17 Lecture - MGT301

Important Subjective

1. What is market segmentation?

Answer: Market segmentation is the process of dividing a larger market into smaller groups of consumers with similar needs or characteristics.

2. Why is market segmentation important?

Answer: Market segmentation is important because it allows businesses to better understand the needs and wants of different consumer groups and develop more targeted and effective marketing strategies.

- 3. What are the different types of market segmentation? Answer: The different types of market segmentation include demographic, geographic, psychographic, and behavioral segmentation.
- What are the criteria for effective market segmentation? Answer: The criteria for effective market segmentation include measurability, substantiality,

accessibility, and responsiveness.

5. How does market segmentation help businesses in product development? Answer: Market segmentation helps businesses in product development by providing insights into the needs and preferences of different consumer groups, allowing them to develop products that better meet their needs.

6. What is niche marketing?

Answer: Niche marketing is a marketing strategy that targets a specific, small group of consumers with specialized needs or interests.

7. What are the advantages of niche marketing?

Answer: The advantages of niche marketing include reduced competition, increased customer loyalty, and the ability to charge premium prices.

8. What are the disadvantages of niche marketing?

Answer: The disadvantages of niche marketing include limited market size, reduced economies of scale, and greater risk of market changes.

9. How can businesses identify market segments? Answer: Businesses can identify market segments by conducting market research, analyzing consumer behavior and demographic trends, and using data analysis tools.

10. How can businesses effectively target market segments?

Answer: Businesses can effectively target market segments by developing personalized marketing messages and using targeted advertising channels, such as social media and email marketing.