



INDIAN SCHOOL AL WADI AL KABIR

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

Qt no.	
1	STP stands for _____
2.	Define Market segmentation?
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	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
5	Name the two broad categories of markets for which segmentation has to be done.
6	Segmenting on the basis of gender is the example of ----- 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	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
10	Which of the following variables is a part of psychographic segmentation? a. Lifestyle b. Family size c. Family life cycle d. Occupation
11	Wills lifestyle, Raymonds are the examples of _____ segmentation a. Demographic segmentation b. Psychographic segmentation

	c. Behavioural segmentation d. Geographic segmentation										
12	Psychographic segmentation does not include _____ a. Personality b. Social Class c. Lifestyle d. Income level										
13	Which of the following is not the requirement for segmentation? a. Accessible b. Economical c. Measurable d. Large enough										
14	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										
15	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?										
16	Define Targeting?										
17	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										
18	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										
19	Match the following <table border="1" data-bbox="327 1355 1473 1697"> <thead> <tr> <th>Column A</th><th>Column B</th></tr> </thead> <tbody> <tr> <td>1. Undifferentiated Strategy</td><td>a. Customised marketing as it deals with the specialised segments producing specialised products</td></tr> <tr> <td>2. Differentiated Strategy</td><td>b. Single segment strategy as it deals with a single segment of Market</td></tr> <tr> <td>3. Concentrated Marketing</td><td>c. Segmented strategy producing different products for different segments of customers</td></tr> <tr> <td>4. Individual Marketing</td><td>d. Mass strategy as it deals with the total Market</td></tr> </tbody> </table> 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	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
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20	Define positioning.										
21	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										
22	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										
23	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										
24	“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?										
25	Match products with positioning attributes <table border="1"> <thead> <tr> <th>Products/Company's Product Line</th><th>Positioning Attributes</th></tr> </thead> <tbody> <tr> <td>1. Samsung</td><td>a. Ice magic</td></tr> <tr> <td>2. Whirlpool</td><td>b. Freshness</td></tr> <tr> <td>3. Pepsodent</td><td>c. Convertible refrigerator</td></tr> <tr> <td>4. Close up</td><td>d. Germi Check</td></tr> </tbody> </table> 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	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
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26	USP stands for _____										