

11. Geographic Segmentation: Such In the same way a company segments a market on the basis of rural and urban areas.

True

12. Geographic segmentation divides the market into different many regions, nations and provinces.

True

13. Demographic Segmentation: Demographic segmentation is a process of dividing the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, nationality.

True

14. Psychographic Segmentation: Psychographic segmentation is a process of dividing a market into different segments based on social class, lifestyle, or personality characteristics

15. Behavioral segmentation is a process of dividing the market into groups based on their knowledge, attitudes, uses, or responses to a product, occasions, benefits sought user status, usage rate and loyalty status

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16. Geographic, Demographic, Psychographic, and behavioral segmentation are consumer market

True

17. Segmenting business markets is consumer and business marketers use many of the same variables to segment their markets

True

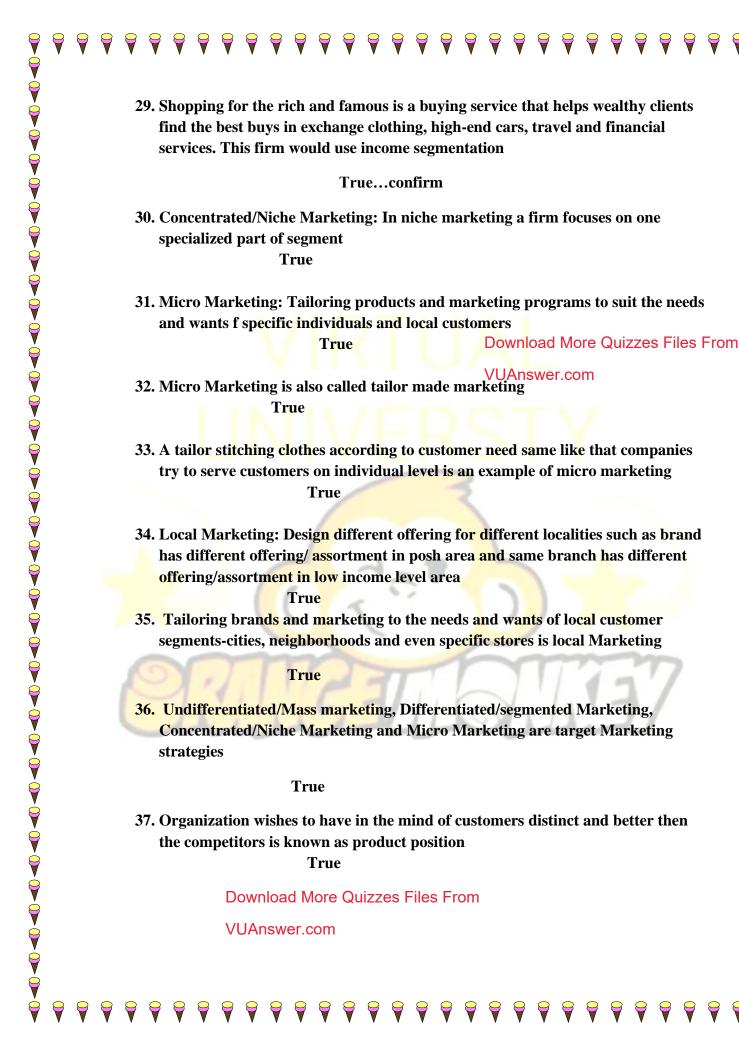
18. If company wants to segment business market them company should consider additional variables such as; customer operating characteristics, purchasing approaches, situational factors and personal characteristics

True

19. If a company wants to segment international market then company should consider geographical location, economic factors, political factors and cultural **Download More Quizzes Files From** factors

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True....confirm



38. Product position is the way the product is defined by consumers on important attributes the place the product occupies in consumers minds relative to competing products

True...confrim

39. Consumers position products with or without the help of marketers

True....confirm

40. This type of segmentation uses different marketing approaches for different time periods of peoples' lives and different family situations. This segmentation method is called demographic

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41. When kia offers a new model of car with the same features as a comparable Toyota or ford and provides longer warranty, it is following a more-for-less strategy.

False...confrim

- 42. The process by which such position is attained is known as positioning

 True
- 43. Positioning depends upon point of difference and that point of difference is called competitive advantage

