



M COM ENTRANCE

MARKETING MANAGEMENT PRACTICE QUESTIONS

CH2 : MARKETING STRATEGY

1. The process of dividing a potential market into distinct sub sets of consumers and selecting one or more segments as a target to be reached with a distinct marketing mix is:
 - A Marketing
 - B Positioning
 - C Targeting
 - D None of the above
2. Life-style is one of the major _____ basis of segmenting a market.
 - A Socio-economic
 - B Demographic
 - C Psychographic
 - D None of the above
3. What is the term used if a market is divided into distinct groups of buyers who might require separate products or marketing mixes?
 - A Market Targeting
 - B Market Positioning
 - C Market Segmentation
 - D Market Co-ordination
4. Match the following :

Part - A (Market Segmentation)	Part - B (Factors of Segmentation)
(a) Psychographic	(i) Personality groups
(b) Demographic	(ii) Occupation
(c) Behavioural	(iii) Brand Loyalty
(d) Geographical	(iv) Population Size

Code :

 - A a-i; b-ii; c-iv; d-iii
 - B a-ii; b-i; c-iii; d-iv
 - C a-i; b-ii; c-iii; d-iv
 - D a-ii; b-i; c-iv; d-iii
5. Which of the following is not a demographic basis of market segmentation?
 - A Income
 - B Life style
 - C Occupation
 - D Family life cycle
6. Which segmentation approach is the most compatible with the spirit of the marketing concept?

- A Benefit sought
- B Income
- C Social class
- D Family size

7. A company plans to create the largest possible total sales volume. It should use
- A Concentrated marketing
 - B Differentiated marketing
 - C Homogeneous marketing
 - D Undifferentiated marketing

8. Which of the following is not a method of segmenting a market?
- A Behavioural Segmentation
 - B Psychographic Segmentation
 - C Benefits Segmentation
 - D Customer Segmentation

9. Match the items of List-I with the items of List-II :

List-I

- (a) Geographic Segmentation
- (b) Demographic Segmentation
- (c) Psychographic Segmentation
- (d) Behavioural Segmentation

List-II

- (i) Gender, income, religion
- (ii) Knowledge, attitude response
- (iii) Regions, cities, Neighbourhood
- (iv) Lifestyle, Personality traits values

Codes :

- A (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- B (a)-(ii), (b)-(iv), (c)-(i), (d)-(iii)
- C (a)-(iii), (b)-(i), (c)-(iv), (d)-(ii)
- D (a)-(iv), (b)-(i), (c)-(ii), (d)-(iii)

10. Your firm is attempting to divide up the total market to determine the best segments it can serve. Which is the correct order of doing so?

- A market segmentation, target marketing, market positioning
- B target marketing, market positioning, market segmentation
- C market positioning, market segmentation, target marketing
- D mass marketing, demographic segmentation, psychographic segmentation

11. When a company treats each single customer as a separate segment, this is called :

- A Niche Marketing
- B Nano Marketing
- C Single Marketing
- D Micro Marketing

12. Segmentation of consumers based on factors like climatic conditions and regions are known as:

- A Demographic segmentation
- B Cultural segmentation
- C Geographic segmentation
- D Administrative segmentation

13. Environment scanning involves:

- A Weather forecasting
- B Studying depression in a sea

- C** Identifying threats and opportunities
- D** Identifying strengths and weaknesses

14. Which of the following is not a variable for segmenting the marketing?

- A** Sex
- B** Age
- C** Income
- D** Sales

15. Which of the demographic variable is not used by marketers for demographic segmentation?

- A** Income
- B** Gender
- C** Family life cycle
- D** Poverty