MKT 3350-003

Quiz Chapter 9

1. Which of the following is **Not** considered a situational factor?
   1. Sensory Situation
   2. Temporal State
   3. **Awareness State**
   4. Purchase Situation
2. What is **Not** a factor of evaluating segment attractiveness?
   1. Substantial
   2. **Renewable**
   3. Responsive
   4. Profitable
   5. Identifiable
3. Value, Salient Attributes, Symbols, and Competition are all considered as:
   1. Distribution Strategies
   2. Competition Methods
   3. Progressive Marketing
   4. **Positioning Methods**
4. What Positioning Step is taken last when determining a Perceptual Map?
   1. **Monitoring the positioning strategy**
   2. Identifying the competitors positioning
   3. Identifying the ideal locations for the target market
   4. Selecting the position
5. An STP analysis stands for:
   1. Segmentation, Targeting, and Pricing
   2. Segmentation, Transitioning, and Positioning
   3. Strategizing, Targeting, and Positioning
   4. **Segmentation, Targeting, and Positioning**
6. Which of the following is a market segmentation approach?
   1. **Benefits**
   2. Politics
   3. Globalization
   4. Values
7. To see if a market is ideal for positioning, a company must identify the:
   1. Demographics of all people in the market
   2. Possibility of diversifying your business
   3. **Competitiveness among all businesses in the market**
   4. Rate at which you can develop your business in the market
8. Which segmentation strategy helps identify groups by their age, gender, and ethnicity?
   1. Psychographic Segmentation
   2. Behavioral Segmentation
   3. Geographic Segmentation
   4. **Demographic Segmentation**
9. What is a problem faced when trying to market to the Teen Segment?
   1. Todays marketers are old and out of touch in the eyes of teens
   2. **Companies have a hard time reaching out through social media**
   3. Teens are completely unphased by all aspects of marketing
   4. Generation Z is unresponsive to online polls by marketers
10. Psychographic Segmentation is the way customers describe themselves in all the following ways **except**:
    1. **Self-Treatment**
    2. Self-Concept
    3. Self-Values
    4. Lifestyles
11. Geographic segmentation is used when trying to market across:
    1. Religions
    2. Genders
    3. Income levels
    4. **Countries**
12. The internal things that inspire someone to go beyond their limitations in life are:
    1. Motivations
    2. **Self-Values**
    3. Internal-Drive
    4. Catalysts
13. This categorizes consumers into 8 different categories based on consumer response to a psychographic questionnaire:
    1. Self Esteem and Confidence Survey (SEACS)
    2. Morals and Ethics Survey (MAES)
    3. **Value and Lifestyle Survey (VALS)**
    4. Internal Values and Ethics Survey (IVAES)
14. Which market segmentation shows what consumers are looking to achieve by purchasing a certain product?
    1. **Benefits Segmentation**
    2. Psychographic Segmentation
    3. Values Segmentation
    4. Behavior Segmentation
15. A specific form of segmentation when products are sold at a certain time of year or for a specific occasion is known as:
    1. Behavioral
    2. Demographic
    3. Geocentric
    4. **Occasional**
16. What type of customer is the most valuable for all businesses?
    1. Wealthy Customers
    2. **Loyal Customers**
    3. Smart Customers
    4. Active Customers
17. Geodemographic Segmentation is the combination of:
    1. Geographic, Behavioral, and Demographic
    2. Geographic, Psychographic, and Demographic
    3. **Geographic, Lifestyle, and Demographic**
    4. Geographic, Benefit, and Demographic
18. An organization puts all its time and resources into developing a product made only for a specific target market. This is considered a:
    1. **Concentrated Targeting Strategy**
    2. Developed Market Specialization
    3. Informed Market Concentration
    4. Target Specific Product
19. What is the first step in the STP process?
    1. Evaluate Segment Attractiveness
    2. Select Target Market
    3. **Establish Strategies or Objectives**
    4. Identify and Develop a positioning strategy
20. When customers are very happy with a business and act quickly when presented with promotions, this is an example of:
    1. Reactiveness
    2. Readiness
    3. Awareness
    4. **Responsiveness**