

Module II: Market segmentation

Full Marks: 10

1. Write the six basic steps of market segmentation. *

(1 Point)

1. Identify bases for segmenting the market. 2. Develop profiles of resulting segments. 3. Develo

2. If the product or service is different or better than the others available in the market, consumers will be more inclined to buy their product or service. In which year this kind of approach was popular? *

(1 Point)

☐ 1920

☒ 1930

☐ 1940

☐ 1950

3. Satisfying the customer needs is the buzz of the hour. *

(1 Point)

☒ True

☐ False

4. Expand the word "MASA" *

(1 Point)

M- Measurable ,A- Accessible ,S- sustainable, A- Actionable

5. _____ is the act of obtaining a desired object from someone by offering something in return. *

(1 Point)

Exchange

6. _____ is a strategy to place a product or service uniquely in the market and in customer's mind. *

(1 Point)

differentiation

7. It is a technique used to construct a graphic representation of how consumers in a market perceive a competing set of products relative to one another. *

(1 Point)

- ☐ Undifferentiated market
- ☐ Cask Bitter
- ☒ Perceptual mapping
- ☐ Lifestyles Segmentation

8. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. *

(1 Point)

Market targeting

9. Expand the word "STP" *

(1 Point)

SPT stand for Segmentation, Targeting, and Positioning.

10. When did market segmentation concept come? *
(1 Point)

- ☐ 1940
- ☒ 1950
- ☐ 1960
- ☐ 1970

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