

# ch4

Student: \_\_\_\_\_

1. A market is a group of two or more sellers who offer substitute ways of satisfying customer needs.  
True False
2. A market is a group of competitors selling similar products.  
True False
3. The main difference between a "product-market" and a "generic market" is whether customer needs are similar or different.  
True False
4. A generic market description looks at market broadly and from a customer's viewpoint.  
True False
5. A "generic market" is a market in which sellers offer substitute products which are so similar that customers see them as "all the same."  
True False
6. A product-market is a market with broadly similar needs—and sellers offering various, often diverse, ways of satisfying those needs.  
True False
7. A firm's "relevant market for finding opportunities" should be bigger than the present product-market but not so large that it couldn't expand and still be an important competitor.  
True False
8. Product type describes the goods and/or services that customers want.  
True False
9. The definition of a product-market includes a product type while the definition of a generic market does not include a product type.  
True False
10. A generic market description includes customer needs and product-type terms.  
True False
11. Effective market segmentation is a two-step process that starts with naming broad product-markets and then goes on to segmenting these broad product-markets into more homogeneous submarkets.  
True False

12. Market segmentation is a two-step process that involves naming broad product-markets and segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.
- True False
13. Using one or two demographic dimensions to describe market segments usually does not provide enough detail for planning a marketing strategy.
- True False
14. Market segmentation says that target marketers should develop one good marketing mix aimed at a fairly large market.
- True False
15. Marketing-oriented managers think of segmenting as a disaggregating process.
- True False
16. Marketing-oriented managers see segmenting as a process of aggregating people with similar needs into a group.
- True False
17. Ideally, segmenters should start with the idea that each person is "one of a kind" and can be described by a special set of dimensions that may be used to aggregate similar customers together.
- True False
18. One of the difficult things about segmenting is that not every customer will neatly fit into some market segment.
- True False
19. The correct number of submarkets in a broad product-market is usually obvious, so the likelihood of managerial error is small.
- True False
20. A "good" market segment should be composed of people who are as homogeneous as possible with respect to their likely responses to marketing mix variables.
- True False
21. "Homogeneous within" means that the customers in a market segment should be as similar as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.
- True False
22. "Good" market segments should be homogeneous (similar) within, heterogeneous (different) between, substantial, and operational.
- True False

23. "Good" market segments should be heterogeneous within and homogeneous between.

True False

24. If a product-market segment is "homogeneous within," it is called a "substantial" target market.

True False

25. A "substantial" market segment is one which is big enough to be profitable.

True False

26. Saying that a market segment is "substantial" means that it contains customers from a variety of demographic variables.

True False

27. Planning place and promotion elements of a marketing mix is especially difficult if the dimensions of a product-market are not operational.

True False

28. A product-market segment is "operational" if it is big enough to be profitable to the firm.

True False

29. With the "multiple target market approach" the marketer combines two or more homogeneous submarkets into one larger target market as a basis for one strategy.

True False

30. The combined target market approach involves segmenting the market and choosing two or more segments, then treating each as a separate target market needing a different marketing mix.

True False

31. A manager who aggregates all potential customers into a single product-market segment is likely to find that the segment is not homogeneous.

True False

32. The more heterogeneous a firm's target market becomes, the more likely the firm will see competition from an innovative segmenter.

True False

33. A segmenter is more likely than a combiner to really satisfy a target market and build such a close relationship with customers that it faces no real competition.

True False

34. A profit-oriented firm will usually want to continue aggregating potential customers into larger submarkets until every consumer fits neatly into some segment.

True False

35. Making a very specific marketing mix for a particular group is always less profitable than a more general marketing mix that appeals to a larger segment.

True False

36. Cost considerations usually favor more aggregating and larger market segments, but smaller segments may be required to satisfy needs more exactly.

True False

37. Dimensions that should be looked at when segmenting consumer markets are: geographic location and other demographic characteristics, behavioral needs, urgency to get needs satisfied, and willingness to compare and shop.

True False

38. When segmenting markets, one should look at geographic location and demographic characteristics as well as customers' desire and willingness to compare and shop, but behavioral needs aren't important for this purpose.

True False

39. Segmenting a broad product-market usually requires using several segmenting dimensions at the same time.

True False

40. Market segmentation applies only to consumer goods and services; it cannot be applied to business products.

True False

41. Qualifying dimensions are those that actually affect the customer's purchase of a specific brand in a product-market.

True False

42. A determining dimension for segmenting markets actually affects the purchase of a specific brand in a product-market.

True False

43. A marketing manager who is able to use qualifying dimensions in forming market segments will not need to worry about determining dimensions.

True False

44. The qualifying dimensions help identify the "core benefits" that must be offered to everyone in a product-market.

True False

45. International marketing typically requires less segmenting than domestic markets.

True False

46. A firm involved in international marketing should pay even more attention to segmenting than a firm that sells only in the United States.
- True False
47. The first step in segmenting international markets is to group countries that are close to each other into "common markets."
- True False
48. Clustering techniques try to find similar patterns within sets of data.
- True False
49. Clustering is a technique that divides a large group of people into smaller groups, so that each small group is as diverse as the large group from which it was formed.
- True False
50. Clustering techniques can be used in segmenting to help find similar patterns within sets of data--to identify homogeneous groups of people.
- True False
51. Computer-aided segmenting approaches eliminate the need for managerial judgment and intuition in selecting segmenting dimensions.
- True False
52. A firm is most likely to rely on customer relationship management (CRM) approaches when it does not have a database of information on individual customers.
- True False
53. CRM is a variation of the positioning approach.
- True False
54. CRM approaches are based on information from detailed customer databases.
- True False
55. Firms that operate on the Internet are at a disadvantage when it comes to using approaches like CRM.
- True False
56. By differentiating the marketing mix to do a better job meeting customers' needs, the firm builds a competitive advantage.
- True False
57. "Positioning" shows how proposed and/or present brands are located in a market--as seen by customers.
- True False

58. "Positioning" means using a map to show where a firm's products are distributed geographically.

True False

59. Positioning issues are especially important when competitors in a market appear to be very similar.

True False

60. A positioning analysis is a product-oriented approach.

True False

61. Positioning analysis may lead a firm to segmenting, rather than combining.

True False

62. A "market" consists of:

- A. customers who are willing to exchange something of value.
- B. a group of potential customers with similar needs.
- C. sellers offering various ways of satisfying customer needs.
- D. all of the above.
- E. none of the above.

63. A market consists of:

- A. a group of potential customers with similar needs who are willing to exchange something of value.
- B. various kinds of products with similar characteristics.
- C. sellers offering substitute ways of satisfying needs.
- D. all the firms within a particular industry.
- E. both A and C.

64. A \_\_\_\_ is a group of potential customers with similar needs who are willing to exchange something of value with sellers offering various goods or services.

- A. segment
- B. market
- C. product
- D. consumer forum
- E. generic industry

65. A marketing manager has just learned about generic markets. This may lead the manager

- A. to see a larger set of potential competitors.
- B to put less emphasis on market penetration or market development opportunities and more emphasis on . product development opportunities.
- C. to think about new ways of satisfying the needs of her current customers.
- D. All of the above.
- E. None of the above.

66. Compared to a product-market, a generic market:

- A. Is more narrowly defined.
- B. Has sellers offering a more diverse set of products.
- C. Can never help marketers identify opportunities.
- D. All of the above.
- E. None of the above.

67. In a generic market

- A. sellers offer various, often diverse, ways of satisfying broadly similar needs.
- B. consumers are offered various close substitute ways of satisfying needs.
- C. is the same as the product-market.
- D. is a market where customers have very diverse needs.
- E. sells unbranded products.

68. A \_\_\_\_\_ market is a market with broadly similar needs and sellers offering various--and often diverse--ways of satisfying those needs.

- A. planned
- B. target
- C. central
- D. generic
- E. relevant

69. A \_\_\_\_\_ market is a market with broadly similar needs and sellers offering various--and often diverse--ways of satisfying those needs.

- A. homogeneous
- B. product
- C. relevant
- D. generic
- E. target

70. A generic market

- A. may include sellers who compete in different product-markets.
- B. would probably be broader than the firm's target market.
- C. might be composed of several different product-markets.
- D. All of the above are true.
- E. None of the above is true.

71. In a generic market,

- A. diverse types of products may compete for customers.
- B. customers have broadly similar needs.
- C. there may be many ways to satisfy customers' needs.
- D. All of the above are true.
- E. None of the above is true.

72. A generic market is one in which

- A. products from different industries compete for customers by trying to satisfy the same basic need.
- B. no firm can establish a competitive advantage.
- C. a number of firms are all offering new or improved products in an effort to increase sales.
- D. one seller has a patent for a superior product and other competitors imitate the leader with inferior products.
- E. None of the above is true.

73. A generic market

- A. competitor might have only a tiny market share in the generic market but a large share in its product-market.
- B. often includes consumers who will satisfy the same need in quite different ways.
- C. often involves sellers who compete in different product-markets.
- D. All of the above are true.
- E. None of the above is true.

74. A generic market

- A. related to a consumer's functional need is smaller than a related product-market.
- B. might involve competition among skis, roller blades, bicycles, and ice skates.
- C. might logically include rubber cement, a lamp, and a CD player.
- D. is usually narrower than the firm's target market.
- E. All of the above are correct.

75. A digital camera, a computer video-cam, and a computer scanner might compete in the same

- A. single target market.
- B. generic market.
- C. multiple target market.
- D. combined target market.
- E. product-market.

76. A transistor radio, an MP3 player, and a portable CD player might compete in the same

- A. single target market.
- B. multiple target market.
- C. product-market.
- D. combined target market.
- E. generic market.

77. A pencil, a dictating machine, and a word processor might compete in the same

- A. target market.
- B. generic market.
- C. product-market.
- D. Any of the above.
- E. None of the above.



78. Which of the following is the BEST example of a "generic market?"

- A. The senior citizen recreation market
- B. The designer shoes market
- C. The frozen yogurt market
- D. The transportation market
- E. The Hispanic-American market

79. Which of the following is the BEST example of a "generic market?"

- A. the meat market.
- B. the minivan market.
- C. the e-commerce market.
- D. the beer market.
- E. the "singles" entertaining market.

80. Which of the following is the BEST example of a "generic market?"

- A. The adult "personal expression" market
- B. The roller blade market
- C. The female exercise shoes market
- D. The sports drink market
- E. The sporting goods market

81. Which of the following is LEAST likely to compete in the same generic market with the others?

- A. garlic powder.
- B. pepper.
- C. tabasco sauce.
- D. salt.
- E. potato chips.

82. Which of the following is LEAST LIKELY to compete in the same generic market with the others?

- A. Long-stem roses
- B. A tomato
- C. Champagne
- D. A greeting card
- E. A telegram

83. Which of the following is LEAST likely to compete in the same generic market with the others?

- A. pop corn.
- B. soft drink.
- C. napkin.
- D. cookie.
- E. ice cream.

84. Which of the following is LEAST LIKELY to compete in the same generic market as the others?
- A. Ice cream.
  - B. Apple pie.
  - C. Fruit salad.
  - D. Chocolate chip cookie.
  - E. Pretzel.
85. Which of the following is the WORST example of a "generic market"?
- A. The information storage market.
  - B. The recreation market.
  - C. The designer jeans market.
  - D. The home improvement market.
  - E. The entertainment market.
86. The main difference between a generic market and a product-market is that:
- A. a generic-market involves a less similar set of needs than does a product-market.
  - B. a product-market is usually larger than a generic market.
  - C. product-markets usually don't involve competition, but generic markets do.
  - D. sellers in a generic market are more concerned with prices than sellers in a product-market.
  - E. There is no difference between the two.
87. A basic difference between a "generic market" and a "product-market" is:
- A. whether or not sellers in the market rely on e-commerce.
  - B. how similar the competing sellers' products are.
  - C. whether customer needs are similar or different.
  - D. whether the market includes only buyers--or both buyers and sellers.
  - E. There is NO DIFFERENCE--the terms mean the same thing.
88. A \_\_\_\_\_ is a market with very similar needs and sellers offering various close substitute ways of satisfying those needs.
- A. generic market
  - B. standard market
  - C. target market
  - D. global market
  - E. product-market
89. A product-market is one
- A. in which exchanges are based on barter rather than money.
  - B. where one seller has a patent for a superior product and other firms try to imitate the leader the best they can.
  - C. where all of the customers want the same product but will consider a substitute if their preferred brand is not available.
  - D. in which competing sellers offer physically or conceptually similar products.
  - E. in which no intermediaries operate.

90. A product-market is one in which

- A. products from different industries compete for customers by trying to satisfy the same basic need.
- B. price is the determining factor in deciding which brand to buy.
- C. all of the customers want the exact same product but will consider a substitute if their preferred brand is not available.
- D. one seller has a monopoly and there is no competition.
- E. None of the above is true.

91. A product-market is one in which

- A. demand is inelastic.
- B. products that are close substitutes for each other compete for customers by trying to satisfy very similar needs.
- C. breakthrough opportunities are no longer possible.
- D. one seller has a patent for a superior product and other competitors try to imitate the leader.
- E. All of the above are true.

92. A "product-market" is a market in which:

- A. all sellers offer exactly the same product.
- B. one firm has achieved a competitive advantage.
- C. all sellers offer products that are unique and innovative.
- D. sellers offer very close substitute ways of satisfying potential customers' needs.
- E. sellers offer substitute products which are quite different physically or conceptually.

93. Which of the following is NOT true of a product-market?

- A. Competing suppliers offer close substitutes to satisfy needs.
- B. Customers in a product-market have very similar needs.
- C. Very different types of products may compete for consumer dollars.
- D. Naming product-markets includes consideration of where the customers are.
- E. None of the above statements is true.

94. Which of the following is the best example of a "product-market?"

- A. The MP3 player market
- B. The young adult exercise market
- C. The software market
- D. The convenience market
- E. The status symbol market

95. A firm's "relevant market for finding opportunities" should:

- A. have no geographic boundaries.
- B. be bigger than the firm's present product-market--but not so big that the firm couldn't be an important competitor.
- C. be no larger than the firm's present product-market.
- D. usually be named in product-related terms.
- E. have no strong competitors.

96. A firm's "relevant market for finding opportunities" should:
- A. be limited to products the firm already produces.
  - B. be bigger than the firm's present product-market--but not so big that the firm could not be an important competitor.
  - C. have no geographic boundaries.
  - D. be as large as possible.
  - E. be no larger than the firm's present product-market.
97. A firm's "relevant market for finding opportunities":
- A. should be as large as possible.
  - B. should have no geographic limits.
  - C. should be no larger than its present product-market.
  - D. should always be named in product-related terms.
  - E. None of the above is a true statement.
98. A product-market definition should include:
- A. product type.
  - B. customer types.
  - C. customer needs.
  - D. geographic area.
  - E. All of the above.
99. Which of the following is NOT part of a product-market definition?
- A. Information about consumer needs.
  - B. Information about the final customer (or user) of the product.
  - C. Information about which specific retailers will sell the product.
  - D. A description of the type of product.
  - E. All of these should be included.
100. A complete product-market definition includes a four-part description comprising of all of the following except
- A. geographic area.
  - B. customer needs.
  - C. customer types.
  - D. product type.
  - E. marketing mix.
101. Unlike a generic market description, a product-market definition includes
- A. customer needs.
  - B. customer types.
  - C. geographic area.
  - D. product type.
  - E. organization chart.

