Unit 9 - Segmentation , Targeting and Positioning

Course outline

- How to access the portal
- Assignment 0
- Introduction to Marketing
- Scanning the Business Environment
- Capturing Market Insights
- Capturing Marketing Insights II
- Analyzing the Buyer Behaviour
- Analyzing Buyer Behaviour II
- Segmentation , Targeting and Positioning
  - Consumer Decision-Making Process Revisited
  - Identifying and Choosing Oppurtunities
  - Market Segmentation
  - Market Segmentation - II
  - Segmentation and Targeting
  - Segmentationa and Post Segmentation Strategies
  - Quiz : Assignment 7
  - Solution 7
  - Feedback For Week 7
- Positioning Based on Segmentation and Targeting
- Text Transcription
- Live Session

Assignment 7

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-09-18, 23:59 IST.

1) According to the Elaboration Likelihood Model, there are two routes to information processing. The central route is used to process the _____ and the peripheral route is used to process the _____. *1 point*

- Core elements of the message, cues embedded in the message
- Cues embedded in the message, core elements of the message

No, the answer is incorrect.
Score: 0

Accepted Answers:
Core elements of the message, cues embedded in the message

2) A _____ can be defined as a subset of the total market comprising of grouping of customers with similar needs, seeking similar sets of benefits and values with similar levels of priority. *1 point*

- Market Segment
- Targeting
- Positioning
- Mission statement

No, the answer is incorrect.
Score: 0

Accepted Answers:
Market Segment

3) A(n) _____ is a narrowly defined customer group seeking a distinct set of benefits and is ready to pay a premium for it. *1 point*

- Subsegment
- Niche
- Individual
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Niche

4) _____ is an example of geographic descriptor variable and _____ is an example of behavioural descriptor variable used for segmentation. *1 point*

- Region, attitude
- Attitude, region
- City size, decision making practise
- Decision making practise, City size

No, the answer is incorrect.
Score: 0

Accepted Answers:
City size, decision making practise

5) A good market segment is measurable. This means: *1 point*

- The segment characteristics should not change rapidly
- The segment should be different from all other segments
- The segment should be accessible to the company
- We should be able to predict potential sales to the segment

No, the answer is incorrect.
Score: 0

Accepted Answers:
We should be able to predict potential sales to the segment

6) The dubbing of foreign language movies in local languages in India is an example of: *1 point*

- Niche marketing
- Local marketing
- Individual marketing
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Local marketing

7) Your company has decided to localize its products and services to meet local market demands. A good approach to use would be _____ segmentation. *1 point*

- Geographic
- End use
- Customer
- Image

No, the answer is incorrect.
Score: 0

Accepted Answers:
Geographic

8) Demographic variables are mostly used in market segmentation because: *1 point*

- They create smaller segments than other methods
- They are easy to measure in comparison to other methods
- They involve determining a fewer attributes
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
They are easy to measure in comparison to other methods

9) The two major attributes according to which consumers are segmented in the VALS framework are: *1 point*

- Motivation and resources
- Age and income
- Age and gender
- Resources and gender

No, the answer is incorrect.
Score: 0

Accepted Answers:
Motivation and resources

10) The _____ is defined as the set of brands and purchase locations that meet that meet both the objective and subjective requirement of the consumer. *1 point*

- Consideration set
- Alternative set
- Evoked Set
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Evoked Set