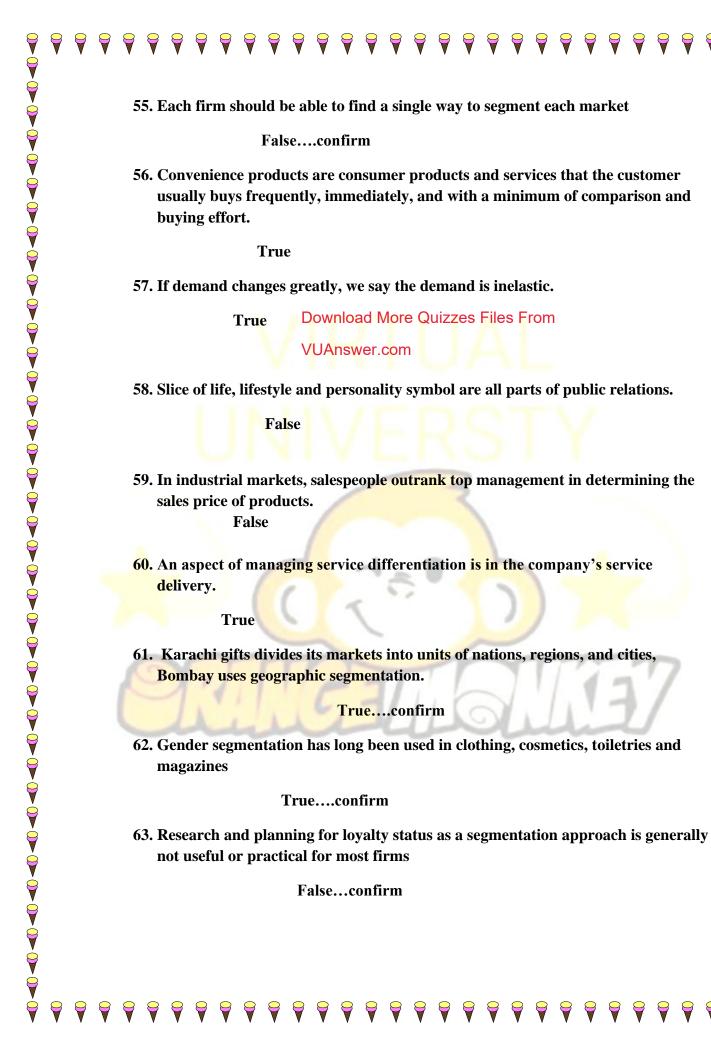
True

44. Competitive advantage is an advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices

True

True

45. Product differentiation(Functionally different from others), Service differentiation(after sales services are different from others), Channel differentiation(Online sale/purchase of products), People differentiation(Staff/employee's style of dealing with customers is different from others), Image differentiation. **These are 5 options of differentiation**



65. Developing a stronger position within several segments creates more total sales

66. When a company introduces a new brand name in the same product category, it

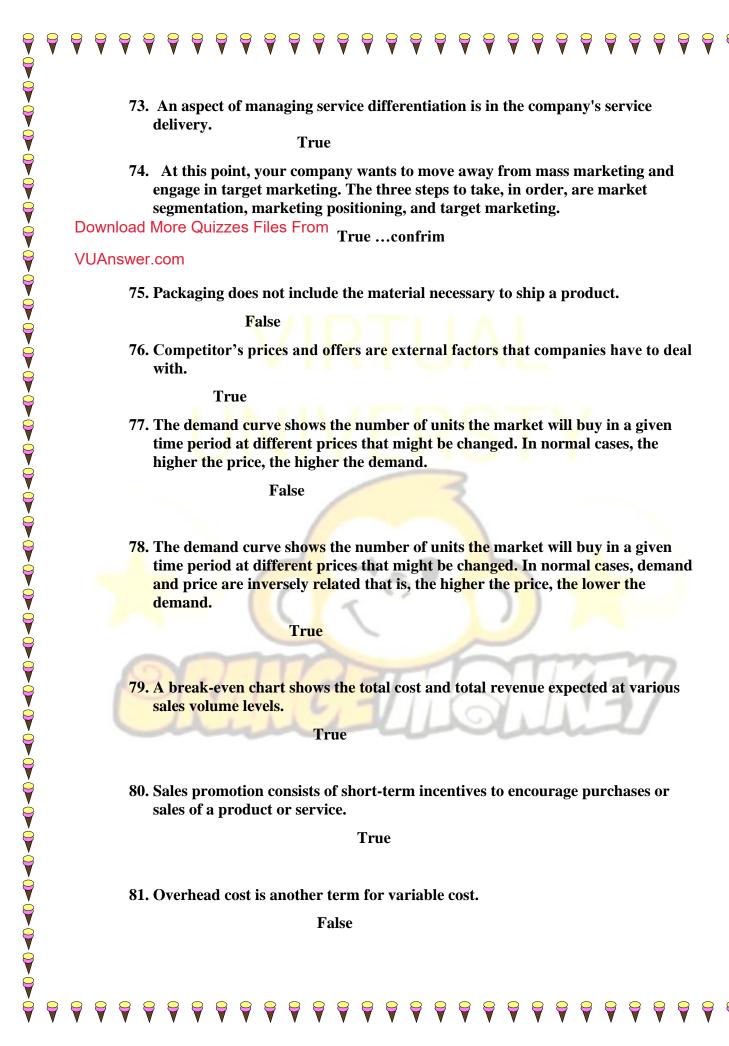
67. Lahore Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm

