## 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