## 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