102. The customer type component of the product-market should include:

- A. the buyer of the product
- B. the type of good and service
- C. the user of the product
- D. the geographic area where customers live
- E. all of the above should be in the customer type.

103. Customer types

- A. should be defined by identifying the buyer instead of the user.
- B. should be assigned a nickname that describes all potential types of customers.
- C. must always consider intermediaries even if they are not final users.
- D. refers to the final consumer or user of a product type.
- E. none of the above.

104. A generic market definition includes

- A. customer (user) needs, customer types, geographic area, and product type.
- B. customer (user) needs, customer types, and geographic area.
- C. customer (user) needs, customer types, product design, and product type.
- D. customer types, product design, and product type.
- E. customer types, product design, product type, and customer needs.

105. A generic market description should NOT include any:

- A. customer needs.
- B. geographic area.
- C. product type.
- D. customer types.
- E. none of the above.

106. A generic market description should NOT include any:

- A. customer needs.
- B. geographic area.
- C. competitors' names.
- D. customer types.
- E. It should include all of the above.

107. \_\_\_\_\_ is the process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.

- A. Market segmentation
- B. Strategic planning
- C. Mass marketing
- D. Market positioning
- E. Implementation

108. \_\_\_\_\_ is the process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.

- A. Market positioning
- B. Market segmentation
- C. Mass marketing
- D. Diversification
- E. Strategic planning

109. The process of naming broad product-markets and then segmenting them in order to select target markets and develop suitable marketing mixes is called:

- A. Market penetration.
- B. Market segmentation.
- C. Market development.
- D. Market research.
- E. Market pioneering.

110. The first step in market segmentation should be:

- A. deciding what new product you could develop.
- B. evaluating what segment(s) you currently serve.
- C. finding a demographic group likely to use your products.
- D. listing features of your current products.
- E. defining some broad product-markets where you may be able to operate profitably.

111. Which is the first step in market segmentation?

- A. Finding one or two demographic characteristics to divide up the whole mass market.
- B. Clustering people with similar needs into a market segment.
- C. Naming a broad product-market of interest to the firm.
- D. Evaluating market segments to determine if they are large enough.
- E. None of the above.

112. Which of the following statements about market segmentation is NOT TRUE?

- A. It starts by segmenting broad product-markets.
- B. It involves naming broad product-markets.
- C. A market grid with submarkets can be a visual aid to market segmentation.
- D. It segments broad product-markets in order to develop suitable marketing mixes.
- E. First-time market segmentation efforts often fail.

113. The disaggregating step in market segmentation involves

- A. brainstorming about very different solutions to various generic needs.
- B. looking for similarities in needs.
- C. selecting target markets.
- D. developing suitable marketing mixes.
- E. selecting a target marketing approach.

114. The marketing management team for Dada Motors brainstormed a variety of solutions to the problem of how to transport people in the world. This process came during the \_\_\_\_ step in the market segmentation process.

- A. disaggregating
- B. market definition
- C. segmenting
- D. aggregating
- E. approach selection

115. According to the text, segmenting:

- A. is a disaggregating or "breaking down" process.
- B. assumes that each person should be treated as a separate target market.
- C. assumes that all customers can be clustered into profitable market segments.
- D. is an aggregating process.
- E. uses scientific rules to decide how many submarkets exist.

116. According to the text, segmenting should be viewed as a(n) \_\_\_\_\_ process.

- A. assorting
- B. mechanical, nonjudgmental
- C. "clustering" or aggregating
- D. "breaking apart" or disaggregating
- E. combining

117. Segmenting:

- A. is essentially a disaggregating or "break it down" process.
- B. assumes that all customers can be grouped into homogeneous and profitable market segments.
- C. tries to aggregate together individuals who have similar needs and characteristics.
- D. usually results in firms aiming at smaller and less profitable markets.
- E. assumes that each individual should be treated as a separate target market.

118. The main difference between naming broad product-markets and market segmentation is:

- A. naming is a computerized process, while segmentation requires more thought.
- B. naming is concerned with customers, while segmentation is concerned with product features.
- C. naming involves breaking down markets, while segmentation involves aggregating customers with similar needs.
- D. naming involves looking for similarities, while segmentation involves looking for differences.
- E. None of the above is true.

119. The segmenting step of the segmentation process

- A. brainstorms possible marketing mixes.
- B. fits potential customers neatly into market segments.
- C. disaggregates all possible needs.
- D. involves selecting a target marketing approach.
- E. looks for similarities in needs.

120. Which of the following is NOT likely to be a part of the segmenting step in market segmentation?

- A. Looking for similarities rather than basic differences in needs.
- B. Naming a broad product-market of interest to the firm.
- C. Clustering people with similar needs into a "market segment."
- D. Determining an appropriate number of segments.
- E. Aggregating individual customers into market segments.

121. A \_\_\_\_\_ is a relatively homogeneous group of customers who will respond to a marketing mix in a similar way.

- A. market segment
- B. market grid
- C. consumer network
- D. market network
- E. generic market

122. Market segmentation:

- A. means the same thing as marketing strategy planning.
- B. assumes that most submarkets can be satisfied by the same marketing mix.
- C. is the same thing as positioning.
- D. tries to identify homogeneous submarkets within a product-market.
- E. All of the above are true.

123. Given its interest in the broad product-market for "ready-to-eat, health-conscious snack foods," which of the following should the GoodHealth Foods Co. do FIRST?

- A. Develop a plan for getting support from intermediaries.
- B. Develop each of the four Ps at the same time.
- C. Segment the product-market to try to identify homogeneous submarkets and select an attractive target market.
- D. Determine whether to compete on a price basis.
- E. Decide what low-fat product or products it will offer.

124. "Good" market segments are those which are:

- A. heterogeneous between.
- B. operational.
- C. substantial.
- D. homogeneous within.
- E. All of the above.

125. "Good" market segments are those that are:

- A. homogeneous between.
- B. heterogeneous within.
- C. operational and substantial.
- D. international in nature.
- E. All of the above.



126. Marketing managers want market segments to have each of the following characteristics EXCEPT:

- A. As similar as possible within segments.
- B. As different as possible between segments.
- C. As numerous as possible.
- D. Useful for identifying marketing mix variables.
- E. Large enough to be profitable.

127. Which of the following criteria should a marketing manager use when segmenting a broad product-market?

- A The segments should be substantial--big enough to be profitable--and operational--useful for identifying . customers and deciding on marketing mix variables.
- B The people within a market segment should be as homogeneous as possible with respect to the . segmenting dimensions and their likely response to marketing mix variables.
- C The people in different market segments should be as heterogeneous as possible with respect to the . segmenting dimensions and their likely response to marketing mix variables.
- D. All of the above.
- E. Only A and B above.

128. Which of the following criteria should a marketing manager use when segmenting a broad product-market?

- A. The segments should be operational--i.e., only quantitative dimensions are useful.
- B The people in different segments should be as heterogeneous as possible with respect to their likely . response to marketing mix variables.
- C The people within a market segment should be as heterogeneous as possible with respect to their likely . response to marketing mix variables.
- D. The market segments should be substantial--i.e., big enough to minimize the firm's costs.
- E. All of the above.

129. Saying that a good market segment should be "heterogeneous between" means:

- A That the consumers in a market segment should be as similar as possible with respect to their likely . responses to marketing mix variables and their segmenting dimensions.
- B That the consumers in a market segment should be as different as possible with respect to their likely . responses to marketing mix variables and their segmenting dimensions.
- C That the consumers in different segments should be as similar as possible with respect to their likely . responses to marketing mix variables and their segmenting dimensions.
- D That the consumers in different segments should be as different as possible with respect to their likely . responses to marketing mix variables and their segmenting dimensions.
- E. That the segmenting dimensions should be useful for identifying different customers and deciding on marketing mix variables.

130. Saying that a "good" product-market segment should be substantial means

- A. that the company does not have to worry about substantial competition for a long time.
- B. that people should have substantially different reactions to marketing mix variables.
- C. it should be large enough to be profitable.
- D. that people in different market segments should be as different as possible.
- E. None of the above is true.

131. Which of the following segmenting dimensions probably would be LEAST LIKELY to result in segments that would meet the criteria that product-market segments should be "operational?"
- A. geographic region.
  - B. personality.
  - C. family size.
  - D. age.
  - E. income level.
132. A market-oriented strategy planner applies the \_\_\_\_\_ target market approach.
- A. combined
  - B. multiple
  - C. single
  - D. Any of the above.
  - E. None of the above.
133. Which of the following is NOT one of the target marketing approaches for developing market-oriented strategies in a broad product-market?
- A. Multiple.
  - B. Single.
  - C. Exclusive.
  - D. Combined.
  - E. All of the above are target marketing approaches.
134. Gina Williams wanted to start a decorating business. She identified several possible target markets, but decided to serve a market composed of recently married couples that owned their first home. Gina appears to be following:
- A. A multiple target market approach.
  - B. A single target market approach.
  - C. A combined target market approach.
  - D. A mass marketing approach.
  - E. None of the above.
135. A food processor considering snack-food opportunities identified three possible market segments and gave them "nicknames": the dieters, health faddists, and nutrition-conscious parents. It developed a marketing mix around a line of good tasting, nutritious children's snacks. The firm is apparently
- A. relying on cluster analysis techniques.
  - B. using a multiple target market approach.
  - C. using a single target market approach.
  - D. using a combined target market approach.
  - E. ignoring the criteria that good market segments should be operational.

136. Electro Technologies, Inc. (ETI) has limited capital and wants to reduce the risk of competitors taking customers if it invests in a new product-market. Its broad product-market consists of three reasonably distinct submarkets. To identify a target market, ETI should probably focus on using the \_\_\_\_\_ approach.
- A. combined target market.
  - B. mass marketing.
  - C. multiple target market.
  - D. single target market.
  - E. All of the above.
137. A large firm with ample resources wants to minimize the risk of "inviting" competitors to "chip away" at its target market(s). It has segmented its broad product-market and identified several homogeneous submarkets--each of which is large enough to offer attractive sales and profit potential. Which of the following approaches should the firm use?
- A. Multiple target market approach
  - B. Mass marketing approach
  - C. Combined target market approach
  - D. Single target market approach
  - E. All of the above
138. Jazzy Tile Co. segmented its broad product-market and decided to aim at two different segments, offering each segment a different marketing mix. Jazzy Tile Co. is following the \_\_\_\_\_ approach.
- A. mass marketing
  - B. multiple target market
  - C. combined target market
  - D. single target market
  - E. All of the above.
139. Having segmented its market, the Martinez Corp. has decided to treat each of two submarkets as a separate target market requiring a different marketing mix. Apparently, Martinez is following the \_\_\_\_\_ target market approach.
- A. single
  - B. combined
  - C. multiple
  - D. separate
  - E. general
140. Watson's Bakery found five different market segments among customers for its bakery goods. When developing a market-oriented strategy, the marketing manager used a \_\_\_\_\_ approach, putting two target markets together and developing a single marketing mix that would meet the needs of the new larger segment.
- A. particular target market
  - B. multiple target market
  - C. combined target market
  - D. product-market target market
  - E. specialty targeting

141. Merging two or more submarkets into one larger target market as a basis for one strategy is known as the \_\_\_\_ target market approach.

- A. particular
- B. multiple
- C. combined
- D. compound
- E. blended

142. Combiners

- A. look at various submarkets for differences rather than similarities.
- B. try to increase the size of their target markets by merging two or more segments.
- C. aim at one more market segments and offer each different marketing mixes.
- D. have decided to sacrifice profits for sales volume.
- E. aim at one submarket with a specialized marketing mix.

143. Combiners (as opposed to segmenters):

- A. try to satisfy target customers "very well" rather than "pretty well."
- B. try to develop a different marketing mix for each submarket.
- C. want to avoid "inviting" competition.
- D. are not target marketers--they aim at everybody.
- E. try to increase the size of their target markets by combining two or more market segments.

144. Which of the following statements about the combined target market approach is True?

- A. Combiners develop several offerings and tailor them to the unique needs of several different segments.
- B. Combiners try to extend their basic offering to satisfy customers from multiple segments with a single marketing mix.
- C. Combiners may fall victim to an innovative segmenter that offers a more attractive marketing mix to a segment of the combined target market.
- D. All of the above.
- E. B and C only.

145. The combined target market approach:

- A. tends to focus on small, homogeneous market segments.
- B. aims at several target markets and offers each target market a unique marketing mix.
- C. tries to improve the general appeal of a firm's basic marketing mix rather than tailor it to meet the strongly felt needs of some people.
- D. works well only when each submarket of a product-market has a different demand curve.
- E. All of the above.

146. A combined target market approach

- A. sacrifices possible economies of scale.
- B. requires more investment than a multiple target market approach.
- C. may not satisfy customers as well as the multiple target market approach.
- D. trades off sales volume to provide a small market superior value.
- E. aims at two or more segments with multiple marketing mixes.

147. Quality Ceramic, Inc. (QCI) defined five submarkets within its broad product-market. To obtain some economies of scale, QCI decided NOT to offer each of the submarkets a different marketing mix. Instead, it selected two submarkets whose needs are fairly similar, and is counting on promotion and minor product differences to make its one basic marketing mix appeal to both submarkets. QCI is using the
- A. combined target market approach.
  - B. single target market approach.
  - C. multiple target market approach.
  - D. mass marketing approach.
  - E. All of the above.
148. Having segmented its broad product-market, Blue Chip, Inc. feels that three segments are similar enough that--together--they can be treated as one large target market and offered the same marketing mix. Blue Chip, Inc. is following the \_\_\_\_\_ approach.
- A. mass marketing
  - B. multiple target market
  - C. combined target market
  - D. single target market
  - E. All of the above.
149. In segmenting the cell phone user product-market, cell phone maker Super Cellular found one segment that valued sending text messages and another that wanted their phone to play MP3 music files. The firm developed a single handset for both market segments and used the same marketing mix in targeting both segments. For this product-market, Super Cellular operated as a \_\_\_\_.
- A. combiner
  - B. value operator
  - C. market leader
  - D. segmenter
  - E. multi-segmenter
150. \_\_\_\_\_ aim at one or more homogeneous segments and try to develop a different marketing mix for each segment.
- A. Combiners
  - B. Segmenters
  - C. Segment aggregators
  - D. Segment combiners
  - E. Multipliers
151. A producer of electrical components combined electrical supply wholesalers and manufacturers of electrical equipment into the same market segment--one of several segments it was targeting. Soon it lost the manufacturers' business to a competitor. It seems that the firm failed to consider the risk of
- A. too much aggregating.
  - B. insulting the manufacturers by putting them in the same market segment with the wholesalers.
  - C. picking market segments based on qualifying dimensions.
  - D. selecting market segments that were not substantial.
  - E. using too many segmenting dimensions.

