

18 Lecture - MGT301

Important Mcqs

1. **What is market segmentation?**

- a) The process of dividing a larger market into smaller groups of consumers
- b) The process of expanding a smaller market into larger groups of consumers
- c) The process of merging different markets into one
- d) The process of targeting all consumers with the same marketing message

Answer: a) The process of dividing a larger market into smaller groups of consumers

2. **What are the different types of market segmentation?**

- a) Demographic, geographic, psychographic, and behavioral
- b) Demographic, geographic, social, and economic
- c) Demographic, geographic, cultural, and political
- d) Demographic, geographic, technological, and ecological

Answer: a) Demographic, geographic, psychographic, and behavioral

3. **What is demographic segmentation?**

- a) Dividing the market based on geographic location
- b) Dividing the market based on personality traits and values
- c) Dividing the market based on age, gender, income, and occupation
- d) Dividing the market based on usage rate and benefits sought

Answer: c) Dividing the market based on age, gender, income, and occupation

4. **What is psychographic segmentation?**

- a) Dividing the market based on geographic location
- b) Dividing the market based on personality traits and values
- c) Dividing the market based on age, gender, income, and occupation
- d) Dividing the market based on usage rate and benefits sought

Answer: b) Dividing the market based on personality traits and values

5. **What is behavioral segmentation?**

- a) Dividing the market based on geographic location
- b) Dividing the market based on personality traits and values
- c) Dividing the market based on age, gender, income, and occupation
- d) Dividing the market based on usage rate and benefits sought

Answer: d) Dividing the market based on usage rate and benefits sought

6. **What are the benefits of market segmentation?**

- a) Increased customer satisfaction and engagement
- b) Reduced marketing costs

- c) Improved ROI
- d) All of the above

Answer: d) All of the above

7. **What are the criteria for effective market segmentation?**
- a) Measurability, substantiality, accessibility, and responsiveness
 - b) Age, gender, income, and occupation
 - c) Personality traits, values, and lifestyle
 - d) Geographic location, region, or country

Answer: a) Measurability, substantiality, accessibility, and responsiveness

8. **What is niche marketing?**
- a) A marketing strategy that targets a specific, small group of consumers with specialized needs or interests
 - b) A marketing strategy that targets all consumers with the same message
 - c) A marketing strategy that targets a broad-based audience
 - d) A marketing strategy that targets consumers based on age, gender, and income

Answer: a) A marketing strategy that targets a specific, small group of consumers with specialized needs or interests

9. **What are the advantages of niche marketing?**
- a) Reduced competition
 - b) Increased customer loyalty
 - c) Ability to charge premium prices
 - d) All of the above

Answer: d) All of the above

10. **How can businesses identify market segments?**
- a) Conduct market research
 - b) Analyze consumer behavior and demographic trends
 - c) Use data analysis tools
 - d) All of the above

Answer: d) All of the above