



INDIAN SCHOOL AL WADI AL KABIR

Class: X	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific Skills
WORKSHEET-I OTQS/DTQS	Chapter 2: Marketing (Segmentation, Targeting and Positioning)

Qt no.	
1	Expand the following. a. STP b. USP
2.	The process of converting heterogeneous market into relatively distinct homogeneous sub-groups of consumers with similar needs or characteristics is called -----.
3	Arrange the following in correct sequence: I – Segmentation II – Positioning III – Targeting a. I, II, III b. II, III, I c. I, III, II d. III, II, I
4	Name the two broad categories of markets for which segmentation has to be done.
5	The breaking of market into smaller units consisting of people with similar tastes and behaviour is called a. Positioning b. Target c. Segment d. All of the above
6	Give examples for the following. (one each) a. Geographical segmentation b. Demographic segmentation
7	Factors like age group, income level and gender are considered in which type of segmentation? a. Geographic b. Behavioural c. Psychographic d. Demographic
8	_____ segmentation is done on the basis of social class, lifestyle, and personality characteristics of a person.
9	Indian Railways offer AC First Class for the highest income group, AC II Tier and AC III Tier for the middle-income group, and Ordinary Class for passengers who cannot afford premium travel. Each group is targeted separately, and the product offerings, pricing, and services are designed differently for each group. Identify the type of market segmentation Indian Railways follow.
10	Wills lifestyle, Raymonds are the examples of _____ segmentation a. Demographic segmentation b. Psychographic segmentation c. Behavioural segmentation d. Geographic segmentation

11	When the marketer selects only one single segment out of the various segments available, it is called as a. undifferentiated strategy b. Concentrated Marketing c. Individual Marketing d. Differentiation strategy
12	What does the composition of human population of a country mean? a. Psychographic segmentation b. Demographic segmentation c. Gender segmentation d. None of the above
13	Psychographic segmentation does not include _____ a. Personality b. Social Class c. Lifestyle d. Income level
14	Which of the following is not the requirement for segmentation? a. Accessible b. Economical c. Measurable d. Large enough
15	Which of the following is not the valid basis for market segment? a. Product related segmentation b. Technology related segmentation c. Competition related segmentation d. Customer-Based segmentation
16	Hallmark is a greetings card manufacturing company. The sale of its greeting cards increases during the festival seasons. What should be the basis of Segmentation by Hallmark?
17	The term Targeting in the marketing process refers to: a. Identifying potential products for all. b. Choosing the specific group of consumers to serve. c. Setting the price of products d. Deciding on distribution channel.
18	Which of the following variables is a part of psychographic segmentation? a. Lifestyle b. Family size c. Family life cycle d. Occupation
19	Through which mode of marketing is the firm able to inform the target customers regarding the availability of the product in the market a. Marketing b. Relationship building c. Communication d. None of the above

20	Match the following	
	Column A	Column B
	1. Undifferentiated Strategy	a. Customised marketing as it deals with the specialised segments producing specialised products
	2. Differentiated Strategy	b. Single segment strategy as it deals with a single segment of Market
	3. Concentrated Marketing	c. Segmented strategy producing different products for different segments of customers
	4. Individual Marketing	d. Mass strategy as it deals with the total Market
A. 1-c, 2-d, 3-b, 4-a B. 1-d, 2-c, 3-a, 4-b C. 1-a, 2-b, 3-c, 4-d D. 1-b, 2-a, 3-d, 4-c		
21	Define positioning.	
		
	From the given pictures, identify the type of segmentation used.	
22	Identify the type of positioning strategy which is helpful in case target audience is illiterate: a. Positioning on the basis of different product class b. Positioning on the basis of symbols or illustrations c. Positioning on the basis of quality d. Positioning on the basis of product characteristics (OR) Various symbols and illustrations are used to create a distinctive image in advertising industry. This is especially helpful in case of your target audience. a. Illiterate b. Visually impaired c. Literate d. Deaf and dumb	
23	Big Bazaar and Reliance have positioned themselves as economical stores. Identify the type of positioning strategy adopted by them. a. On the basis of price b. On the basis of quality c. On the basis of users d. On the basis of customer benefit	
24	Coca cola and Pepsi positioning themselves as Uncola are the example of _____ a. Positioning on the basis of user b. Positioning on the basis of different product class c. Positioning on the basis of quality d. Positioning on the basis of price	
25	“Lux is positioned as the soap of stars and Salman Khan endorsing Thumps up as kuch to faani karte hain” What is the basis of positioning opted by Lux and Thumps Up?	

26	Match products with positioning attributes	
	Products/Company's Product Line	Positioning Attributes
	1. Samsung	a. Ice magic
	2. Whirlpool	b. Freshness
	3. Pepsodent	c. Convertible refrigerator
	4. Close up	d. Germi Check
A. 1-c, 2-a, 3-d, 4-b B. 1-d, 2-c, 3-a, 4-b C. 1-a, 2-b, 3-c, 4-d D. 1-b, 2-a, 3-d, 4-c		
DESCRIPTIVE TYPE QUESTIONS		
1	Give any two requirements for effective segmentation.	
2	Rounak is working as marketing manager in a business firm dealing in manufacturing and sale of readymade garments. He wishes to consider the composition of population of whole country and produce and sell the garments to target market accordingly. a. Which basis of market segmentation is being considered by Rounak? b. State the six factors included in the type of market segmentation identification (a) above.	
3.	“Literacy is not an appropriate basis for segmenting a shoe brand”. What are the appropriate bases to segment a shoe brand in the market?	
4.	Explain the following with suitable examples. a. Targeting b. Positioning c. Segmentation	
5.	Describe any two bases of segmentation with suitable examples.	
6.	Write positioning attributes for the following. a. Whirlpool b. LG c. Samsung d. Kelvinator	
7.	Coca-Cola recognizes that consumer preferences vary across different regions and countries. To effectively cater to these differences, the company has developed region-specific products and marketing campaigns. For example, in India, Coca-Cola offers a range of localized beverages such as Thumps Up and Maaza, which are tailored to suit the taste preferences of Indian consumers. By understanding the unique cultural and taste preferences of different regions, Coca-Cola has been able to achieve significant market penetration and maintain its position as a market leader. Identify and Explain the type of market segmentation adopted by Coca-cola.	
8	What is market-targeting? How is it different from market segmentation? Explain with the help of an example	
9	Apple Inc. is an American multinational technology company, best known for its consumer electronics, software, and services. Apple has recognized the importance of appealing to younger consumers who are tech-savvy and value design aesthetics. This led to the introduction of the iPhone SE, a more affordable option targeted towards younger individuals who may not have the budget for the latest flagship models. Identify and explain the Market segmentation strategy adopted by Apple Inc.	
10		

	 Carefully observe the picture, based on the given information, categorise it into appropriate type of segmentation. Briefly explain the features of the identified segmentation.
11	How to evaluate Market Segment?
12	Define Targeting? State any two strategies of Market targeting?
13	What do you understand by Niche Marketing? When should a marketer adopt this strategy.
14	“Molten company Ltd. is a Japanese manufacturer producing various balls such as Basketball, Tennis ball, Football, water polo, Rugby, handball etc. Identify and explain the type of Target market adopted by Molten Company Ltd.
15	Explain any two bases of Positioning with the help of suitable examples.
16	Explain the strategies used by a producer to create a place for his product in the market in relation to competitor's product. OR What is positioning the product? Give any three strategies to position a product.
17	List the possible basis for segmenting face cream
18	Write possible basis of segmentation to the following products. - Shoes - Toothpaste - Clothes - Shampoo