152. Which of the following is a possible danger when using a combining approach to target marketing?

- A. Competitors may do a better job appealing to submarkets.
- B. Coordinating the different marketing mixes for the different segments is difficult.
- C. The target market may become larger over time.
- D. Economies of scale may develop.
- E. All are dangers.

153. "Too much" aggregating in market segmenting

- A. ignores the criterion that product-market segments should be substantial.
- B. leaves the firm vulnerable to competitors.
- C. is usually not a very serious error because it results in economies of scale.
- D. A and C are both true.
- E. All of the above are true.

154. Which of the following statements about "segmenting" and "combining" is TRUE?

- A. Combiners usually have more sales potential than segmenters.
- B. A combiner tries to meet the demand in several segments.
- C. Segmenters try to develop a marketing mix that will have general appeal for several market segments--to obtain economies of scale.
- D. A segmenter assumes that a broad product-market consists of a fairly homogeneous group of customers.
- E. Both segmenters and combiners try to satisfy some people very well rather than a lot of people fairly well.

155. Segmenting and combining are two alternate approaches to developing market-oriented strategies. Which of the following statements concerning these approaches is true?

- A. Combiners treat each submarket as a separate target market.
- B. Segmenters try to develop a marketing mix that will have general appeal to several market segments.
- C. A combiner looks at various submarkets for similarities rather than differences.
- D. A segmenter assumes that the whole market consists of a fairly homogeneous group of customers.
- E. Both segmenters and combiners try to satisfy some people very well rather than a lot of people fairly well.

156. Regarding segmenting, as opposed to combining:

- A. Segmenting is usually a riskier approach than combining.
- B. Segmenters try to satisfy consumers "very well" instead of "pretty well."
- C. Segmenting limits a firm to smaller sales potential and lower profits.
- D. A segmenter with limited resources may have to use the multiple target market approach instead of the single target market approach.
- E. All of the above are true.

157. Segmenting, in contrast to combining:

- A. tends to focus more on customer similarities than on differences.
- B. tries to identify homogeneous submarkets and develop different marketing mixes for each submarket.
- C. usually means settling for a smaller sales potential.
- D. relies more on promotion appeals and minor product differences to create general customer appeal among several submarkets.
- E. All of the above are true statements except C.

158. Segmenters, in contrast to combiners:

- A. try to aim at homogeneous submarkets of larger product-markets.
- B. see one aggregate demand curve for a generic market.
- C. are accepting the likelihood of lower sales.
- D. assume that everyone in a broad product-market has the same needs.
- E. develop general-purpose marketing mixes that appeal to several submarkets.

159. Which of the following statements about market-oriented strategy planning is TRUE?

- A. Segmenters aim at more heterogeneous markets than combiners.
- B. Both "segmenters" and "combiners" can be target marketers.
- C. All segmenters follow the single target market approach.
- D. Combiners follow a mass marketing strategy.
- E. All of the above are true.

160. Which of the following offers a firm the greatest potential for profit?

- A. Mass marketing
- B. The multiple target market approach
- C. The combined target market approach
- D. The single target market approach
- E. Any of the above--depending on the situation

161. When segmenting broad product-markets, cost considerations tend

- A. to encourage managers to disregard the criterion that a product-market segment should be substantial.
- B. to lead to more aggregating.
- C. to be unimportant as long as the segmenting dimensions are operational.
- D. to lead to a large number of small, but very homogeneous, product-market segments.
- E. All of the above are true.

162. When deciding how far to carry the segmenting process,

- A. profit should be the balancing point--determining how unique a marketing mix the firm can offer to some target market.
- B. it is easier to develop effective marketing mixes for larger, more heterogeneous segments.
- C. cost considerations encourage less aggregating.
- D. the threat of potential competitors suggests more aggregating.
- E. All of the above are true.

163. Identify the INCORRECT statement about approaches to market-oriented strategy planning.

- A. It's usually safer to be a combiner.
- B. Cost considerations encourage aggregating.
- C. Demand considerations encourage less aggregating.
- D. The approach a firm uses depends in part on the firm's resources.
- E. Generally, it is better to try and satisfy some customers very well instead of many just fairly well.

164.Segmenting dimensions

- A. are useful for segmenting consumer markets, but not business markets.
- B. help guide marketing mix planning.
- C. are always demographic or geographic.
- D. fall into two general categories: qualifying and purchasing.
- E. may be called qualifying or non-qualifying.

165.The MOST USEFUL dimensions for segmenting markets are:

- A. geographic and demographic dimensions.
- B. brand familiarity and consumption patterns.
- C. social class.
- D. benefits sought.
- E. It depends on what product-market one is segmenting.

166.Ideally, product-markets should be described in terms of:

- A. behavioral needs, attitudes, and how present and potential goods or services fit into customers' consumption patterns.
- B. urgency to get needs satisfied and desire and willingness to compare and shop.
- C. geographic location and other demographic characteristics of potential customers.
- D. All of the above.
- E. Only A and B above.

167.If geographic location and other demographic characteristics are used as target market dimensions, which potential strategy decision area is mostly likely to be affected?

- A. Promotion - what potential customers need.
- B. Choice and size of target markets.
- C. Price - what customers might be willing to pay.
- D. Product line assortment.
- E. Product - which features to include.

168.Strategy decisions pertaining to product features, packaging, product line assortment, and branding will be most affected by which target market dimension?

- A. Geographic location.
- B. Urgency to get need satisfied.
- C. Behavioral needs and attitudes of consumers.
- D. Demographic characteristics of potential customers.
- E. Geodemographic characteristics of potential customers.

169.BEHAVIORAL (rather than DEMOGRAPHIC) segmenting dimensions include:

- A. family life cycle.
- B. geographic location.
- C. education.
- D. social class.
- E. purchase relationship.



170. BEHAVIORAL (rather than DEMOGRAPHIC) segmenting dimensions include:

- A. type of problem-solving.
- B. kind of shopping.
- C. brand familiarity.
- D. benefits sought.
- E. All of the above are behavioral dimensions.

171. Which of the following is a BEHAVIORAL segmenting dimension?

- A. Needs.
- B. Region of the world or country.
- C. Income.
- D. Education.
- E. Ethnicity.

172. Sanders Beverages, Inc., is targeting non-juice drinkers with a new line of healthy fruit juices. Identify the segmenting dimension most likely being used by Sanders Beverages.

- A. Geographic
- B. Behavioral
- C. Geodemographic
- D. Demographic
- E. Urgency to get need satisfied

173. Which of the following possible segmenting dimensions is a "demographic" dimension?

- A. Benefits sought
- B. Social class
- C. Purchase relationship
- D. Brand familiarity
- E. Rate of use

174. Which of the following is a DEMOGRAPHIC segmenting dimension?

- A. Rate of use.
- B. Brand familiarity.
- C. Type of problem solving.
- D. Benefits sought.
- E. Family life cycle.

175. Which of the following is a consumer market demographic dimension?

- A. Income distribution.
- B. Stage in family life cycle.
- C. Family size.
- D. Ethnic group.
- E. All of the above are examples.

176. Which of the following is a consumer market demographic dimension?

- A. Sex.
- B. Age.
- C. Occupation.
- D. Education.
- E. All of the above are examples.

177. Tom and Sally Jones are preparing to purchase a new car. He currently has a Toyota Camry and she has a Honda Accord. They now have two children under age 5, so they plan to trade in Sally's car to purchase a minivan. Sally and Tom decided on a Honda Odyssey because Sally is familiar with Hondas and thinks they are very reliable. In this purchase situation, Tom and Sally's family life cycle stage is a \_\_\_\_\_ segmentation dimension, and the benefit Sally seeks (reliability) is a \_\_\_\_\_ segmentation dimension.

- A. Geographic; demographic.
- B. Demographic; behavioral.
- C. Geographic; behavioral.
- D. Demographic; geographic.
- E. Behavioral; demographic.

178. Coorgs Coffee, Inc., has substantial market share in South America but seeks growth. Its managers want to expand into North America and target cities with populations of 50,000-99,999. Identify the segmenting dimension most probably being used by Coorgs Coffee.

- A. Geographic
- B. Behavioral
- C. Urgency to get need satisfied
- D. Demographic
- E. Attitudes of consumers

179. Manufacturer, service provider, government agency, wholesaler, etc. are designations used to segment business and organizational markets according to \_\_\_\_\_.

- A. Kind of relationship.
- B. Type of customer.
- C. Demographics.
- D. Product use.
- E. Buying situation.

180. \_\_\_\_\_ segmenting dimensions help decide whether a person might be a potential customer--but not which specific products or brands that person might buy.

- A. Determining
- B. Qualifying
- C. Operational
- D. Customer-related
- E. Situation-related

181. Deciding whether a group of customers should be included in a target market is the purpose of \_\_\_\_\_ dimensions.

- A. behavioral
- B. demographic
- C. determining
- D. qualifying
- E. geographic

182. "Qualifying dimensions," in contrast to "determining dimensions,"

- A. are the only kind of dimensions useful for marketing strategy planning.
- B. indicate whether a person might be a potential customer but do not show which product or brand that person might buy.
- C. are the customer-related dimensions in a product-market.
- D. affect the product or brand a person is likely to purchase.
- E. None of the above is true.

183. When segmenting a product-market, a marketing manager should keep in mind that

- A. demographic dimensions are usually the best place to start.
- B. qualifying dimensions help identify which customers are in the product-market.
- C. determining dimensions are relevant in business markets, but not consumer markets.
- D. most markets should initially be defined based on features of alternative products available to customers.
- E. it's usually best to focus on a single segmenting dimension rather than trying to consider several all at once.

184. Qualifying dimensions

- A. need to be very specific.
- B. help identify the "core benefits."
- C. work in isolation in marketing strategy planning.
- D. affect the customer's purchase of a particular product.
- E. affect the customer's brand choice.

185. \_\_\_\_\_ segmenting dimensions are those which actually affect a person's purchase of a specific product type or brand in a product-market.

- A. Operational
- B. Qualifying
- C. Customer-related
- D. Determining
- E. Situation-related

186. \_\_\_\_\_ dimensions actually affect the customer's purchase of a specific product or brand in a product-market.

- A. Behavioral
- B. Demographic
- C. Determining
- D. Qualifying
- E. Geographic

187. Compared to qualifying dimensions, determining dimensions

- A. are more likely to be related to whether a customer will make a purchase in the product-market at all.
- B. are more likely to be related to the specific brand selected.
- C. are usually much more specific.
- D. Both B and C are true.
- E. None of the above is true.

188. Which of the following types of dimensions would be the most important if one were particularly interested in why some target market was likely to buy a particular brand within a product-market?

- A. primary dimensions
- B. secondary dimensions
- C. qualifying dimensions
- D. determining dimensions
- E. both A and C above.

189. Which of the following is MOST LIKELY to be a DETERMINING dimension with respect to purchase of a particular brand of coffee?

- A. Taste.
- B. Income.
- C. Age.
- D. Sex.
- E. None of the above.

190. James is a prospective car buyer. In his context, which of the following statements would reflect a determining dimension?

- A. He must have enough money, or credit, to buy a car and insure it.
- B. He needs to have a valid driver's license.
- C. He has kids who have to be carpooled.
- D. He needs a safe car.
- E. His office is 2.5 miles from home.

191. Product type determining dimensions

- A. are generally relevant to purchasing behavior.
- B. affect the customer's purchase of a specific product brand.
- C. affect the customer's choice of a specific kind of product.
- D. are relevant to including a customer type in the product-market.
- E. are less specific than qualifying dimensions.

192. Marketers at General Mills found that lots of people try to check e-mail or drive a car while eating breakfast or lunch. For many of these target customers the real \_\_\_\_\_ dimension in picking a snack is whether it can be eaten "one-handed."

- A. potential
- B. qualifying
- C. determining
- D. geodemographic
- E. time

193.Planning marketing strategies for international markets:

- A. is usually most effective when the marketing manager uses the same marketing strategy for all markets.
- B.is often easier than planning domestic strategies because economic, political, and other uncontrollable variables are less important.
- C. is "easy" because each country should be treated as one target market.
- D. All of the above are true.
- E. None of the above is true.

194.Segmenting international markets (as contrasted with domestic markets):

- A. is more complicated because qualifying dimensions are not helpful.
- B. may be more difficult because critical data may not be available or dependable.
- C. usually involves less risk because more potential target markets are available.
- D. usually involves fewer segmenting dimensions.
- E. All of the above are true.

195.Segmenting in international markets can be more challenging than segmenting in domestic markets because:

- A. There is less diversity in the key segmenting dimensions.
- B. There is often more data available about key segmenting dimensions.
- C. Critical data is often less available and less dependable.
- D. All of the above.
- E. None of the above.

196.Segmenting international markets can be more difficult because:

- A. the concepts and approaches for segmenting domestic markets simply do not apply.
- B. there are more dimensions and many unfamiliar variables.
- C. there are fewer useful dimensions.
- D. a manager must rely entirely on his or her own judgments about people in other countries.
- E. the quantity and quality of available market data are usually greater.

197.The first step in segmenting international markets is to:

- A. develop a marketing mix.
- B. treat all the countries in the "foreign market" as one segment.
- C. segment by country or region--looking at demographic, cultural, and other characteristics.
- D. list the suppliers who serve the market.
- E. consider the number, size, kind, and location of business and organizational customers.

198.When evaluating international markets, the marketing manager should:

- A. focus primarily on consumer markets because foreign business markets are in general too risky.
- B. not worry very much about segmenting because marketing concepts are not very well developed in most other economies.
- C. consider the whole "foreign market" as a segment.
- D. use broad criteria, such as geographic region or stage of economic development, to define submarkets before further segmenting.
- E. treat each foreign market as a separate segment.

199. Clustering techniques applied to segmenting markets

- A. usually require computers to group people based on data from market research.
- B. remove the need for managerial judgment.
- C. eliminate the need for marketing managers to specify in advance what dimensions might be relevant for grouping consumers.
- D. Both B and C are true.
- E. All of the above are true.

200. The clustering techniques that can be used in segmenting:

- A. eliminate the need for management intuition and judgment.
- B. group people together into heterogeneous product-market segments.
- C. try to find similar patterns within sets of data.
- D. All of the above are true.
- E. None of the above are true.

