



INDIAN SCHOOL MUSCAT
Department of Commerce and Humanities



Class : 11

Worksheet No. 03:
Segmentation, Targeting and Positioning

Date of issue

-----**2018**

Marketing (812)

Date of submission

-----**2018**

1. Answer in one sentence(1 or 2 marks each)

1. What do you mean by positioning of a product?
2. Give an example of a product which can be segmented on seasonal basis.
3. Exposure to western modern culture and population shifts from rural to urban areas are: (Choose the correct alternative)
 - (a) Economic factors
 - (b) Socio-economic factors
 - (c) Political factors
 - (d) None of the above
4. A company's brand positioning relates to : (Choose the correct alternative)
 - (a) The way consumers perceive it in comparison with competitors
 - (b) The market share
 - (c) Its product features relative to other brands
 - (d) Consumer's preference change
5. Geography and demographics if clubbed it is known as: (Choose the correct alternative)
 - (a) Socio-cultural segmentation
 - (b) Demographic segmentation
 - (c) Geo demographic segmentation
 - (d) None of the above
6. Narrate how the population is broken down for socio-economic segmentation.
7. Select any two segments to which olive oil can be sold with reasons.
8. Name the two basis of positioning used by marketers.
9. State, in brief, with reason, whether following statements are correct/incorrect:
 - (a) A Rolls-Royce is not in competition with Maruti Alto.
 - (b) A company should not attempt to compete in all segments with the same product.
10. Write a note on Psychographic Segmentation.

2. Answer in around 75 words (3 or 4 marks each)

1. Name any three basis for market segmentation under personal demographic segmentation.
2. Briefly explain the following:
 - (a) Geographic segmentation
 - (b) Behavioural segmentation
 - (c) Socio-economic segmentation
3. What is the need for positioning a product in the market?
4. Select any three segments for bottled water segment.

5. Differentiate between large segment strategy and small segment strategy with examples.
6. Identify the segmentation variables for the following products:
 - (a) Mobile phones
 - (b) Magazine
 - (c) New model car
 - (d) Shoes
7. What is meant by psychographic segmentation? Explain any two psychographic variables that a marketer must understand to segment the market.
8. What is targeting? Describe any three types of target marketing.
9. Explain any four basis for behavioural segmentation.
10. "There is a need for targeting. There has to be match between costing and revenues". Discuss the factors affecting the needs of targeting.

3. Answer in around 100 words (5 marks each)

1. Discuss any five importance of segmentation.
2. Explain the different types of targeting strategies used by marketers to search for the best prospects for their products among all consumers.
3. Discuss the types of segmentation.
4. Distinguish between the following:
 - (a) Segmentation, targeting and positioning
 - (b) Mass segmentation and niche positioning
5. Discuss any five segmentation for a product on the basis of personal demography.

-X-X-X-X-X-X-X-X-X-