, III
17. III, II, IV, V, I
18. I, V, IV, II, III
19. V, I, II, III, IV
20. How does developing descriptions of each market segment help firms? (Select all that apply.)
21. By determining the most attractive market segments
22. By identifying differences across market segments
23. By identifying similarities within market segments
24. By revealing similarities across market segments
25. I & II
26. IV & I
27. IV & III
28. II & III
29. Once a firm selects a segmentation strategy, it should never be changed.
30. True
31. False
32. After establishing overall objectives, why do marketers then use a particular method or combination thereof to identify and describe market segments?
33. To articulate the vision of the marketing strategy clearly
34. To help understand the profile of each segment
35. To validate preconceived notions of each market segment
36. To eliminate less desirable consumers from the customer base