1. A company is conducting a market analysis. Which of the following should it consider at this step of marketing strategy development?

   consumers' needs   competitors' strengths   company's own potentials   all of the above

2. Exploring the capabilities direct and indirect competitors; analysing marketing environment in which these factors interact. Which step in the marketing strategy process is this?

   setting the goals   segmenting the market   conducting a market analysis   assessing the results

3. Which of the following is not a part of analysing the company's own potential?

   competitor's analysis   financial strengths assessment   management capabilities assessment   marketing capabilities assessment

4. A company while assessing its strengths is going through its product capabilities, channel strengths, consumer target market strength, what is the company assessing?

   financial strength   marketing skills   general managerial skills   production capabilities

5. Which of the following is an essential component of a market analysis?

   advertisement   promotions   company   price

6. What is the first step in market segmentation?

   describe each group's need sets   group customers with similar needs sets   identify segment names   selection of an attractive segment

7. What is the concluding step in market segmentation?

   describe each group's needs   select the most attractive segment to serve   identify characteristics of each group   group customers with same needs

8. Which of the following is not one of the steps market segmentation?

   set budget   identify need sets of customers   profile customers with similar need sets   describe each group characteristics

9. A company is attempting to segment the market for his company's products. Classifying on basis of income levels can be _____ segmentation

demographic   psychographic   geographic   benefit

10. This is a variable associated with need of the customer:

age   gender   social class   all of the above