

17 Lecture - MGT301

Important Mcqs

1. **What is market segmentation?**

- a) The process of creating a new product
- b) The process of dividing a larger market into smaller groups of consumers with similar needs or characteristics
- c) The process of pricing a product

Answer: b

2. **What is the primary goal of market segmentation?**

- a) To create a new product
- b) To increase brand awareness
- c) To better understand the needs and wants of different consumer groups

Answer: c

3. **Which of the following is NOT a criteria for effective market segmentation?**

- a) Measurability
- b) Sustainability
- c) Accessibility
- d) Substantiality

Answer: b

4. **Which type of segmentation is based on geographic location?**

- a) Psychographic segmentation
- b) Behavioral segmentation
- c) Demographic segmentation
- d) Geographic segmentation

Answer: d

5. **Which type of segmentation is based on personality, values, and lifestyle?**

- a) Psychographic segmentation
- b) Behavioral segmentation
- c) Demographic segmentation
- d) Geographic segmentation

Answer: a

6. **Which type of segmentation is based on usage rate, benefits sought, and brand loyalty?**

- a) Psychographic segmentation
- b) Behavioral segmentation
- c) Demographic segmentation
- d) Geographic segmentation

Answer: b

7. **Which type of segmentation is based on age, gender, income, and education?**

- a) Psychographic segmentation
- b) Behavioral segmentation

- c) Demographic segmentation
- d) Geographic segmentation

Answer: c

8. Which of the following is a benefit of effective market segmentation?

- a) Increased customer loyalty
- b) Reduced production costs
- c) Increased market share
- d) All of the above

Answer: d

9. Which of the following is an example of psychographic segmentation?

- a) Dividing a market by age group
- b) Dividing a market by usage rate
- c) Dividing a market by personality and lifestyle
- d) Dividing a market by geographic location

Answer: c

10. Which of the following is a disadvantage of market segmentation?

- a) Increased competition
- b) Reduced customer satisfaction
- c) Higher marketing costs
- d) None of the above

Answer: c