

JA Marketing Principles 1®

Quiz: Post-Session 2.2: Market Segmentation

Circle the best answer for each question.

1. What is the definition of a market segment?

- a. a group that buys specific products
- b. a group with specific attributes, needs, and interests
- c. a subset of a larger market
- d. a persona

2. What is one reason that marketers seek to understand their target markets?

- a. so they can remove underperforming products from the marketplace
- b. to justify the expense of a marketing campaign
- c. so they can develop products that are more relevant to the target markets
- d. to develop ongoing marketing campaigns

3. Which of these is NOT one of the five market-segmentation tools?

- a. physiological segmentation
- b. demographic segmentation
- c. behavioral segmentation
- d. benefit segmentation

4. What is one advantage of developing a persona?

- a. to perfect the writing of marketing messages
- b. to share information with customers
- c. to build brand credibility in the marketplace
- d. to make an abstract concept of a customer more concrete

5. When marketers decide which media to use to reach their target market, what role does market segmentation play?

- a. It allows marketers to reach the mass market effectively.
- b. It enables marketers to set fair pricing for their products.
- c. It helps to make media buys more cost-effective.
- d. It divides the market evenly into target segments.