201. A cluster analysis of the "toothpaste market" would probably show that:

- A. the broad product-market can be served effectively with one marketing mix.
- B. most consumers are mainly concerned about brightness of teeth.
- C. factors such as taste, price, and "sex appeal" are not important.
- D. different market segments seek different product benefits.
- E. All of the above.

202. Which of the following statements about clustering techniques is true?

- A. Clustering techniques try to find dissimilar patterns within sets of customer-related data.
- B. Computers are usually needed to search among all of the data for homogeneous groups of people.
- C. Computers identify the relevant dimensions and do the analysis.
- D. A cluster analysis of the toothpaste market indicated that most consumers seek the same benefits.
- E. All of the statements above are true.

203. Clustering techniques

- A. help sellers fine-tune the marketing effort with information from a detailed customer database.
- B. establish how customers think about proposed or present brands in a market.
- C. try to find similar patterns within sets of data.
- D. group customers into heterogeneous segments.
- E. use intuition and judgment to do what previously was done by computers.

204. A detailed customer database, containing past purchases and other segmenting information, is used to focus marketing efforts on individual customers in a:

- A. Clustering management system.
- B. Product positioning matrix.
- C. Product differentiation matrix.
- D. Diversification management system.
- E. Customer relationship management system.

205. Alpine Auto Repair keeps a record of customer oil changes and sends a reminder postcard to its customers when it's time for the next oil change. This is an example of a \_\_\_\_\_ system.
- A. customer relationship management
  - B. qualifying dimensions
  - C. a positioning matrix
  - D. geographic targeting
  - E. clustering
206. Differentiating the marketing mix is important because:
- A. It can help the firm build a competitive advantage with a group of target customers.
  - B. It can help target customers to view the firm's position in the market as uniquely suited to their preferences and needs.
  - C. It can clarify the position the firm wants to achieve with customers.
  - D. It can contribute to better blending of marketing mix decisions to achieve desired objectives.
  - E. All of the above.
207. \_\_\_\_\_ is a marketing management aid which refers to how customers think about proposed and/or present brands in a market.
- A. Brand familiarity
  - B. Positioning
  - C. Market scanning
  - D. Market segmentation
  - E. Customer relationship management (CRM)
208. \_\_\_\_\_ refers to how customers think about proposed or present brands in a market.
- A. Differentiating
  - B. CRM
  - C. Clustering
  - D. Positioning
  - E. Dimensioning
209. "Positioning" is a marketing management aid which refers to:
- A. a product's ability to provide both immediate satisfaction and social responsibility.
  - B. how customers think about proposed and/or present brands in a market.
  - C. a firm's ability to distribute products through intermediaries who are in the right position to reach target customers.
  - D. how a firm approaches customer relationship management.
  - E. all of the above.
210. "Positioning" is a marketing management aid which refers to:
- A. how closely existing products match customers' ideal preferences.
  - B. how customers think about proposed and/or present brands in a market.
  - C. if some products are viewed as very similar.
  - D. All of the above.
  - E. None of the above.

211. When doing "positioning," a marketing manager should:

- A. avoid targeting strategies.
- B. focus on specific product features of all generic competitors.
- C. rely on how customers think about proposed and/or existing brands in a market.
- D. plan physical product changes rather than image changes.
- E. All of the above.

212. "Positioning":

- A. involves a packaged-goods manufacturer's attempt to obtain the best possible shelf space for its products in retail outlets.
- B. is useful for segmenting but not combining.
- C. helps strategy planners understand how customers think about various brands or products in relation to each other.
- D. applies only to existing products, not new products.
- E. eliminates the need for subjective decision making in product planning.

213. "Positioning":

- A. applies to new products--but not existing products.
- B. helps strategy planners see how customers view competitors' offerings.
- C. is concerned with obtaining the best shelf space in retail outlets.
- D. is useful for combining but not for segmenting.
- E. eliminates the need for judgment in strategy planning.

214. "Positioning" might cause a marketing manager to:

- A. introduce a new product for a segment with unsatisfied needs.
- B. change a product's promotion to make its image fit more closely with the needs and attitudes of the target market.
- C. shift attention to another market segment where competition is weaker.
- D. physically change his or her product to compete more effectively with a competitor aiming at the same target market.
- E. Any of the above.

215. Which of the following statements about positioning is NOT true? Positioning techniques

- A. position products on a graph based on price level and quantity demanded.
- B. require a firm to collect data about consumer perceptions of products.
- C. are sometimes called "perceptual mapping" techniques.
- D. typically rely on a "product space" diagram to show the relationship among various products.
- E. may use information about consumers' "ideal" products, so that the preferences of different segments of consumers can be considered.

216. Which of the following statements about positioning is NOT TRUE?

- A. It often makes use of techniques such as perceptual mapping.
- B. It refers to how customers think about proposed or present brands in a market.
- C. Positioning issues are especially important when competitors in a market are very dissimilar.
- D. It helps marketing managers know how customers view the firm's offering.
- E. Managers make graphs for positioning decisions by asking consumers to make judgments about different brands.



217. Which of the following statements is True regarding positioning?

- A. Positioning refers to how managers think about proposed or present brands in a market.
- B. Positioning issues are not important when competitors in a market appear to be very similar.
- C. Usually, the positions of products are related to six or seven product features that are important to product managers.
- D. None of the above.

218. Positioning analysis

- A. helps managers understand the actual characteristics of their products.
- B. is not a product-oriented approach.
- C. is a visual aid to understanding a product-market.
- D. shows that managers and customers usually view present brands similarly.
- E. always leads a firm to segmenting and not combining.

## ch4 Key

1. A market is a group of two or more sellers who offer substitute ways of satisfying customer needs.  
(p. 90)

**FALSE**

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #1  
Question Type: Definition  
Self-Test: No

2. A market is a group of competitors selling similar products.  
(p. 90)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #2  
Question Type: Definition  
Self-Test: No

3. The main difference between a "product-market" and a "generic market" is whether customer needs are similar or different.  
(p. 91)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #3  
Question Type: Definition  
Self-Test: No

4. A generic market description looks at market broadly and from a customer's viewpoint.  
(p. 91)

**TRUE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #4  
Question Type: Definition  
Self-Test: No

5. A "generic market" is a market in which sellers offer substitute products which are so similar that customers see them as "all the same."  
(p. 91)

**FALSE**

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #5  
Question Type: Definition  
Self-Test: No

6. A product-market is a market with broadly similar needs—and sellers offering various, often diverse, ways of satisfying those needs.  
(p. 91)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #6  
Question Type: Definition  
Self-Test: No

7. A firm's "relevant market for finding opportunities" should be bigger than the present product-market but not so large that it couldn't expand and still be an important competitor.  
(p. 92)

**TRUE**

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #7  
Question Type: Definition  
Self-Test: No

8. Product type describes the goods and/or services that customers want.  
(p. 93)

**TRUE**

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #8  
Question Type: Definition  
Self-Test: No

9. The definition of a product-market includes a product type while the definition of a generic market does not include a product type.  
(p. 94)

**TRUE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #9  
Question Type: Definition  
Self-Test: No

10. A generic market description includes customer needs and product-type terms.  
(p. 94)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #10  
Question Type: Definition  
Self-Test: No

11. Effective market segmentation is a two-step process that starts with naming broad product-markets and then goes on to segmenting these broad product-markets into more homogeneous submarkets.  
(p. 94)

**TRUE**

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #11  
Question Type: Definition  
Self-Test: No

12. Market segmentation is a two-step process that involves naming broad product-markets and segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.  
(p. 94)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #12  
Question Type: Definition  
Self-Test: No

13. Using one or two demographic dimensions to describe market segments usually does not provide enough detail for planning a marketing strategy.  
(p. 95)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #13  
Question Type: Definition  
Self-Test: No

14. Market segmentation says that target marketers should develop one good marketing mix aimed at a fairly large market.  
(p. 95)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #14  
Question Type: Definition  
Self-Test: No

15. Marketing-oriented managers think of segmenting as a disaggregating process.  
(p. 96)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #15  
Question Type: Definition  
Self-Test: No

16. Marketing-oriented managers see segmenting as a process of aggregating people with similar needs into a group.  
(p. 95)

**TRUE**

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #16  
Question Type: Definition  
Self-Test: No

17. Ideally, segmenters should start with the idea that each person is "one of a kind" and can be described by a special set of dimensions that may be used to aggregate similar customers together.  
(p. 96)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #17  
Question Type: Definition  
Self-Test: No

18. One of the difficult things about segmenting is that not every customer will neatly fit into some market segment.  
(p. 96)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #18  
Question Type: Definition  
Self-Test: No

19. The correct number of submarkets in a broad product-market is usually obvious, so the likelihood of managerial error is small.  
(p. 97)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #19  
Question Type: Definition  
Self-Test: No

20. A "good" market segment should be composed of people who are as homogeneous as possible with respect to their likely responses to marketing mix variables.  
(p. 97)

**TRUE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #20  
Question Type: Definition  
Self-Test: No

21. "Homogeneous within" means that the customers in a market segment should be as similar as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.

(p. 97)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #21  
Question Type: Definition  
Self-Test: No

22. "Good" market segments should be homogeneous (similar) within, heterogeneous (different) between, substantial, and operational.

(p. 97)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #22  
Question Type: Definition  
Self-Test: No

23. "Good" market segments should be heterogeneous within and homogeneous between.

(p. 97)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #23  
Question Type: Definition  
Self-Test: No

24. If a product-market segment is "homogeneous within," it is called a "substantial" target market.

(p. 97)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #24  
Question Type: Definition  
Self-Test: No

25. A "substantial" market segment is one which is big enough to be profitable.

(p. 97)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #25  
Question Type: Definition  
Self-Test: No

26. (p. 97) Saying that a market segment is "substantial" means that it contains customers from a variety of demographic variables.

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #26  
Question Type: Definition  
Self-Test: No

27. (p. 97) Planning place and promotion elements of a marketing mix is especially difficult if the dimensions of a product-market are not operational.

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #27  
Question Type: Definition  
Self-Test: No

28. (p. 97) A product-market segment is "operational" if it is big enough to be profitable to the firm.

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #28  
Question Type: Definition  
Self-Test: No

29. (p. 97) With the "multiple target market approach" the marketer combines two or more homogeneous submarkets into one larger target market as a basis for one strategy.

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #29  
Question Type: Definition  
Self-Test: No

30. (p. 97) The combined target market approach involves segmenting the market and choosing two or more segments, then treating each as a separate target market needing a different marketing mix.

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #30  
Question Type: Definition  
Self-Test: No

31. (p. 98) A manager who aggregates all potential customers into a single product-market segment is likely to find that the segment is not homogeneous.

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #31  
Question Type: Definition  
Self-Test: No

32. (p. 98) The more heterogeneous a firm's target market becomes, the more likely the firm will see competition from an innovative segmenter.

**TRUE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #32  
Question Type: Definition  
Self-Test: No

33. (p. 99) A segmenter is more likely than a combiner to really satisfy a target market and build such a close relationship with customers that it faces no real competition.

**TRUE**

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #33  
Question Type: Comprehension  
Self-Test: No

34. (p. 100) A profit-oriented firm will usually want to continue aggregating potential customers into larger submarkets until every consumer fits neatly into some segment.

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #34  
Question Type: Definition  
Self-Test: No

35. (p. 100) Making a very specific marketing mix for a particular group is always less profitable than a more general marketing mix that appeals to a larger segment.

**FALSE**

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #35  
Question Type: Definition  
Self-Test: No



36. Cost considerations usually favor more aggregating and larger market segments, but smaller segments may be required to satisfy needs more exactly.

(p. 100)

**TRUE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #36  
Question Type: Definition  
Self-Test: No

37. Dimensions that should be looked at when segmenting consumer markets are: geographic location and other demographic characteristics, behavioral needs, urgency to get needs satisfied, and willingness to compare and shop.

(p. 100)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #37  
Question Type: Definition  
Self-Test: No

38. When segmenting markets, one should look at geographic location and demographic characteristics as well as customers' desire and willingness to compare and shop, but behavioral needs aren't important for this purpose.

(p. 100)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #38  
Question Type: Definition  
Self-Test: No

39. Segmenting a broad product-market usually requires using several segmenting dimensions at the same time.

(p. 100)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #39  
Question Type: Definition  
Self-Test: No

40. Market segmentation applies only to consumer goods and services; it cannot be applied to business products.

(p. 101)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #40  
Question Type: Definition  
Self-Test: No

41. Qualifying dimensions are those that actually affect the customer's purchase of a specific brand in a product-market.  
(p. 101)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #41  
Question Type: Definition  
Self-Test: No

42. A determining dimension for segmenting markets actually affects the purchase of a specific brand in a product-market.  
(p. 101)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #42  
Question Type: Definition  
Self-Test: No

43. A marketing manager who is able to use qualifying dimensions in forming market segments will not need to worry about determining dimensions.  
(p. 101-102)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #43  
Question Type: Definition  
Self-Test: No

44. The qualifying dimensions help identify the "core benefits" that must be offered to everyone in a product-market.  
(p. 103)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #44  
Question Type: Definition  
Self-Test: No

45. International marketing typically requires less segmenting than domestic markets.  
(p. 103)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #45  
Question Type: Definition  
Self-Test: No

46. A firm involved in international marketing should pay even more attention to segmenting than a firm that sells only in the United States.  
(p. 103)

**TRUE**

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #46  
Question Type: Definition  
Self-Test: No

47. The first step in segmenting international markets is to group countries that are close to each other into "common markets."  
(p. 104)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #47  
Question Type: Definition  
Self-Test: No

48. Clustering techniques try to find similar patterns within sets of data.  
(p. 104)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #48  
Question Type: Definition  
Self-Test: No

49. Clustering is a technique that divides a large group of people into smaller groups, so that each small group is as diverse as the large group from which it was formed.  
(p. 104)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #49  
Question Type: Definition  
Self-Test: No

50. Clustering techniques can be used in segmenting to help find similar patterns within sets of data--to identify homogeneous groups of people.  
(p. 104)

**TRUE**

AACSB: 11 Analysis for decisions; 4 Use of IT  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #50  
Question Type: Definition  
Self-Test: No

51. Computer-aided segmenting approaches eliminate the need for managerial judgment and intuition in selecting segmenting dimensions.  
(p. 104)

**FALSE**

AACSB: 11 Analysis for decisions; 4 Use of IT  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #51  
Question Type: Definition  
Self-Test: No

52. A firm is most likely to rely on customer relationship management (CRM) approaches when it does not have a database of information on individual customers.  
(p. 105)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #52  
Question Type: Definition  
Self-Test: No

53. CRM is a variation of the positioning approach.  
(p. 105)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #53  
Question Type: Definition  
Self-Test: No

54. CRM approaches are based on information from detailed customer databases.  
(p. 105)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #54  
Question Type: Definition  
Self-Test: No

