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Market Promotions/Group 4 Quiz/Chapter 4

1. Segmenting by \_\_\_\_\_\_\_ may be conducted within a region or country?

A. Usage and commitment

B. STP

C. Demographics

D. Geography

2. A relatively small group of consumers who have a unique set of needs and who typically are willing to pay premium prices, are operating within a \_\_\_\_\_\_\_\_.

A. Market niche

B. Competitive field

C. Consumer market

D. Business market

3. The book describes three positioning strategies, which of the following is not one of the strategies described in the text?

A. There's magic in consistency

B. Deliver on the promise

C. Commit excess resources

D. Make it different simply

4. \_\_\_\_\_\_ is a statement of the brand’s various benefits (functional, emotional, and self-expressive) that create value for the customer.

 A. Value proposition

 B. Initial proposition

 C. Domestic proposition

 D. Brand proposition

5. \_\_\_\_\_\_ is a useful tool in identifying and applying a brand’s overall IMC strategy.

 A. Benefit Positioning

 B. Repositioning

 C. VALS segments

 D. Thorson and Moore’s Strategic Planning Triangle

6. This option takes a specific profile of the target user as the focal point of the positioning strategy.

 A. Benefit positioning

 B. User positioning

 C. Competitive positioning

 D. Customer positioning

7. The institutional buyers who purchase items to be used in other products and services or to be resold to other business or households.

 A. Business markets

 B. consumer markets

 C. Industry markets

 D. Competitive field

8. Which of the following is a statement of the functional, emotional, and self-expressive benefits that are delivered by the brand and provide value to customers in the target segment?

1. Functionality of the market
2. Market repositioning
3. Value proposition
4. Market niche

9. What does a competitive field encompass?

1. Specific products that consumers desire
2. The scope of price variation in products
3. The companies that compete for a segment’s business
4. Market segmentation that identifies customer benefit packages

10. What are consumers called that consume a product at a higher rate than most?

1. Excessive consumers
2. Heavy consumers
3. Advanced consumers
4. Intensive consumers

1) D

2) A

3) C

4) A

5) D

6) B

7) A

8) C

9) C

10) B