



INDIAN SCHOOL MUSCAT

Senior Section

Department of Commerce and Humanities

CLASS XI

MARKETING: SEGMENTATION, MARKETING AND POSITIONING WORKSHEET NO.3

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:
 - a. Economic factors
 - b. Socio-economic factors
 - c. Political factors
 - d. None of the above
4. A company's brand positioning relates to :
 - 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:
 - a. Socio-cultural segmentation
 - b. Demographic segmentation
 - c. Geo demographic segmentation
 - d. None of the above
6. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
 - a. Penetration
 - b. Skimming
 - c. Differentiated
 - d. None of the above
7. Narrate how the population is broken down for socio-economic segmentation.
8. Select any two segments to which olive oil can be sold with reasons.
9. Name the two basis of positioning used by marketers.
10. 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.
11. Write a note on Psychographic Segmentation.
12. Name any three basis for market segmentation under personal demographic segmentation.

13. Briefly explain the following:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Socio-economic segmentation

13. What is the need for positioning a product in the market?

14. Select any three segments for bottled water segment.

15. Differentiate between large segment strategy and small segment strategy with examples.

16. Identify the segmentation variables for the following products:

- (a) Mobile phones (b) magazine (c) New model car (d) Shoes

17. What is meant by psychographic segmentation? Explain any two psychographic variables that a marketer must understand to segment the market.

18. What is targeting? Describe any three types of target marketing.

19. Explain any four basis for behavioural segmentation.

20. "There is a need for targeting. There has to be match between costing and revenues". Discuss the factors affecting the needs of targeting.

21. Discuss any five importance of segmentation.

22. Explain the different types of targeting strategies used by marketers to search for the best prospects for their products among all consumers.

23. Discuss the types of segmentation.

24. Distinguish between the following:

- a. Segmentation, targeting and positioning
- b. Mass segmentation and niche positioning

25. Discuss any five segmentation for a product on the basis of personal demography.