55. Firms that operate on the Internet are at a disadvantage when it comes to using approaches like CRM.  
(p. 106)

**FALSE**

AACSB: 11 Analysis for decisions; 12 IT influences  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #55  
Question Type: Definition  
Self-Test: No

56. By differentiating the marketing mix to do a better job meeting customers' needs, the firm builds a competitive advantage.  
(p. 106)

**TRUE**

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #56  
Question Type: Definition  
Self-Test: No

57. "Positioning" shows how proposed and/or present brands are located in a market--as seen by customers.  
(p. 107)

**TRUE**

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #57  
Question Type: Definition  
Self-Test: No

58. "Positioning" means using a map to show where a firm's products are distributed geographically.  
(p. 107)

**FALSE**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #58  
Question Type: Definition  
Self-Test: No

59. Positioning issues are especially important when competitors in a market appear to be very similar.  
(p. 107)

**TRUE**

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #59  
Question Type: Definition  
Self-Test: No

60. A positioning analysis is a product-oriented approach.  
(p. 108)

**TRUE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #60  
Question Type: Definition  
Self-Test: No

61. Positioning analysis may lead a firm to segmenting, rather than combining.  
(p. 108)

**FALSE**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #61  
Question Type: Comprehension  
Self-Test: No

62. A "market" consists of:  
(p. 90)

- A. customers who are willing to exchange something of value.
- B. a group of potential customers with similar needs.
- C. sellers offering various ways of satisfying customer needs.
- D.** all of the above.
- E. none of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #62  
Question Type: Definition  
Self-Test: No

63. A market consists of:  
(p. 90)

- A. a group of potential customers with similar needs who are willing to exchange something of value.
- B. various kinds of products with similar characteristics.
- C. sellers offering substitute ways of satisfying needs.
- D. all the firms within a particular industry.
- E.** both A and C.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #63  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

64. A \_\_\_\_ is a group of potential customers with similar needs who are willing to exchange something of value with sellers offering various goods or services.  
(p. 90)

- A. segment
- B.** market
- C. product
- D. consumer forum
- E. generic industry

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #64  
Question Type: Definition  
Self-Test: No

65. A marketing manager has just learned about generic markets. This may lead the manager

(p. 91)

- A. to see a larger set of potential competitors.
- B. to put less emphasis on market penetration or market development opportunities and more emphasis on product development opportunities.
- C. to think about new ways of satisfying the needs of her current customers.
- D.** All of the above.
- E. None of the above.

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Hard  
LearnObj: 1  
Perreault - Chapter 04 #65  
Question Type: Integrating  
Self-Test: No

66. Compared to a product-market, a generic market:

(p. 91)

- A. Is more narrowly defined.
- B.** Has sellers offering a more diverse set of products.
- C. Can never help marketers identify opportunities.
- D. All of the above.
- E. None of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #66  
Question Type: Definition  
Self-Test: No

67. In a generic market

(p. 91)

- A.** sellers offer various, often diverse, ways of satisfying broadly similar needs.
- B. consumers are offered various close substitute ways of satisfying needs.
- C. is the same as the product-market.
- D. is a market where customers have very diverse needs.
- E. sells unbranded products.

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #67  
Question Type: Comprehension  
Self-Test: No

68. A \_\_\_\_\_ market is a market with broadly similar needs and sellers offering various--and often diverse--ways of satisfying those needs.

(p. 91)

- A. planned
- B. target
- C. central
- D. generic**
- E. relevant

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #68  
Question Type: Definition  
Self-Test: No

69. A \_\_\_\_\_ market is a market with broadly similar needs and sellers offering various--and often diverse--ways of satisfying those needs.

(p. 91)

- A. homogeneous
- B. product
- C. relevant
- D. generic**
- E. target

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #69  
Question Type: Definition  
Self-Test: No

70. A generic market

(p. 91)

- A. may include sellers who compete in different product-markets.
- B. would probably be broader than the firm's target market.
- C. might be composed of several different product-markets.
- D. All of the above are true.**
- E. None of the above is true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Hard  
LearnObj: 1  
Perreault - Chapter 04 #70  
Question Type: Definition  
Self-Test: No



71. In a generic market,  
(p. 91)
- A. diverse types of products may compete for customers.
  - B. customers have broadly similar needs.
  - C. there may be many ways to satisfy customers' needs.
  - D.** All of the above are true.
  - E. None of the above is true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #71  
Question Type: Comprehension  
Self-Test: No

72. A generic market is one in which  
(p. 91)
- A.** products from different industries compete for customers by trying to satisfy the same basic need.
  - B. no firm can establish a competitive advantage.
  - C. a number of firms are all offering new or improved products in an effort to increase sales.
  - D. one seller has a patent for a superior product and other competitors imitate the leader with inferior products.
  - E. None of the above is true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #72  
Question Type: Comprehension  
Self-Test: No

73. A generic market  
(p. 91-92)
- A. competitor might have only a tiny market share in the generic market but a large share in its product-market.
  - B. often includes consumers who will satisfy the same need in quite different ways.
  - C. often involves sellers who compete in different product-markets.
  - D.** All of the above are true.
  - E. None of the above is true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #73  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

74. A generic market

(p. 91-92)

- A. related to a consumer's functional need is smaller than a related product-market.
- B.** might involve competition among skis, roller blades, bicycles, and ice skates.
- C. might logically include rubber cement, a lamp, and a CD player.
- D. is usually narrower than the firm's target market.
- E. All of the above are correct.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #74  
Question Type: Comprehension  
Self-Test: No

75. A digital camera, a computer video-cam, and a computer scanner might compete in the same

(p. 91-92)

- A. single target market.
- B.** generic market.
- C. multiple target market.
- D. combined target market.
- E. product-market.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #75  
Question Type: Application  
Self-Test: No

76. A transistor radio, an MP3 player, and a portable CD player might compete in the same

(p. 91-92)

- A. single target market.
- B. multiple target market.
- C. product-market.
- D. combined target market.
- E.** generic market.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #76  
Question Type: Application  
Self-Test: No

77. A pencil, a dictating machine, and a word processor might compete in the same

(p. 91-92)

- A. target market.
- B.** generic market.
- C. product-market.
- D. Any of the above.
- E. None of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #77  
Question Type: Application  
Self-Test: No

78. Which of the following is the BEST example of a "generic market?"

(p. 91-92)

- A. The senior citizen recreation market
- B. The designer shoes market
- C. The frozen yogurt market
- D. The transportation market
- E. The Hispanic-American market

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #78  
Question Type: Self-Test  
Self-Test: Self-Test

79. Which of the following is the BEST example of a "generic market?"

(p. 91-92)

- A. the meat market.
- B. the minivan market.
- C. the e-commerce market.
- D. the beer market.
- E. the "singles" entertaining market.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #79  
Question Type: Application  
Self-Test: No

80. Which of the following is the BEST example of a "generic market?"

(p. 91-92)

- A. The adult "personal expression" market
- B. The roller blade market
- C. The female exercise shoes market
- D. The sports drink market
- E. The sporting goods market

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #80  
Question Type: Application  
Self-Test: No

81. Which of the following is LEAST likely to compete in the same generic market with the others?

(p. 91-92)

- A. garlic powder.
- B. pepper.
- C. tabasco sauce.
- D. salt.
- E. potato chips.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Hard  
LearnObj: 1  
Perreault - Chapter 04 #81  
Question Type: Application  
Self-Test: No

82. Which of the following is LEAST LIKELY to compete in the same generic market with the others?

(p. 91-92)

- A. Long-stem roses
- B. A tomato**
- C. Champagne
- D. A greeting card
- E. A telegram

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #82  
Question Type: Application  
Self-Test: No

83. Which of the following is LEAST likely to compete in the same generic market with the others?

(p. 91-92)

- A. pop corn.
- B. soft drink.
- C. napkin.**
- D. cookie.
- E. ice cream.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #83  
Question Type: Self-Test  
Self-Test: Self-Test

84. Which of the following is LEAST LIKELY to compete in the same generic market as the others?

(p. 91-92)

- A. Ice cream.
- B. Apple pie.
- C. Fruit salad.
- D. Chocolate chip cookie.
- E. Pretzel.**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #84  
Question Type: Comprehension  
Self-Test: No

85. Which of the following is the WORST example of a "generic market"?

(p. 91-92)

- A. The information storage market.
- B. The recreation market.
- C. The designer jeans market.**
- D. The home improvement market.
- E. The entertainment market.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #85  
Question Type: Comprehension  
Self-Test: No

86. The main difference between a generic market and a product-market is that:

(p. 91)

- A. a generic-market involves a less similar set of needs than does a product-market.
- B. a product-market is usually larger than a generic market.
- C. product-markets usually don't involve competition, but generic markets do.
- D. sellers in a generic market are more concerned with prices than sellers in a product-market.
- E. There is no difference between the two.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #86  
Question Type: Comprehension  
Self-Test: No

87. A basic difference between a "generic market" and a "product-market" is:

(p. 91)

- A. whether or not sellers in the market rely on e-commerce.
- B. how similar the competing sellers' products are.
- C. whether customer needs are similar or different.
- D. whether the market includes only buyers--or both buyers and sellers.
- E. There is NO DIFFERENCE--the terms mean the same thing.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #87  
Question Type: Self-Test  
Self-Test: Self-Test

88. A \_\_\_\_\_ is a market with very similar needs and sellers offering various close substitute ways of satisfying those needs.

(p. 91)

- A. generic market
- B. standard market
- C. target market
- D. global market
- E. product-market

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #88  
Question Type: Definition  
Self-Test: No

89. A product-market is one

(p. 91-92)

- A. in which exchanges are based on barter rather than money.
- B. where one seller has a patent for a superior product and other firms try to imitate the leader the best they can.
- C. where all of the customers want the same product but will consider a substitute if their preferred brand is not available.
- D.** in which competing sellers offer physically or conceptually similar products.
- E. in which no intermediaries operate.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Easy

LearnObj: 1

Perreault - Chapter 04 #89

Question Type: Application

Self-Test: No

90. A product-market is one in which

(p. 91-92)

- A. products from different industries compete for customers by trying to satisfy the same basic need.
- B. price is the determining factor in deciding which brand to buy.
- C. all of the customers want the exact same product but will consider a substitute if their preferred brand is not available.
- D. one seller has a monopoly and there is no competition.
- E.** None of the above is true.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 04 #90

Question Type: Comprehension

Self-Test: No

91. A product-market is one in which

(p. 91-92)

- A. demand is inelastic.
- B.** products that are close substitutes for each other compete for customers by trying to satisfy very similar needs.
- C. breakthrough opportunities are no longer possible.
- D. one seller has a patent for a superior product and other competitors try to imitate the leader.
- E. All of the above are true.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Medium

LearnObj: 1

Perreault - Chapter 04 #91

Question Type: Comprehension

Self-Test: No

92. A "product-market" is a market in which:

(p. 91-92)

- A. all sellers offer exactly the same product.
- B. one firm has achieved a competitive advantage.
- C. all sellers offer products that are unique and innovative.
- D.** sellers offer very close substitute ways of satisfying potential customers' needs.
- E. sellers offer substitute products which are quite different physically or conceptually.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #92  
Question Type: Definition  
Self-Test: No

93. Which of the following is NOT true of a product-market?

(p. 91-92)

- A. Competing suppliers offer close substitutes to satisfy needs.
- B. Customers in a product-market have very similar needs.
- C.** Very different types of products may compete for consumer dollars.
- D. Naming product-markets includes consideration of where the customers are.
- E. None of the above statements is true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #93  
Question Type: Comprehension  
Self-Test: No

94. Which of the following is the best example of a "product-market?"

(p. 91-92)

- A. The MP3 player market
- B.** The young adult exercise market
- C. The software market
- D. The convenience market
- E. The status symbol market

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #94  
Question Type: Application  
Self-Test: No

95. A firm's "relevant market for finding opportunities" should:

(p. 92)

- A. have no geographic boundaries.
- B.** be bigger than the firm's present product-market--but not so big that the firm couldn't be an important competitor.
- C. be no larger than the firm's present product-market.
- D. usually be named in product-related terms.
- E. have no strong competitors.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #95  
Question Type: Comprehension  
Self-Test: No

96. A firm's "relevant market for finding opportunities" should:

(p. 92)

- A. be limited to products the firm already produces.
- B.** be bigger than the firm's present product-market--but not so big that the firm could not be an important competitor.
- C. have no geographic boundaries.
- D. be as large as possible.
- E. be no larger than the firm's present product-market.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #96  
Question Type: Comprehension  
Self-Test: No

97. A firm's "relevant market for finding opportunities":

(p. 92)

- A. should be as large as possible.
- B. should have no geographic limits.
- C. should be no larger than its present product-market.
- D. should always be named in product-related terms.
- E.** None of the above is a true statement.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #97  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

98. A product-market definition should include:

(p. 93)

- A. product type.
- B. customer types.
- C. customer needs.
- D. geographic area.
- E.** All of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #98  
Question Type: Definition  
Self-Test: No

99. Which of the following is NOT part of a product-market definition?

(p. 93)

- A. Information about consumer needs.
- B. Information about the final customer (or user) of the product.
- C.** Information about which specific retailers will sell the product.
- D. A description of the type of product.
- E. All of these should be included.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 1  
Perreault - Chapter 04 #99  
Question Type: Self-Test  
Self-Test: Self-Test



100. A complete product-market definition includes a four-part description comprising of all of the following except  
(p. 93)

- A. geographic area.
- B. customer needs.
- C. customer types.
- D. product type.
- E.** marketing mix.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #100  
Question Type: Definition  
Self-Test: No

101. Unlike a generic market description, a product-market definition includes  
(p. 93-94)

- A. customer needs.
- B. customer types.
- C. geographic area.
- D.** product type.
- E. organization chart.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #101  
Question Type: Definition  
Self-Test: No

102. The customer type component of the product-market should include:  
(p. 93-94)

- A. the buyer of the product
- B. the type of good and service
- C.** the user of the product
- D. the geographic area where customers live
- E. all of the above should be in the customer type.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #102  
Question Type: Comprehension  
Self-Test: No

103. Customer types  
(p. 93-94)

- A. should be defined by identifying the buyer instead of the user.
- B. should be assigned a nickname that describes all potential types of customers.
- C. must always consider intermediaries even if they are not final users.
- D.** refers to the final consumer or user of a product type.
- E. none of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #103  
Question Type: Comprehension  
Self-Test: No

104. A generic market definition includes

(p. 94)

- A. customer (user) needs, customer types, geographic area, and product type.
- B.** customer (user) needs, customer types, and geographic area.
- C. customer (user) needs, customer types, product design, and product type.
- D. customer types, product design, and product type.
- E. customer types, product design, product type, and customer needs.

