

Unit 05: Segmenting, Targeting, and Positioning

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4. Chapter: Unit 05: Segmenting, Targeting, and Positioning

1. Unit 05: Segmenting, Targeting, and Positioning Questions

4.1.1. After exploring several strategies for targeting the lucrative twee...

Author: Melinda Salzer

After exploring several strategies for targeting the lucrative tween market (8-12 year olds), you are ready to choose a segmentation strategy that will best utilize your limited marketing budget. You have determined that the use of technology will be most cost-effective. Which of the following strategies will enable you to reach these consumers who respond well to customized messages?

Please choose only one answer:

- Selective specialization
- Individual marketing
- Market specialization
- Niche marketing
- Product specialization

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4.1.2. Although the toothpaste market has many entries, you and your fello...

Author: Melinda Salzer

Although the toothpaste market has many entries, you and your fellow marketers at "Smith & Jones" feel that your new product is revolutionary. Your research has shown that your product is superior to the competition in reducing the risk of dental disease, making teeth whiter, keeping breath fresh longer, and eliminating plaque. Based on the theories presented in the article Marketing: Positioning by Ries and Trout, what would be the best choice for your product's name?

Please choose only one answer:

- White and Fresh
- Smith & Jones' Toothpaste
- Denta Paste
- Fresh by S&J
- Healthy Smile

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4.1.3. Based on demographic segmentation, you know that customers for your...

Author: Melinda Salzer

Based on demographic segmentation, you know that customers for your high-end camping equipment are educated, married, and established in the high-income bracket. Why should you also consider the psychographics of this segment when developing your advertising efforts?

Please choose only one answer:

- Psychographics will identify the number of consumers within your target market.
- Demographic segmentation is sufficient. It is not necessary for you to explore the psychographics of your target market.
- Psychographics will help you to better understand your customers' personalities and reasons for purchase behavior.
- Psychographics will provide you with quantitative data about your customers.
- None of the above

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4.1.4. In addition to demographics, which of the following factors should ...

Author: Melinda Salzer

In addition to demographics, which of the following factors should be considered when identifying a target market?

Please choose only one answer:

- Geographic segmentation
- Psychographic segmentation
- Behavioral segmentation
- B2B segmentation
- All of the above

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4.1.5. McDonald's has seen incredible growth of their restaurants both in ...

Author: Melinda Salzer

McDonald's has seen incredible growth of their restaurants both in the United States and worldwide. They started out as a simple hamburger stand and have grown into a fast-food empire, catering to the needs of consumers who want convenience, low pricing, and the same experience every time they visit the restaurant. Yet, not all of their restaurants carry the same items on their menus. In fact, some international McDonald's restaurants do not even serve beef. What type of target marketing strategy does this illustrate?

Please choose only one answer:

- Demographic segmentation
- Geographic segmentation
- Psychographic segmentation
- Usage segmentation
- None of the above

Check the answer of this question online at QuizOver.com:

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4.1.6. What is the difference between a consumer market segment and a busi...

Author: Melinda Salzer

What is the difference between a consumer market segment and a business-to-business market segment?

Please choose only one answer:

- Business buyers approach their purchase from a problem-solving approach, while consumers approach their purchase from a need-based situation.
- Formal procedures are part of a business buying situation, while consumer purchases do not involve formal activities.
- Many people are involved in a business purchase decision, while one person may be the decision-maker in a consumer purchase.
- Industrial buying requires inventory considerations, while there are no such considerations in a consumer purchase
- All of the above

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4.1.7. What is the ultimate benefit of target marketing?

Author: Melinda Salzer

What is the ultimate benefit of target marketing?

Please choose only one answer:

- To understand your competitors marketplace
- To seek out markets that are hard to reach
- To find groups of potential customers who are similar to all other customers
- To help you define your customers and increase the cost-effectiveness of your advertising
- To convince customers who cannot afford to buy your products that they should reconsider

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4.1.8. What type of segmentation strategy should be used when you want to ...

Author: Melinda Salzer

What type of segmentation strategy should be used when you want to get the big-picture view of your customers?

Please choose only one answer:

- Lifestyle
- Usage
- Demographics
- Psychographics
- None of the above

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4.1.9. Which of the following should be taken into consideration when choo...

Author: Melinda Salzer

Which of the following should be taken into consideration when choosing a market segment?

Please choose only one answer:

- Size of the segment
- Growth rate of the segment
- Competition within the segment
- Expected profit margins
- All of the above

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4.1.10. Why are marketers targeting more defined segments now than in the p...

Author: Melinda Salzer

Why are marketers targeting more defined segments now than in the past?

Please choose only one answer:

- Marketers recognize that smaller segments are always more profitable.
- Marketers are attempting to stay on par with the competition.
- Narrow targeting is a bad idea. Market opportunities will be missed.
- Customers are reluctant to share information, and this is the only way to reach them effectively.
- Technology has made it possible to reach more customers and access more data about them.

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4.1.11. Why is it important to develop a positioning strategy?

Author: Melinda Salzer

Why is it important to develop a positioning strategy?

Please choose only one answer:

- You want your product to have an identity.
- A positioning strategy is not really necessary when there are several entries in a product category.
- A positioning strategy will place your product in the mind of the consumer.
- It is easy to change a consumer's mind about your product, so you can create a positioning strategy at any point in the product life cycle.
- If you are not the number 1 brand in the market place, you can develop a positioning strategy that ignores the presence of the market leader.

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4.1.12. Why is STP Marketing (segmenting, targeting, positioning) valuable?

Author: Melinda Salzer

Why is STP Marketing (segmenting, targeting, positioning) valuable?

