Chapter 9 student made questions

1. What idea is being used when a firm tailors a product or service to suit an individual customers wants or needs?

a. value proposition

b. target market

c. behavioral segmentation

d. micromarketing

2. What type of behavioral segmentation is being used when a product service is purchased or consumed?

a. occasion segmentation

b. behavioral segmentation

c. psychographic segmentation

d. geographic segmentation

3. What are the primary components of demographic segmentation methods?

a. Lifestyle and self-values

b. Identify and develop positioning strategy

c. Use segmentation methods

d. Establish strategy

4. During which step of the marketing planning process does STP analysis occur?

a. First

b. Second

c. Third

d. Fourth

5. What does STP stand for?

a. segmentation, targeting, promotion

b. strategy, tactics, positioning

c. segmentation, targeting, positioning

d. segmentation, tactics, positioning

6. What is the final step of STP analysis

a. Evaluate segment attractiveness

b. identify and develop positioning strategy

c. use segmentation methods

d. establish strategy

7. What is the third step in the Segmentation, Targeting and Positioning process?

a. Use segmentation methods

b. Select target market

c. Evaluate segment attractiveness

d. Identify and develop positioning strategy

8. Which of the following is not a segmentation method?

a. Geographic

b.Demographic

c.Psychographic

d. Telegraphic

9. This type of segmentation organizes consumers into groups on the basis of where they live

a. demographic

b. geographic

c. regional

d. behavioral

10. The 5th and final step in the STP process is…

a. Identify and develop positioning strategy

b. Establish strategy or objectives

c. Use segmentation methods

d. Identify target market

11. When customers are divided into groups based on their product or service use, it’s known as..?

a. Benefit Segmentation

b. Loyalty

c. Behavioral Segmentation

d. Value Segmentation

12. Which of these is not a descriptive criterion for evaluating segment attractiveness?

a. Substantial

b. Profitable

c. Competitive

d. Reachable

13. Firms need to continue to innovate because customer needs \_\_\_\_\_\_.

a. tend to stay constant over time

b. are insignificant compared to the need to always use the newest technologies

c. are constantly changing

d. can be disregarded once a product is established in the market

14. Which of the following is NOT a segmentation method?

A. Demographic

B. Benefit

C. Physiological

D. Geographic

15. What is the third step in the STP process?

A. Select target market

B. Evaluate segment attractiveness

C. Use segmentation methods

D. Establish strategy or objectives

16. Firms position products and services based on different methods such as the value proposition, salient attributes, symbols, and \_\_\_\_\_\_\_\_\_\_\_

A. Market Positioning

B. Concentrated Targeting Strategy

C. Competition

D. Micromarketing

17. Which of these are not a segmentation method?

a. Substantial

b. Reachable

c. Responsive

d. Obtainable

18. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ organizes customers into groups on the basis of where they live.

a. Demographic Segmentation

b. Geographic Segmentation

c. Psychographic Segmentation

d. Lifestyles

e. Behavioral Segmentation

19. Demographic segmentation groups consumers according to easily measured, objective characteristics such as:

a. Age

b. Gender

c. Income

d. Education

e. All the above

20. The first step of the STP process is “Establish the Overall Strategy or Objectives”. The segmentation strategy must be consistent with and derived from the firm’s mission and objectives as well as its \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_.

     a.) future goals

     b.) historical performance

     c.) current situation

     d.) managers wants/desires

21. \_\_\_\_\_\_\_\_\_\_ Segmentation is the type of segmentation that delves into how customers actually describe themselves.

     a.) Demographic

b.) Psychographic

     c.) Geographic

     d.) Behavioral