AACSB: 10 Org Dynamics; 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #104  
Question Type: Definition  
Self-Test: No

105. A generic market description should NOT include any:

(p. 94)

- A. customer needs.
- B. geographic area.
- C.** product type.
- D. customer types.
- E. none of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #105  
Question Type: Definition  
Self-Test: No

106. A generic market description should NOT include any:

(p. 94)

- A. customer needs.
- B. geographic area.
- C.** competitors' names.
- D. customer types.
- E. It should include all of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 1  
Perreault - Chapter 04 #106  
Question Type: Definition  
Self-Test: No

107. \_\_\_\_\_ is the process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.

(p. 94)

- A.** Market segmentation
- B. Strategic planning
- C. Mass marketing
- D. Market positioning
- E. Implementation

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #107  
Question Type: Definition  
Self-Test: No

108. \_\_\_\_\_ is the process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable marketing mixes.  
(p. 94)

- A. Market positioning
- B. Market segmentation**
- C. Mass marketing
- D. Diversification
- E. Strategic planning

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #108  
Question Type: Definition  
Self-Test: No

109. The process of naming broad product-markets and then segmenting them in order to select target markets and develop suitable marketing mixes is called:  
(p. 94)

- A. Market penetration.
- B. Market segmentation.**
- C. Market development.
- D. Market research.
- E. Market pioneering.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #109  
Question Type: Definition  
Self-Test: No

110. The first step in market segmentation should be:  
(p. 95)

- A. deciding what new product you could develop.
- B. evaluating what segment(s) you currently serve.
- C. finding a demographic group likely to use your products.
- D. listing features of your current products.
- E. defining some broad product-markets where you may be able to operate profitably.**

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #110  
Question Type: Self-Test  
Self-Test: Self-Test

111. Which is the first step in market segmentation?

(p. 95)

- A. Finding one or two demographic characteristics to divide up the whole mass market.
- B. Clustering people with similar needs into a market segment.
- C. Naming a broad product-market of interest to the firm.
- D. Evaluating market segments to determine if they are large enough.
- E. None of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #111  
Question Type: Comprehension  
Self-Test: No

112. Which of the following statements about market segmentation is NOT TRUE?

(p. 95-96)

- A. It starts by segmenting broad product-markets.
- B. It involves naming broad product-markets.
- C. A market grid with submarkets can be a visual aid to market segmentation.
- D. It segments broad product-markets in order to develop suitable marketing mixes.
- E. First-time market segmentation efforts often fail.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #112  
Question Type: Comprehension  
Self-Test: No

113. The disaggregating step in market segmentation involves

(p. 95)

- A. brainstorming about very different solutions to various generic needs.
- B. looking for similarities in needs.
- C. selecting target markets.
- D. developing suitable marketing mixes.
- E. selecting a target marketing approach.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #113  
Question Type: Comprehension  
Self-Test: No

114. The marketing management team for Dada Motors brainstormed a variety of solutions to the problem of how to transport people in the world. This process came during the \_\_\_\_ step in the market segmentation process.

(p. 95)

- A. disaggregating
- B. market definition
- C. segmenting
- D. aggregating
- E. approach selection

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #114  
Question Type: Application  
Self-Test: No

115. According to the text, segmenting:

(p. 95)

- A. is a disaggregating or "breaking down" process.
- B. assumes that each person should be treated as a separate target market.
- C. assumes that all customers can be clustered into profitable market segments.
- D. is an aggregating process.
- E. uses scientific rules to decide how many submarkets exist.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #115  
Question Type: Comprehension  
Self-Test: No

116. According to the text, segmenting should be viewed as a(n) \_\_\_\_\_ process.

(p. 95)

- A. assorting
- B. mechanical, nonjudgmental
- C. "clustering" or aggregating
- D. "breaking apart" or disaggregating
- E. combining

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #116  
Question Type: Definition  
Self-Test: No

117. Segmenting:

(p. 95)

- A. is essentially a disaggregating or "break it down" process.
- B. assumes that all customers can be grouped into homogeneous and profitable market segments.
- C.** tries to aggregate together individuals who have similar needs and characteristics.
- D. usually results in firms aiming at smaller and less profitable markets.
- E. assumes that each individual should be treated as a separate target market.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #117  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

118. The main difference between naming broad product-markets and market segmentation is:

(p. 95-96)

- A. naming is a computerized process, while segmentation requires more thought.
- B. naming is concerned with customers, while segmentation is concerned with product features.
- C.** naming involves breaking down markets, while segmentation involves aggregating customers with similar needs.
- D. naming involves looking for similarities, while segmentation involves looking for differences.
- E. None of the above is true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 2  
Perreault - Chapter 04 #118  
Question Type: Comprehension  
Self-Test: No

119. The segmenting step of the segmentation process

(p. 96)

- A. brainstorms possible marketing mixes.
- B. fits potential customers neatly into market segments.
- C. disaggregates all possible needs.
- D. involves selecting a target marketing approach.
- E.** looks for similarities in needs.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 2  
Perreault - Chapter 04 #119  
Question Type: Comprehension  
Self-Test: No

120. Which of the following is NOT likely to be a part of the segmenting step in market segmentation?

(p. 96)

- A. Looking for similarities rather than basic differences in needs.
- B.** Naming a broad product-market of interest to the firm.
- C. Clustering people with similar needs into a "market segment."
- D. Determining an appropriate number of segments.
- E. Aggregating individual customers into market segments.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 2  
Perreault - Chapter 04 #120  
Question Type: Comprehension  
Self-Test: No

121. A \_\_\_\_\_ is a relatively homogeneous group of customers who will respond to a marketing mix in a similar way.  
(p. 95-96)

- A. market segment
- B. market grid
- C. consumer network
- D. market network
- E. generic market

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #121  
Question Type: Definition  
Self-Test: No

122. Market segmentation:  
(p. 96)

- A. means the same thing as marketing strategy planning.
- B. assumes that most submarkets can be satisfied by the same marketing mix.
- C. is the same thing as positioning.
- D. tries to identify homogeneous submarkets within a product-market.
- E. All of the above are true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #122  
Question Type: Comprehension  
Self-Test: No

123. Given its interest in the broad product-market for "ready-to-eat, health-conscious snack foods," which of the following should the GoodHealth Foods Co. do FIRST?  
(p. 96)

- A. Develop a plan for getting support from intermediaries.
- B. Develop each of the four Ps at the same time.
- C. Segment the product-market to try to identify homogeneous submarkets and select an attractive target market.
- D. Determine whether to compete on a price basis.
- E. Decide what low-fat product or products it will offer.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #123  
Question Type: Application  
Self-Test: No

124. "Good" market segments are those which are:  
(p. 97)

- A. heterogeneous between.
- B. operational.
- C. substantial.
- D. homogeneous within.
- E.** All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #124  
Question Type: Definition  
Self-Test: No

125. "Good" market segments are those that are:  
(p. 97)

- A. homogeneous between.
- B. heterogeneous within.
- C.** operational and substantial.
- D. international in nature.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #125  
Question Type: Definition  
Self-Test: No

126. Marketing managers want market segments to have each of the following characteristics EXCEPT:  
(p. 97)

- A. As similar as possible within segments.
- B. As different as possible between segments.
- C.** As numerous as possible.
- D. Useful for identifying marketing mix variables.
- E. Large enough to be profitable.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #126  
Question Type: Comprehension  
Self-Test: No



127. Which of the following criteria should a marketing manager use when segmenting a broad product-market?  
(p. 97)

- A The segments should be substantial--big enough to be profitable--and operational--useful for identifying customers and deciding on marketing mix variables.
- B The people within a market segment should be as homogeneous as possible with respect to the segmenting dimensions and their likely response to marketing mix variables.
- C The people in different market segments should be as heterogeneous as possible with respect to the segmenting dimensions and their likely response to marketing mix variables.
- D. All of the above.**
- E. Only A and B above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 2  
Perreault - Chapter 04 #127  
Question Type: Comprehension  
Self-Test: No

128. Which of the following criteria should a marketing manager use when segmenting a broad product-market?  
(p. 97)

- A. The segments should be operational--i.e., only quantitative dimensions are useful.
- B. The people in different segments should be as heterogeneous as possible with respect to their likely response to marketing mix variables.**
- C. The people within a market segment should be as heterogeneous as possible with respect to their likely response to marketing mix variables.
- D. The market segments should be substantial--i.e., big enough to minimize the firm's costs.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 2  
Perreault - Chapter 04 #128  
Question Type: Comprehension  
Self-Test: No

129. Saying that a good market segment should be "heterogeneous between" means:  
(p. 97)

- A That the consumers in a market segment should be as similar as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.
- B That the consumers in a market segment should be as different as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.
- C That the consumers in different segments should be as similar as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.
- D That the consumers in different segments should be as different as possible with respect to their likely responses to marketing mix variables and their segmenting dimensions.**
- E. That the segmenting dimensions should be useful for identifying different customers and deciding on marketing mix variables.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #129  
Question Type: Comprehension  
Self-Test: No

130. Saying that a "good" product-market segment should be substantial means  
(p. 97)

- A. that the company does not have to worry about substantial competition for a long time.
- B. that people should have substantially different reactions to marketing mix variables.
- C.** it should be large enough to be profitable.
- D. that people in different market segments should be as different as possible.
- E. None of the above is true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #130  
Question Type: Self-Test  
Self-Test: Self-Test

131. Which of the following segmenting dimensions probably would be LEAST LIKELY to result in segments that would meet the criteria that product-market segments should be "operational?"  
(p. 97)

- A. geographic region.
- B.** personality.
- C. family size.
- D. age.
- E. income level.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 2  
Perreault - Chapter 04 #131  
Question Type: Comprehension  
Self-Test: No

132. A market-oriented strategy planner applies the \_\_\_\_\_ target market approach.  
(p. 97-98)

- A. combined
- B. multiple
- C. single
- D.** Any of the above.
- E. None of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #132  
Question Type: Definition  
Self-Test: No

133. Which of the following is NOT one of the target marketing approaches for developing market-oriented strategies in a broad product-market?  
(p. 97)

- A. Multiple.
- B. Single.
- C. Exclusive.**
- D. Combined.
- E. All of the above are target marketing approaches.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #133  
Question Type: Comprehension  
Self-Test: No

134. Gina Williams wanted to start a decorating business. She identified several possible target markets, but decided to serve a market composed of recently married couples that owned their first home. Gina appears to be following:

- A. A multiple target market approach.
- B. A single target market approach.**
- C. A combined target market approach.
- D. A mass marketing approach.
- E. None of the above.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #134  
Question Type: Comprehension  
Self-Test: No

135. A food processor considering snack-food opportunities identified three possible market segments and gave them "nicknames": the dieters, health faddists, and nutrition-conscious parents. It developed a marketing mix around a line of good tasting, nutritious children's snacks. The firm is apparently

- A. relying on cluster analysis techniques.
- B. using a multiple target market approach.
- C. using a single target market approach.**
- D. using a combined target market approach.
- E. ignoring the criteria that good market segments should be operational.

AACSB: 11 Analysis for decisions; 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #135  
Question Type: Application  
Self-Test: No

136. Electro Technologies, Inc. (ETI) has limited capital and wants to reduce the risk of competitors taking customers if it invests in a new product-market. Its broad product-market consists of three reasonably distinct submarkets. To identify a target market, ETI should probably focus on using the \_\_\_\_\_ approach.

(p. 97-98)

- A. combined target market.
- B. mass marketing.
- C. multiple target market.
- D.** single target market.
- E. All of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #136

Question Type: Self-Test

Self-Test: Self-Test

137. A large firm with ample resources wants to minimize the risk of "inviting" competitors to "chip away" at its target market(s). It has segmented its broad product-market and identified several homogeneous submarkets--each of which is large enough to offer attractive sales and profit potential. Which of the following approaches should the firm use?

(p. 97-98)

- A.** Multiple target market approach
- B. Mass marketing approach
- C. Combined target market approach
- D. Single target market approach
- E. All of the above

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 04 #137

Question Type: Application

Self-Test: No

138. Jazzy Tile Co. segmented its broad product-market and decided to aim at two different segments, offering each segment a different marketing mix. Jazzy Tile Co. is following the \_\_\_\_\_ approach.

(p. 97)

- A. mass marketing
- B.** multiple target market
- C. combined target market
- D. single target market
- E. All of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 04 #138

Question Type: Application

Self-Test: No

139. Having segmented its market, the Martinez Corp. has decided to treat each of two submarkets as a separate target market requiring a different marketing mix. Apparently, Martinez is following the \_\_\_\_\_ target market approach.

(p. 97)

- A. single
- B. combined
- C. multiple**
- D. separate
- E. general

AACSB: 11 Analysis for decisions

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #139

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

140. Watson's Bakery found five different market segments among customers for its bakery goods. When developing a market-oriented strategy, the marketing manager used a \_\_\_\_\_ approach, putting two target markets together and developing a single marketing mix that would meet the needs of the new larger segment.

(p. 97-98)

- A. particular target market
- B. multiple target market
- C. combined target market**
- D. product-market target market
- E. specialty targeting

AACSB: 11 Analysis for decisions

Chapter: 4

Difficulty: Hard

LearnObj: 3

Perreault - Chapter 04 #140

Question Type: Application

Self-Test: No

141. Merging two or more submarkets into one larger target market as a basis for one strategy is known as the \_\_\_\_\_ target market approach.

(p. 97-98)

- A. particular
- B. multiple
- C. combined**
- D. compound
- E. blended

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #141

Question Type: Definition

Self-Test: No

142. Combiners  
(p. 98)

- A. look at various submarkets for differences rather than similarities.
- B.** try to increase the size of their target markets by merging two or more segments.
- C. aim at one more market segments and offer each different marketing mixes.
- D. have decided to sacrifice profits for sales volume.
- E. aim at one submarket with a specialized marketing mix.

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #142  
Question Type: Comprehension  
Self-Test: No

143. Combiners (as opposed to segmenters):  
(p. 98)

- A. try to satisfy target customers "very well" rather than "pretty well."
- B. try to develop a different marketing mix for each submarket.
- C. want to avoid "inviting" competition.
- D. are not target marketers--they aim at everybody.
- E.** try to increase the size of their target markets by combining two or more market segments.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #143  
Question Type: Comprehension  
Self-Test: No

144. Which of the following statements about the combined target market approach is True?  
(p. 98)

- A. Combiners develop several offerings and tailor them to the unique needs of several different segments.
- B. Combiners try to extend their basic offering to satisfy customers from multiple segments with a single marketing mix.
- C. Combiners may fall victim to an innovative segmenter that offers a more attractive marketing mix to a segment of the combined target market.
- D. All of the above.
- E.** B and C only.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #144  
Question Type: Comprehension  
Self-Test: No

145. The combined target market approach:

(p. 98)

- A. tends to focus on small, homogeneous market segments.
- B. aims at several target markets and offers each target market a unique marketing mix.
- C. tries to improve the general appeal of a firm's basic marketing mix rather than tailor it to meet the strongly felt needs of some people.
- D. works well only when each submarket of a product-market has a different demand curve.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #145  
Question Type: Comprehension  
Self-Test: No

146. A combined target market approach

(p. 98)

- A. sacrifices possible economies of scale.
- B. requires more investment than a multiple target market approach.
- C. may not satisfy customers as well as the multiple target market approach.
- D. trades off sales volume to provide a small market superior value.
- E. aims at two or more segments with multiple marketing mixes.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 3  
Perreault - Chapter 04 #146  
Question Type: Comprehension  
Self-Test: No

147. Quality Ceramic, Inc. (QCI) defined five submarkets within its broad product-market. To obtain some economies of scale, QCI decided NOT to offer each of the submarkets a different marketing mix. Instead, it selected two submarkets whose needs are fairly similar, and is counting on promotion and minor product differences to make its one basic marketing mix appeal to both submarkets. QCI is using the

(p. 98)

- A. combined target market approach.
- B. single target market approach.
- C. multiple target market approach.
- D. mass marketing approach.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #147  
Question Type: Self-Test  
Self-Test: Self-Test

148. (p. 98) Having segmented its broad product-market, Blue Chip, Inc. feels that three segments are similar enough that--together--they can be treated as one large target market and offered the same marketing mix. Blue Chip, Inc. is following the \_\_\_\_\_ approach.

