

# 18 Lecture - MGT301

## Important Subjective

1. **What is market segmentation and why is it important?**

Answer: Market segmentation is the process of dividing a larger market into smaller groups of consumers who have similar needs and characteristics. It is important because it helps businesses to create targeted marketing strategies that resonate with their audience and improve customer satisfaction.

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

Answer: The different types of market segmentation include demographic, geographic, psychographic, and behavioral.

3. **What is demographic segmentation?**

Answer: Demographic segmentation is the process of dividing the market based on age, gender, income, occupation, and other demographic characteristics.

4. **What is psychographic segmentation?**

Answer: Psychographic segmentation is the process of dividing the market based on personality traits, values, and lifestyle.

5. **What is behavioral segmentation?**

Answer: Behavioral segmentation is the process of dividing the market based on usage rate, benefits sought, and other behavior-related factors.

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

Answer: The benefits of market segmentation include increased customer satisfaction, reduced marketing costs, and improved ROI.

7. **What are the criteria for effective market segmentation?**

Answer: The criteria for effective market segmentation include measurability, substantiality, accessibility, and responsiveness.

8. **What is niche marketing?**

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

9. **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.

10. **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.