

# Unit 02: Segmenting, Targeting, and Positioning

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## 1. Unit 02: Segmenting, Targeting, and Positioning

## 4. Chapter: Unit 02: Segmenting, Targeting, and Positioning

### 1. Unit 02: Segmenting, Targeting, and Positioning Questions

#### 4.1.1. At what level in a firm does strategy planning typically occur?

Author: Dionne Mahaffey

At what level in a firm does strategy planning typically occur?

Please choose only one answer:

- Entry-level marketing employees are responsible for strategic plan development.
- Top executives and special business units typically develop strategic plans.
- Customers determine the strategic plan a company should follow.
- Interns develop strategic plans as part of their initial duties.

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#### 4.1.2. By definition, A SWOT analysis examines which aspects of the market...

Author: Dionne Mahaffey

By definition, A SWOT analysis examines which aspects of the marketplace?

Please choose only one answer:

- Support and wages
- Organizations and technologies
- Both A and B
- Neither A nor B

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### 4.1.3. Does a customer's ethnicity impact buying decisions?

Author: Dionne Mahaffey

Does a customer's ethnicity impact buying decisions?

Please choose only one answer:

- Ethnicity has a large impact on purchasing decisions.
- Ethnicity has a minor impact on purchasing decisions.
- Ethnicity has no impact on purchasing decisions.
- Customer diversity is a social rather than a marketing concern.

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#### 4.1.4. If you are marketing to Business-to-Business sellers, what should y...

Author: Dionne Mahaffey

If you are marketing to Business-to-Business sellers, what should you consider?

Please choose only one answer:

- The segmentation of B2B sellers is not at all similar to consumer market segmenting.
- B2B sellers are also segmented along lines of demographics and geographic areas.
- Both A and B
- Neither A nor B

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#### 4.1.5. In a marketing campaign, who might be considered part of the campai...

Author: Dionne Mahaffey

In a marketing campaign, who might be considered part of the campaign's audience?

Please choose only one answer:

- Anyone directly or indirectly affected by the campaign's efforts
- Everyone except for internal shareholders and stakeholders
- Clients, customers, global target markets
- Both A and C

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#### 4.1.6. Psychographic segmentation deals with which customer characteristics?

Author: Dionne Mahaffey

Psychographic segmentation deals with which customer characteristics?

Please choose only one answer:

- Neuroses, psychoses, dysfunctions
- Addictions, avoidances, antagonisms
- Values, attitudes, lifestyles
- Age, gender, income

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#### 4.1.7. Strategic planning is focused on which organization marketing compo...

Author: Dionne Mahaffey

Strategic planning is focused on which organization marketing components?

Please choose only one answer:

- Mission statements, objectives, value propositions
- Budgets, taxation, distribution costs
- Recruitment, hiring, training
- Formation, deformation, reformation

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4.1.8. Targeted marketing may also be considered as \_\_\_\_\_.

Author: Dionne Mahaffey

Targeted marketing may also be considered as \_\_\_\_\_.

Please choose only one answer:

- differentiated marketing
- undifferentiated marketing
- shotgun marketing
- wide blasts of media messages

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

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#### 4.1.9. What are some common ways of segmenting target buyers?

Author: Dionne Mahaffey

What are some common ways of segmenting target buyers?

Please choose only one answer:

- Behavioral and psychographic segmentations
- Demographic and geographic segmentations
- Both A and B
- Neither A nor B

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#### 4.1.10. What are the common characteristics of a family life cycle?

Author: Dionne Mahaffey

What are the common characteristics of a family life cycle?

Please choose only one answer:

- The ups and downs a family faces over the course of a single year
- A family's transportation preferences
- The age range of a family
- The stages a family goes through over time and the effects of these stages on their buying behavior

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#### 4.1.11. What kinds of information would be considered in demographic segmen...

Author: Dionne Mahaffey

What kinds of information would be considered in demographic segmentation?

Please choose only one answer:

- Location, longevity, language
- Age, income, gender
- Intelligence, maturity, stability
- Nationality, social class, job title

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#### 4.1.12. What marketing issues are covered in the process of strategic plann...

Author: Dionne Mahaffey

What marketing issues are covered in the process of strategic planning?

Please choose only one answer:

- Development and pricing
- Promotion and selling
- Both A and B
- Neither A nor B

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#### 4.1.13. What might be among the benefits of effective customer segmentation?

Author: Dionne Mahaffey

What might be among the benefits of effective customer segmentation?

Please choose only one answer:

- The numbers of possible competitors increase in a well-defined segmented market.
- There is a better chance of becoming a supplier-of-choice to a well-defined segment.
- Customized messages are more difficult to compose for segmented customers.
- There are no benefits to be gained by segmenting customers.

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#### 4.1.14. Which of the following is the best approach to repositioning a comp...

Author: Dionne Mahaffey

Which of the following is the best approach to repositioning a company's products and/or brands?

Please choose only one answer:

- An increased focus on a company
- Changing market perceptions with changes in promotional messages
- Eliminating the product or brand from the company's holdings
- Product and brand repositioning is impossible to achieve

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#### 4.1.15. Which of the following might be the result of effective product pos...

Author: Dionne Mahaffey

Which of the following might be the result of effective product positioning?

Please choose only one answer:

- A cogent reason why a customer should buy a product
- An advantage for your competitors through counter-positioning
- An undefined value proposition
- A confounding redirection of your customer

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