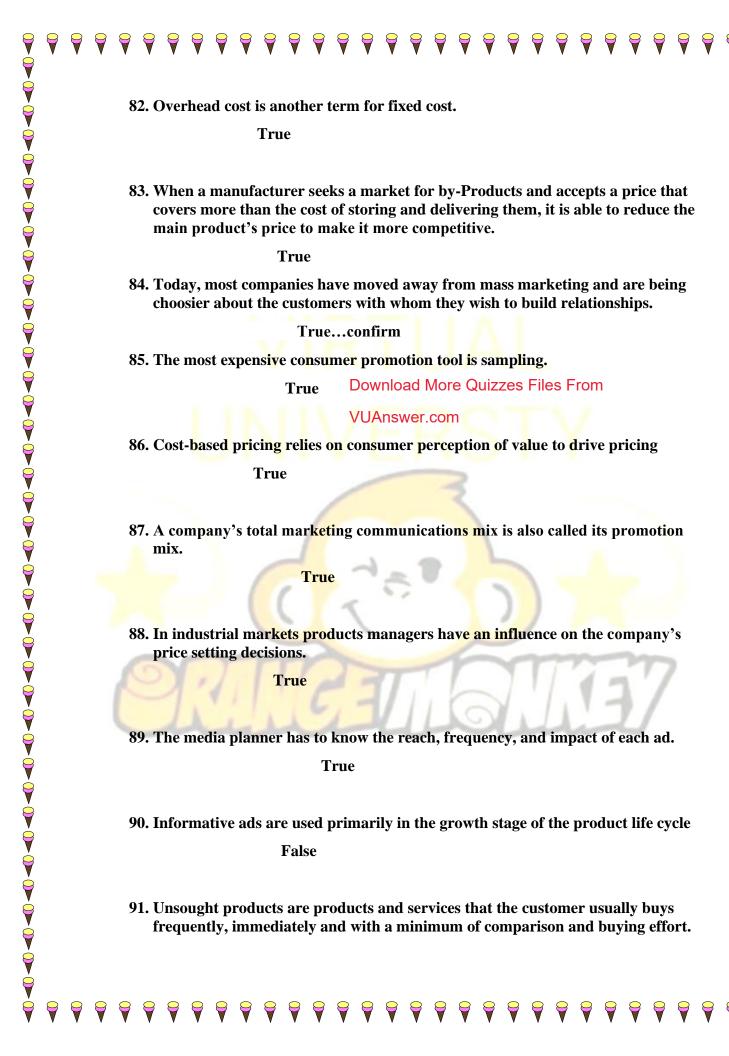
- 68. Today, most companies have moved away from mass marketing and are being choosier about the customers with whom they wish to build relationships.
- 69. Your assignment at work is to divide buyers into different groups based on social class, lifestyle and personality characteristics. After a planning session with the marketing and sales staff, you issue a memory upper management recommending psychographic segmentation. You are right on targeting.
- 70. Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.

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provides them, as well as when, where, and how they are provided.

72. At a recent marketing seminar, the featured speaker stated that a target market consist of a set of buyers who share common needs or characteristics that the





101. The service-profit chain means the set of all product lines and items that a particular seller offers for sale.

False

102. Customer retention is perhaps the best measure of quality-a service firm's ability to hang on to its customers depends on how consistently it delivers value to them

True

103. Pricing offers plays an important role in helping to accomplish a company's multi-level objectives.

True

104. Value-based pricing is the reverse of cost-based pricing.

True

105. Percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.

True

106. Co-branding is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail tax preparation and home repair

False

107. Service is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail tax preparation and home repair.

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108. Environmental elements are categorized an external factors that affect pricing decisions

True

109. Programs that include public health campaigns to reduce smoking, alcoholism, drug abuse and overeating and examples of the social idea known as social marketing

True

110. Companies that set a low initial price in order to get their "Foot in the door" quickly and deeply. Attract a large number of buyers quickly and win a large market share practice market-skimming pricing

False

111. Candy store that set a low initial price in order to get their "Foot in the door" quickly and deeply. Attract a large number of buyers quickly and win a large market share practice market-skimming pricing.

True

112. A company's product mix has four important dimensions, width, length, depth and consistency.

True

113. Products costs set a floor to the price consumer perceptions of the product's value set the ceiling

True

114. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

True

115. Niche marketing offers smaller companies the opportunity to compete by focusing their limited resources on serving niches that may be unimportant to or overlooked by larger companies.

True....confirm

116. Product position is the way the product is defined by the retailers who sell it to markets, it is how it is defined on important attributes the place the product occupies in the retailers minds relative to competing products

False...confirm

117. Behavioral segmentation requires finding the major advantages or features people look for in the product class, the kinds of people who look for each advantage or feature, and the major brands that deliver each advantage or feature.

False...confirm

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