# 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