

Segmentation refers to the dividing of marketplace into segments, which are:

Definable

Accessible

Actionable

All of the above

2. \_\_\_\_\_ segmentation is segmenting your target market based upon an advantage that the product or service provides.

Geographic

Demographic

Benefit

Psychographic

3. In benefit segmentation consumers looking for same \_\_\_\_\_ should be clubbed in one group.

Benefit

Advantages

Uses

All of the above

4. While developing a new product, the first step is to develop a/an:

Actual concept

Ideal concept

New product

Prototype

5. While developing a new product, the second step is to develop a/an:

Actual concept

Ideal concept

New product

Prototype