



WEEK 3: ASSIGNMENT 3

Q1) _____ involves narrowly focusing marketing activities to attract a specific profile potential customer.

- A) Positioning
- B) **Targeting**
- C) Segmentation
- D) Improvisation

Q2) Which of the following is/are included in the six criteria of targeting frequently used to determine the effectiveness and profitability of marketing strategies? (Select all that apply)

- A) **Identifiability**
- B) Sustainability
- C) Profitability
- D) **Responsiveness**
- E) Scalability
- F) Adaptability
- G) **Actionability**

Q3) What does 'Substantiality' in the context of targeting refer to?

- A) **Ensuring that a market segment is large enough to be profitable for the firm.**
- B) The extent to which a segment aligns with the firm's core values and mission.
- C) Ensuring that customers are not geographically dispersed.
- D) The level of competition within a target segment.

Q4) Stability in targeting ensures that:

- A) **The behavior of the segment remains consistent over time for effective marketing strategies.**
- B) The behavior of the segment remains dynamic over time.
- C) The marketing campaign results are immediate.
- D) The marketing costs are minimized across all segments.

Q5) Select the correct statement(s):

Statement 1: Segmentation based on income became stronger due to the increased ease of acquiring financial resources, eg. EMI.

Statement 2: Lenskart utilized their digital medium to effectively provide highly customized products for their target customers.

Statement 3: Nike offers an array of options and customization facilities for its customers.

Statement 4: Apple could not sell iPhones in India in 2022 because of their high cost.

Q6) Which of the following has provided the definition of positioning as-

“A brand positioning or product positioning is the way consumers, so users, buyers and others perceive competitive brands or types of products.”

A) American Marketing Association

B) Al Ries

C) Jack Trout

D) Philip Kotler

Q7) Which of the following best describes breakaway positioning?

A) Associating a tainted product with a category consumers embrace.

B) Combining features of products in different categories to reposition for growth.

C) Stripping attributes from a mature product and adding surprising new ones.

D) Targeting niche markets to build a loyal customer base.

Q8) Which brand is a notable example of reverse positioning?

A) Sony AIBO

B) Swatch

C) Jet Blue

D) Simpsons

Q9) What does Value Chain Marketing refer to?

A) Influencing an industry value chain for the sole benefit of production processes.

B) The practice of targeting end customers directly, bypassing the value chain.

C) Influencing an entire industry value chain for the benefit of marketing functions.

D) Exclusively using digital tools to optimize the value chain.

Q10) What is the primary strategy used by Aravind Eye Care to deliver affordable and high-quality eye care services?

A) Introducing high-cost technologies for niche customers.

B) Creating a volume-driven model by treating a large number of patients efficiently.

C) Focusing only on urban areas to maximize profitability.

D) Using traditional marketing techniques to promote its services.

END