

# 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.

4. **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.