Please choose only one answer:

- All marketing strategies should have 3 steps for optimum results
- STP is only valuable now. It is a fad that will soon be gone.
- It helps advertising agencies differentiate themselves from other agencies.
- It helps you develop an understanding of your customers.
- It focuses only on consumer demographics.

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4.1.13. You are in the process of developing a positioning strategy for you...

Author: Melinda Salzer

You are in the process of developing a positioning strategy for your new and improved vacuum cleaner. To prepare, you have come up with a long list of features and benefits for your product. Your competition's advertising highlights the many features of their product, and you are evaluating the best options for your approach. Based on the audio lecture Positioning the Brand Through the Sales Moment by James Connor, what strategy is most effective in positioning your product relative to your competition?

Please choose only one answer:

- Highlight as many features and benefits as your product has to offer.
- Highlight as many features and benefits as your competition.
- Position your product as the market leader.
- Condense all of your product's features, benefits, and advantages into one meaningful idea.
- Take a "number 2" position, and discuss why your product is better than the market leader.

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4.1.14. You offer computer classes to senior citizens in an upscale adult c...

Author: Melinda Salzer

You offer computer classes to senior citizens in an upscale adult community. Which of the following types of segmentation strategies should be considered in defining this target market segment?

Please choose only one answer:

- Demographics
- Psychographics
- Lifestyle
- Usage
- All of the above

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4.1.15. Your brand of orange juice has characteristics that are similar to ...

Author: Melinda Salzer

Your brand of orange juice has characteristics that are similar to your competition. After all, orange juice is orange juice. You have a small percentage of the market share, which you have been able to maintain. What kind of positioning strategy would be most effective in your marketing efforts?

Please choose only one answer:

- You should take the same position as your closest competitor.
- You should find an unoccupied position in the market place and claim it as your own. For example, if your product is all natural, organic, or domestically produced, then that should be the position you occupy.
- You should challenge the market leader and attempt to take them head-on.
- You should attempt to get consumers to view the market leader negatively to elevate your own brand.
- None of the above; A positioning strategy has not proven to be helpful in this competitive product category.

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4.1.16. Your company manufactures power washers. You have learned that some...

Author: Melinda Salzer

Your company manufactures power washers. You have learned that some of your customers like to take their time when using the equipment, while others want to get the job done quickly. What type of marketing focus would be most helpful in targeting these consumers?

Please choose only one answer:

- Psychographic approach
- Geographic factors
- End-user needs
- Common buying factors
- Income and other demographic factors

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Question: [Your company manufactures power washers. Melinda Salzer @Berkeley](#)

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4.1.17. Your company sells office equipment to both consumers and business-...

Author: Melinda Salzer

Your company sells office equipment to both consumers and business-to-business customers. You have conducted a thorough analysis of your consumer target market. Why would it be necessary for you to conduct a separate analysis of your business customer base?

Please choose only one answer:

- If your analysis has been conducted within the past year, it won't be necessary to conduct a separate analysis of your business customer base.
- The same data can be used for both your consumer and business-to-business customers. You do not need to consider any other factors.
- Different factors go into the decision-making process in a business-to-business transaction as compared to a consumer market.
- As long as you have general information about industry trends, you should have sufficient information to plan your strategy.
- The NAICS data will provide you with sufficient information. A separate analysis is not necessary

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4.1.18. Your home-made organic gelato has received such rave reviews from f...

Author: Melinda Salzer

Your home-made organic gelato has received such rave reviews from family and friends that you have decided to turn it into a business. Due to the high cost of organic ingredients, your product is expensive to produce, resulting in a relatively small customer base willing to pay the high retail price in grocery stores. Fortunately, you have found a co-packer who will produce your product to your exacting standards; however, the distribution network for frozen desserts is geared toward high-volume producers. Also, since the frozen dessert market has many entries, investors are reluctant to become involved. Why is your situation doomed to failure?

Please choose only one answer:

- There is no reason for the company to fail. If the product is good, consumers will buy it.
- Without investors, a company cannot survive.
- The organic market is too small for any company to make a profit.
- Without access to an effective distribution network, coupled with the inability to take advantage of economies of scale, the product and the market do not appear to be suitable.
- Only a market with full coverage can be successful in this product category

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4.1.19. Your small hardware store is located in the same general area as Ho...

Author: Melinda Salzer

Your small hardware store is located in the same general area as Home Depot and Lowe's, the well-known industry leaders. Since you purchase in smaller quantities, you are not able to take advantage of quantity discounts when filling your store's shelves. In what way can you appeal to a targeted market segment that will enable you to effectively compete in this arena?

Please choose only one answer:

- These stores are category-killers. A small retailer cannot effectively compete.
- The only way to compete is through a low-price strategy.
- Offering high levels of customer service, which your competition does not provide, will be valuable to consumers in this market segment. D. You can expand into other product categories.
- None of the above

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4.1.20. Your well-known national brand of beer has been gaining ground in t...

Author: Melinda Salzer

Your well-known national brand of beer has been gaining ground in the marketplace, and your market share has increased over last year's figures. Your advertising agency has recommended that you advertise on next year's Superbowl game. It will cost approximately \$3 million to purchase a 30 second spot; they are suggesting that you purchase 3-4 commercials to be aired throughout the game. This is a lot of money, and you are not sure it will be worth it. Given that you have a national following, what type of strategy does this type of approach represent?

Please choose only one answer:

- This is a product strategy with not much reward. Do not do it.
- This is market specialization, since all viewers are football fans.
- This is a full market coverage approach, providing an excellent opportunity for mass marketing.
- This is a single segment approach targeting male viewers.
- None of the above

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