- A. mass marketing
- B. multiple target market
- C. combined target market**
- D. single target market
- E. All of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 04 #148

Question Type: Application

Self-Test: No

149. (p. 98) In segmenting the cell phone user product-market, cell phone maker Super Cellular found one segment that valued sending text messages and another that wanted their phone to play MP3 music files. The firm developed a single handset for both market segments and used the same marketing mix in targeting both segments. For this product-market, Super Cellular operated as a \_\_\_\_.

- A. combiner**
- B. value operator
- C. market leader
- D. segmenter
- E. multi-segmenter

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Medium

LearnObj: 3

Perreault - Chapter 04 #149

Question Type: Application

Self-Test: No

150. (p. 98) \_\_\_\_\_ aim at one or more homogeneous segments and try to develop a different marketing mix for each segment.

- A. Combiners
- B. Segmenters**
- C. Segment aggregators
- D. Segment combiners
- E. Multipliers

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #150

Question Type: Definition

Self-Test: No



151. (p. 98) A producer of electrical components combined electrical supply wholesalers and manufacturers of electrical equipment into the same market segment--one of several segments it was targeting. Soon it lost the manufacturers' business to a competitor. It seems that the firm failed to consider the risk of

- A. too much aggregating.
- B. insulting the manufacturers by putting them in the same market segment with the wholesalers.
- C. picking market segments based on qualifying dimensions.
- D. selecting market segments that were not substantial.
- E. using too many segmenting dimensions.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #151  
Question Type: Application  
Self-Test: No

152. (p. 98) Which of the following is a possible danger when using a combining approach to target marketing?

- A. Competitors may do a better job appealing to submarkets.
- B. Coordinating the different marketing mixes for the different segments is difficult.
- C. The target market may become larger over time.
- D. Economies of scale may develop.
- E. All are dangers.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #152  
Question Type: Comprehension  
Self-Test: No

153. (p. 98) "Too much" aggregating in market segmenting

- A. ignores the criterion that product-market segments should be substantial.
- B. leaves the firm vulnerable to competitors.
- C. is usually not a very serious error because it results in economies of scale.
- D. A and C are both true.
- E. All of the above are true.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 3  
Perreault - Chapter 04 #153  
Question Type: Comprehension  
Self-Test: No

154. Which of the following statements about "segmenting" and "combining" is TRUE?

(p. 98)

- A. Combiners usually have more sales potential than segmenters.
- B. A combiner tries to meet the demand in several segments.**
- C. Segmenters try to develop a marketing mix that will have general appeal for several market segments-to obtain economies of scale.
- D. A segmenter assumes that a broad product-market consists of a fairly homogeneous group of customers.
- E. Both segmenters and combiners try to satisfy some people very well rather than a lot of people fairly well.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Hard

LearnObj: 3

Perreault - Chapter 04 #154

Question Type: Integrating

Self-Test: No

155. Segmenting and combining are two alternate approaches to developing market-oriented strategies.

(p. 98)

Which of the following statements concerning these approaches is true?

- A. Combiners treat each submarket as a separate target market.
- B. Segmenters try to develop a marketing mix that will have general appeal to several market segments.
- C. A combiner looks at various submarkets for similarities rather than differences.**
- D. A segmenter assumes that the whole market consists of a fairly homogeneous group of customers.
- E. Both segmenters and combiners try to satisfy some people very well rather than a lot of people fairly well.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #155

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

156. Regarding segmenting, as opposed to combining:

(p. 98-99)

- A. Segmenting is usually a riskier approach than combining.
- B. Segmenters try to satisfy consumers "very well" instead of "pretty well."**
- C. Segmenting limits a firm to smaller sales potential and lower profits.
- D. A segmenter with limited resources may have to use the multiple target market approach instead of the single target market approach.
- E. All of the above are true.

AACSB: 10 Org Dynamics

Chapter: 4

Difficulty: Easy

LearnObj: 3

Perreault - Chapter 04 #156

Question Type: Comprehension

Self-Test: No

157. Segmenting, in contrast to combining:

(p. 98-99)

- A. tends to focus more on customer similarities than on differences.
- B.** tries to identify homogeneous submarkets and develop different marketing mixes for each submarket.
- C. usually means settling for a smaller sales potential.
- D. relies more on promotion appeals and minor product differences to create general customer appeal among several submarkets.
- E. All of the above are true statements except C.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Hard  
LearnObj: 3  
Perreault - Chapter 04 #157  
Question Type: Comprehension  
Self-Test: No

158. Segmenters, in contrast to combiners:

(p. 98-99)

- A.** try to aim at homogeneous submarkets of larger product-markets.
- B. see one aggregate demand curve for a generic market.
- C. are accepting the likelihood of lower sales.
- D. assume that everyone in a broad product-market has the same needs.
- E. develop general-purpose marketing mixes that appeal to several submarkets.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #158  
Question Type: Definition  
Self-Test: No

159. Which of the following statements about market-oriented strategy planning is TRUE?

(p. 98)

- A. Segmenters aim at more heterogeneous markets than combiners.
- B.** Both "segmenters" and "combiners" can be target marketers.
- C. All segmenters follow the single target market approach.
- D. Combiners follow a mass marketing strategy.
- E. All of the above are true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #159  
Question Type: Comprehension  
Self-Test: No

160. Which of the following offers a firm the greatest potential for profit?

(p. 99-100)

- A. Mass marketing
- B. The multiple target market approach
- C. The combined target market approach
- D. The single target market approach
- E. Any of the above--depending on the situation**

AACSB: 10 Org Dynamics  
Chapter: 4

Difficulty: Easy  
LearnObj: 3

Perreault - Chapter 04 #160  
Question Type: Application  
Self-Test: No

161. When segmenting broad product-markets, cost considerations tend

(p. 100)

- A. to encourage managers to disregard the criterion that a product-market segment should be substantial.
- B. to lead to more aggregating.**
- C. to be unimportant as long as the segmenting dimensions are operational.
- D. to lead to a large number of small, but very homogeneous, product-market segments.
- E. All of the above are true.

AACSB: 10 Org Dynamics  
Chapter: 4

Difficulty: Easy  
LearnObj: 3

Perreault - Chapter 04 #161  
Question Type: Self-Test  
Self-Test: Self-Test

162. When deciding how far to carry the segmenting process,

(p. 100)

- A. profit should be the balancing point--determining how unique a marketing mix the firm can offer to some target market.**
- B. it is easier to develop effective marketing mixes for larger, more heterogeneous segments.
- C. cost considerations encourage less aggregating.
- D. the threat of potential competitors suggests more aggregating.
- E. All of the above are true.

AACSB: 10 Org Dynamics  
Chapter: 4

Difficulty: Hard  
LearnObj: 3

Perreault - Chapter 04 #162  
Question Type: Comprehension  
Self-Test: No

163. Identify the INCORRECT statement about approaches to market-oriented strategy planning.  
(p. 99)

- A. It's usually safer to be a combiner.
- B. Cost considerations encourage aggregating.
- C. Demand considerations encourage less aggregating.
- D. The approach a firm uses depends in part on the firm's resources.
- E. Generally, it is better to try and satisfy some customers very well instead of many just fairly well.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 3  
Perreault - Chapter 04 #163  
Question Type: Comprehension  
Self-Test: No

164. Segmenting dimensions  
(p. 100)

- A. are useful for segmenting consumer markets, but not business markets.
- B. help guide marketing mix planning.
- C. are always demographic or geographic.
- D. fall into two general categories: qualifying and purchasing.
- E. may be called qualifying or non-qualifying.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #164  
Question Type: Definition  
Self-Test: No

165. The MOST USEFUL dimensions for segmenting markets are:  
(p. 100-101)

- A. geographic and demographic dimensions.
- B. brand familiarity and consumption patterns.
- C. social class.
- D. benefits sought.
- E. It depends on what product-market one is segmenting.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #165  
Question Type: Integrating  
Self-Test: No

166. Ideally, product-markets should be described in terms of:  
(p. 100)

- A. behavioral needs, attitudes, and how present and potential goods or services fit into customers' consumption patterns.
- B. urgency to get needs satisfied and desire and willingness to compare and shop.
- C. geographic location and other demographic characteristics of potential customers.
- D. All of the above.
- E. Only A and B above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 4  
Perreault - Chapter 04 #166  
Question Type: Comprehension  
Self-Test: No

167. If geographic location and other demographic characteristics are used as target market dimensions, which potential strategy decision area is mostly likely to be affected?  
(p. 100)

- A. Promotion - what potential customers need.
- B.** Choice and size of target markets.
- C. Price - what customers might be willing to pay.
- D. Product line assortment.
- E. Product - which features to include.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #167  
Question Type: Comprehension  
Self-Test: No

168. Strategy decisions pertaining to product features, packaging, product line assortment, and branding will be most affected by which target market dimension?  
(p. 100)

- A. Geographic location.
- B. Urgency to get need satisfied.
- C.** Behavioral needs and attitudes of consumers.
- D. Demographic characteristics of potential customers.
- E. Geodemographic characteristics of potential customers.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #168  
Question Type: Application  
Self-Test: No

169. BEHAVIORAL (rather than DEMOGRAPHIC) segmenting dimensions include:  
(p. 101)

- A. family life cycle.
- B. geographic location.
- C. education.
- D. social class.
- E.** purchase relationship.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #169  
Question Type: Definition  
Self-Test: No

170. BEHAVIORAL (rather than DEMOGRAPHIC) segmenting dimensions include:  
(p. 101)

- A. type of problem-solving.
- B. kind of shopping.
- C. brand familiarity.
- D. benefits sought.
- E.** All of the above are behavioral dimensions.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #170  
Question Type: Definition  
Self-Test: No

171. Which of the following is a BEHAVIORAL segmenting dimension?  
(p. 101)

- A.** Needs.
- B. Region of the world or country.
- C. Income.
- D. Education.
- E. Ethnicity.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #171  
Question Type: Definition  
Self-Test: No

172. Sanders Beverages, Inc., is targeting non-juice drinkers with a new line of healthy fruit juices. Identify the segmenting dimension most likely being used by Sanders Beverages.  
(p. 101)

- A. Geographic
- B.** Behavioral
- C. Geodemographic
- D. Demographic
- E. Urgency to get need satisfied

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 4  
Perreault - Chapter 04 #172  
Question Type: Application  
Self-Test: No

173. Which of the following possible segmenting dimensions is a "demographic" dimension?  
(p. 101)

- A. Benefits sought
- B.** Social class
- C. Purchase relationship
- D. Brand familiarity
- E. Rate of use

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #173  
Question Type: Definition  
Self-Test: No

174. Which of the following is a DEMOGRAPHIC segmenting dimension?

(p. 101)

- A. Rate of use.
- B. Brand familiarity.
- C. Type of problem solving.
- D. Benefits sought.
- E.** Family life cycle.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #174  
Question Type: Definition  
Self-Test: No

175. Which of the following is a consumer market demographic dimension?

(p. 101)

- A. Income distribution.
- B. Stage in family life cycle.
- C. Family size.
- D. Ethnic group.
- E.** All of the above are examples.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #175  
Question Type: Definition  
Self-Test: No

176. Which of the following is a consumer market demographic dimension?

(p. 101)

- A. Sex.
- B. Age.
- C. Occupation.
- D. Education.
- E.** All of the above are examples.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #176  
Question Type: Definition  
Self-Test: No



177. Tom and Sally Jones are preparing to purchase a new car. He currently has a Toyota Camry and she has a Honda Accord. They now have two children under age 5, so they plan to trade in Sally's car to purchase a minivan. Sally and Tom decided on a Honda Odyssey because Sally is familiar with Hondas and thinks they are very reliable. In this purchase situation, Tom and Sally's family life cycle stage is a \_\_\_\_\_ segmentation dimension, and the benefit Sally seeks (reliability) is a \_\_\_\_\_ segmentation dimension.

- A. Geographic; demographic.
- B. Demographic; behavioral.**
- C. Geographic; behavioral.
- D. Demographic; geographic.
- E. Behavioral; demographic.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #177  
Question Type: Application; Integrating  
Self-Test: No

178. Coorgs Coffee, Inc., has substantial market share in South America but seeks growth. Its managers want to expand into North America and target cities with populations of 50,000-99,999. Identify the segmenting dimension most probably being used by Coorgs Coffee.

- A. Geographic**
- B. Behavioral
- C. Urgency to get need satisfied
- D. Demographic
- E. Attitudes of consumers

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #178  
Question Type: Application  
Self-Test: No

179. Manufacturer, service provider, government agency, wholesaler, etc. are designations used to segment business and organizational markets according to \_\_\_\_\_.

- A. Kind of relationship.
- B. Type of customer.**
- C. Demographics.
- D. Product use.
- E. Buying situation.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #179  
Question Type: Comprehension  
Self-Test: No

180. \_\_\_\_\_ segmenting dimensions help decide whether a person might be a potential customer--  
(p. 101) but not which specific products or brands that person might buy.

- A. Determining
- B. Qualifying**
- C. Operational
- D. Customer-related
- E. Situation-related

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #180  
Question Type: Definition  
Self-Test: No

181. Deciding whether a group of customers should be included in a target market is the purpose of \_\_\_\_\_  
(p. 101) dimensions.

- A. behavioral
- B. demographic
- C. determining
- D. qualifying**
- E. geographic

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #181  
Question Type: Definition  
Self-Test: No

182. "Qualifying dimensions," in contrast to "determining dimensions,"  
(p. 101)

- A. are the only kind of dimensions useful for marketing strategy planning.
- B. indicate whether a person might be a potential customer but do not show which product or brand that person might buy.**
- C. are the customer-related dimensions in a product-market.
- D. affect the product or brand a person is likely to purchase.
- E. None of the above is true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #182  
Question Type: Comprehension  
Self-Test: No

183. When segmenting a product-market, a marketing manager should keep in mind that

(p. 101)

- A. demographic dimensions are usually the best place to start.
- B. qualifying dimensions help identify which customers are in the product-market.**
- C. determining dimensions are relevant in business markets, but not consumer markets.
- D. most markets should initially be defined based on features of alternative products available to customers.
- E. it's usually best to focus on a single segmenting dimension rather than trying to consider several all at once.

AACSB: 11 Analysis for decisions

Chapter: 4

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 04 #183

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

184. Qualifying dimensions

(p.  
101,103)

- A. need to be very specific.
- B. help identify the "core benefits."**
- C. work in isolation in marketing strategy planning.
- D. affect the customer's purchase of a particular product.
- E. affect the customer's brand choice.

AACSB: 11 Analysis for decisions

Chapter: 4

Difficulty: Medium

LearnObj: 4

Perreault - Chapter 04 #184

Question Type: Comprehension

Self-Test: No

185. \_\_\_\_\_ segmenting dimensions are those which actually affect a person's purchase of a specific product type or brand in a product-market.

(p. 101)

- A. Operational
- B. Qualifying
- C. Customer-related
- D. Determining**
- E. Situation-related

AACSB: 11 Analysis for decisions

Chapter: 4

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 04 #185

Question Type: Definition

Self-Test: No

186. \_\_\_\_ dimensions actually affect the customer's purchase of a specific product or brand in a product-market.  
(p. 101)

- A. Behavioral
- B. Demographic
- C. Determining**
- D. Qualifying
- E. Geographic

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #186  
Question Type: Definition  
Self-Test: No

187. Compared to qualifying dimensions, determining dimensions  
(p. 101)

- A. are more likely to be related to whether a customer will make a purchase in the product-market at all.
- B. are more likely to be related to the specific brand selected.
- C. are usually much more specific.
- D. Both B and C are true.**
- E. None of the above is true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #187  
Question Type: Comprehension  
Self-Test: No

188. Which of the following types of dimensions would be the most important if one were particularly interested in why some target market was likely to buy a particular brand within a product-market?  
(p. 101)

- A. primary dimensions
- B. secondary dimensions
- C. qualifying dimensions
- D. determining dimensions**
- E. both A and C above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #188  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

189. Which of the following is MOST LIKELY to be a DETERMINING dimension with respect to purchase of a particular brand of coffee?  
(p. 101-102)

- A. Taste.
- B. Income.
- C. Age.
- D. Sex.
- E. None of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #189  
Question Type: Comprehension  
Self-Test: No

190. James is a prospective car buyer. In his context, which of the following statements would reflect a determining dimension?  
(p. 101-102)

- A. He must have enough money, or credit, to buy a car and insure it.
- B. He needs to have a valid driver's license.
- C. He has kids who have to be carpooled.
- D. He needs a safe car.
- E. His office is 2.5 miles from home.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 4  
Perreault - Chapter 04 #190  
Question Type: Application  
Self-Test: No

191. Product type determining dimensions  
(p. 101-102)

- A. are generally relevant to purchasing behavior.
- B. affect the customer's purchase of a specific product brand.
- C. affect the customer's choice of a specific kind of product.
- D. are relevant to including a customer type in the product-market.
- E. are less specific than qualifying dimensions.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #191  
Question Type: Definition  
Self-Test: No

192. Marketers at General Mills found that lots of people try to check e-mail or drive a car while eating breakfast or lunch. For many of these target customers the real \_\_\_\_\_ dimension in picking a snack is whether it can be eaten "one-handed."

(p. 103)

- A. potential
- B. qualifying
- C. determining**
- D. geodemographic
- E. time

AACSB: 11 Analysis for decisions; 9 Value creation  
Chapter: 4  
Difficulty: Hard  
LearnObj: 4  
Perreault - Chapter 04 #192  
Question Type: Comprehension  
Self-Test: No

193. Planning marketing strategies for international markets:

(p. 103-104)

- A. is usually most effective when the marketing manager uses the same marketing strategy for all markets.
- B. is often easier than planning domestic strategies because economic, political, and other uncontrollable variables are less important.
- C. is "easy" because each country should be treated as one target market.
- D. All of the above are true.
- E. None of the above is true.**

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #193  
Question Type: Comprehension  
Self-Test: No

194. Segmenting international markets (as contrasted with domestic markets):

(p. 103-104)

- A. is more complicated because qualifying dimensions are not helpful.
- B. may be more difficult because critical data may not be available or dependable.**
- C. usually involves less risk because more potential target markets are available.
- D. usually involves fewer segmenting dimensions.
- E. All of the above are true.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #194  
Question Type: Comprehension  
Self-Test: No

195. Segmenting in international markets can be more challenging than segmenting in domestic markets because:  
(p. 103)

- A. There is less diversity in the key segmenting dimensions.
- B. There is often more data available about key segmenting dimensions.
- C.** Critical data is often less available and less dependable.
- D. All of the above.
- E. None of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #195  
Question Type: Definition  
Self-Test: No

196. Segmenting international markets can be more difficult because:  
(p. 103)

- A. the concepts and approaches for segmenting domestic markets simply do not apply.
- B.** there are more dimensions and many unfamiliar variables.
- C. there are fewer useful dimensions.
- D. a manager must rely entirely on his or her own judgments about people in other countries.
- E. the quantity and quality of available market data are usually greater.

AACSB: 10 Org Dynamics  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #196  
Question Type: Comprehension  
Self-Test: No

197. The first step in segmenting international markets is to:  
(p. 104)

- A. develop a marketing mix.
- B. treat all the countries in the "foreign market" as one segment.
- C.** segment by country or region--looking at demographic, cultural, and other characteristics.
- D. list the suppliers who serve the market.
- E. consider the number, size, kind, and location of business and organizational customers.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 4  
Perreault - Chapter 04 #197  
Question Type: Definition  
Self-Test: No

198. When evaluating international markets, the marketing manager should:

(p. 104)

- A. focus primarily on consumer markets because foreign business markets are in general too risky.
- B. not worry very much about segmenting because marketing concepts are not very well developed in most other economies.
- C. consider the whole "foreign market" as a segment.
- D.** use broad criteria, such as geographic region or stage of economic development, to define submarkets before further segmenting.
- E. treat each foreign market as a separate segment.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 4  
Perreault - Chapter 04 #198  
Question Type: Comprehension  
Self-Test: No

199. Clustering techniques applied to segmenting markets

(p. 104)

- A.** usually require computers to group people based on data from market research.
- B. remove the need for managerial judgment.
- C. eliminate the need for marketing managers to specify in advance what dimensions might be relevant for grouping consumers.
- D. Both B and C are true.
- E. All of the above are true.

AACSB: 11 Analysis for decisions; 4 Use of IT  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #199  
Question Type: Comprehension  
Self-Test: No

200. The clustering techniques that can be used in segmenting:

(p. 104)

- A. eliminate the need for management intuition and judgment.
- B. group people together into heterogeneous product-market segments.
- C.** try to find similar patterns within sets of data.
- D. All of the above are true.
- E. None of the above are true.

AACSB: 11 Analysis for decisions; 4 Use of IT  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #200  
Question Type: Comprehension  
Self-Test: No



201. A cluster analysis of the "toothpaste market" would probably show that:

(p. 104-105)

- A. the broad product-market can be served effectively with one marketing mix.
- B. most consumers are mainly concerned about brightness of teeth.
- C. factors such as taste, price, and "sex appeal" are not important.
- D.** different market segments seek different product benefits.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #201  
Question Type: Comprehension  
Self-Test: No

202. Which of the following statements about clustering techniques is true?

(p. 104)

- A. Clustering techniques try to find dissimilar patterns within sets of customer-related data.
- B.** Computers are usually needed to search among all of the data for homogeneous groups of people.
- C. Computers identify the relevant dimensions and do the analysis.
- D. A cluster analysis of the toothpaste market indicated that most consumers seek the same benefits.
- E. All of the statements above are true.

AACSB: 11 Analysis for decisions; 4 Use of IT  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #202  
Question Type: LearnAid  
Self-Test: Self-Test & Learn Aid

203. Clustering techniques

(p. 104)

- A. help sellers fine-tune the marketing effort with information from a detailed customer database.
- B. establish how customers think about proposed or present brands in a market.
- C.** try to find similar patterns within sets of data.
- D. group customers into heterogeneous segments.
- E. use intuition and judgment to do what previously was done by computers.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #203  
Question Type: Definition  
Self-Test: No

204. A detailed customer database, containing past purchases and other segmenting information, is used to focus marketing efforts on individual customers in a:

(p. 105)

- A. Clustering management system.
- B. Product positioning matrix.
- C. Product differentiation matrix.
- D. Diversification management system.
- E.** Customer relationship management system.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #204  
Question Type: Definition  
Self-Test: No

205. Alpine Auto Repair keeps a record of customer oil changes and sends a reminder postcard to its customers when it's time for the next oil change. This is an example of a \_\_\_\_\_ system.

(p. 105)

- A. customer relationship management
- B. qualifying dimensions
- C. a positioning matrix
- D. geographic targeting
- E. clustering

AACSB: 9 Value creation  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #205  
Question Type: Comprehension  
Self-Test: No

206. Differentiating the marketing mix is important because:

(p. 106)

- A. It can help the firm build a competitive advantage with a group of target customers.
- B. It can help target customers to view the firm's position in the market as uniquely suited to their preferences and needs.
- C. It can clarify the position the firm wants to achieve with customers.
- D. It can contribute to better blending of marketing mix decisions to achieve desired objectives.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #206  
Question Type: Comprehension  
Self-Test: No

207. \_\_\_\_\_ is a marketing management aid which refers to how customers think about proposed and/or present brands in a market.

(p. 107)

- A. Brand familiarity
- B. Positioning
- C. Market scanning
- D. Market segmentation
- E. Customer relationship management (CRM)

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #207  
Question Type: Definition  
Self-Test: No

208. \_\_\_\_\_ refers to how customers think about proposed or present brands in a market.

(p. 107)

- A. Differentiating
- B. CRM
- C. Clustering
- D. Positioning**
- E. Dimensioning

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #208  
Question Type: Definition  
Self-Test: No

209. "Positioning" is a marketing management aid which refers to:

(p. 107)

- A. a product's ability to provide both immediate satisfaction and social responsibility.
- B. how customers think about proposed and/or present brands in a market.**
- C. a firm's ability to distribute products through intermediaries who are in the right position to reach target customers.
- D. how a firm approaches customer relationship management.
- E. all of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #209  
Question Type: Definition  
Self-Test: No

210. "Positioning" is a marketing management aid which refers to:

(p. 107)

- A. how closely existing products match customers' ideal preferences.
- B. how customers think about proposed and/or present brands in a market.
- C. if some products are viewed as very similar.
- D. All of the above.**
- E. None of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #210  
Question Type: Definition  
Self-Test: No

211. When doing "positioning," a marketing manager should:

(p. 107)

- A. avoid targeting strategies.
- B. focus on specific product features of all generic competitors.
- C. rely on how customers think about proposed and/or existing brands in a market.**
- D. plan physical product changes rather than image changes.
- E. All of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Hard  
LearnObj: 5  
Perreault - Chapter 04 #211  
Question Type: Application  
Self-Test: No

212. "Positioning":

(p. 107)

- A. involves a packaged-goods manufacturer's attempt to obtain the best possible shelf space for its products in retail outlets.
- B. is useful for segmenting but not combining.
- C.** helps strategy planners understand how customers think about various brands or products in relation to each other.
- D. applies only to existing products, not new products.
- E. eliminates the need for subjective decision making in product planning.

AACSB: 11 Analysis for decisions; 9 Value creation

Chapter: 4

Difficulty: Easy

LearnObj: 5

Perreault - Chapter 04 #212

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

213. "Positioning":

(p. 107)

- A. applies to new products--but not existing products.
- B.** helps strategy planners see how customers view competitors' offerings.
- C. is concerned with obtaining the best shelf space in retail outlets.
- D. is useful for combining but not for segmenting.
- E. eliminates the need for judgment in strategy planning.

AACSB: 11 Analysis for decisions; 9 Value creation

Chapter: 4

Difficulty: Medium

LearnObj: 5

Perreault - Chapter 04 #213

Question Type: Comprehension

Self-Test: No

214. "Positioning" might cause a marketing manager to:

(p. 107-109)

- A. introduce a new product for a segment with unsatisfied needs.
- B. change a product's promotion to make its image fit more closely with the needs and attitudes of the target market.
- C. shift attention to another market segment where competition is weaker.
- D. physically change his or her product to compete more effectively with a competitor aiming at the same target market.
- E.** Any of the above.

AACSB: 10 Org Dynamics; 11 Analysis for decisions

Chapter: 4

Difficulty: Medium

LearnObj: 5

Perreault - Chapter 04 #214

Question Type: Application

Self-Test: No

215. Which of the following statements about positioning is NOT true? Positioning techniques

(p. 107-109)

- A. position products on a graph based on price level and quantity demanded.
- B. require a firm to collect data about consumer perceptions of products.
- C. are sometimes called "perceptual mapping" techniques.
- D. typically rely on a "product space" diagram to show the relationship among various products.
- E. may use information about consumers' "ideal" products, so that the preferences of different segments of consumers can be considered.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #215  
Question Type: Self-Test  
Self-Test: Self-Test

216. Which of the following statements about positioning is NOT TRUE?

(p. 107-109)

- A. It often makes use of techniques such as perceptual mapping.
- B. It refers to how customers think about proposed or present brands in a market.
- C. Positioning issues are especially important when competitors in a market are very dissimilar.
- D. It helps marketing managers know how customers view the firm's offering.
- E. Managers make graphs for positioning decisions by asking consumers to make judgments about different brands.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #216  
Question Type: Definition  
Self-Test: No

217. Which of the following statements is True regarding positioning?

(p. 107-109)

- A. Positioning refers to how managers think about proposed or present brands in a market.
- B. Positioning issues are not important when competitors in a market appear to be very similar.
- C. Usually, the positions of products are related to six or seven product features that are important to product managers.
- D. None of the above.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Easy  
LearnObj: 5  
Perreault - Chapter 04 #217  
Question Type: Comprehension  
Self-Test: No

218. Positioning analysis

(p. 107-109)

- A. helps managers understand the actual characteristics of their products.
- B. is not a product-oriented approach.
- C.** is a visual aid to understanding a product-market.
- D. shows that managers and customers usually view present brands similarly.
- E. always leads a firm to segmenting and not combining.

AACSB: 11 Analysis for decisions  
Chapter: 4  
Difficulty: Medium  
LearnObj: 5  
Perreault - Chapter 04 #218  
Question Type: Definition  
Self-Test: No

## ch4 Summary

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