



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet: 01	Chapter 3: Segmentation, Targeting and Positioning

Q.1. State whether following statements are correct/incorrect:

1. One cannot be everything to everyone, but can be everything to a selected few.

Ans: Correct

2. Targeting is the process of grouping of individuals with similar needs.

Ans: Incorrect

3. A Rolls-Royce is not in competition with Maruti Alto.

Ans: Correct

4. Segmentation is a battle of minds

Ans: Incorrect

5. Some needs and wants change with age.

Ans: Correct

6. Anyone in America is an American only.

Ans: Incorrect

7. Religion influences consumption behaviour.

Ans: Correct

8. Since business market segments do not change, hence there is no need to re-segment frequently

Ans: Incorrect

9. A company should not attempt to compete in all segments with the same product.

Ans: Correct

10. Targeting and positioning strategies are interrelated.

Ans: Correct

11. One product or service may be different even when they appear to be identical.

Ans: Correct

12. Segmentation is not important for a business.

Ans: Incorrect

Q.2. Choose the correct answer from the given alternatives:

1. Which of the following products do not belong to the same kind of market?

(A) Haldiram's bhujia and Bikanerwala's bundi

(B) Hospital bed and tractor

(C) Mechanised watch and electronic watch

(D) A cricket bat and a football

2. Consolidation of various segments into one large segment, may be an objective if

(A) The reduction in costs is greater than the reduction in profits

(B) It is very costly for a company to launch a new product

(C) Consumers show reduced price sensitivity

(D) The demand curves for the segments to be combined are similar

3. The basis of geodemographic segmentation is based upon

(A) City size

(B) State or Union territory

(C) Population density

(D) Classification of residential neighbourhood

4. Which of the following statements about using about usage segmentation is incorrect?

(A) Heavy users normally exhibit more brand loyalty than light users

- (B) Heavy users pay the price equal to light users
- (C) for almost all consumer product categories, the top 50% users account for 80- 90% of total sales
- (D) demographic characteristics are generally poor predictors of heavy usage.

5. Which of the following characteristics do not match with benefit segmentation?

- (A) it is based upon measuring consumer value systems
- (B) it relies on descriptive factors**
- (C) it seeks to identify distinct consumer needs
- D) it relies on casual factors

6. Which of the following criticisms of age as a segmentation variable is invalid?

- (A) Age is not a reliable predictor of lifestyle
- (B) Chronological age need not be synonymous with psychological age
- (C) the similarities in consumer wants for different age groups are usually greater than the differences**
- (D) Age is not an accurate predictor of a person's spending habits

7. Which one of the following statements does not form part of effective positioning strategy?

- (A) Choosing a price strategy
- (B) Determining target customers' needs
- (C) Determining what is value to the target customers
- (D) Developing products with numerous product differences compared with competing brands**

8. Which of the following is not a useful construct for Positioning Strategy?

- (A) Positioning on the basis of product features
- (B) Positioning on the basis of benefits
- (C) Positioning for an undifferentiated market**
- (D) Positioning for user category

9. A Company's brand positioning relates to

- (A) the way consumers perceive it in comparison with competitors**
- (B) the market shares
- (C) its product features relative to other brands

10. It is inappropriate to reposition a brand –

- (A) if it begins to lose market share
- (B) on a frequent basis**
- (C) consumers preferences change
- (D) the original positioning loses distinctiveness

3. Water comes in different forms like:

Forms	Primary Needs	Secondary Needs
Tap water	Refreshment Cleanliness	Health Low Cost
Bottled Water	Health-giving properties Fear of Tap water Drink/Refreshment	

Select segments for bottled water segment.

Ans:

The segments for bottled water are as follows:

- i) Social Status, Health Conscious
- ii) Convenience, travellers

4. Identify the segmentation variables for the following products:

(i) Orange flavoured infant toothpaste.

Ans: Age – toddlers and young children.

(ii) Herb-based ‘natural toothpaste.

Ans: Psychographics – environmentally aware, health-conscious consumers.

(iii) Mint-flavoured dental floss.

Ans: Age and Psychographics – young adults and health conscious

(iv) Listerine mouth wash.

Ans: Age – young adults eating garlic preparations, old people taking garlic to control cholesterol

(v) Milk, butter, cheese, and ghee

Ans:

Milk: Industry-based market segmentation: Ice cream manufacturers, Restaurants/Food chains, Coffee shop chains, Tea stalls.

Butter, Cheese, and Ghee: Bakery and Confectioners, Pizza Retailers, Snack Retailers.

5. Godrej Group in its television commercials that once featured young couples with children, now have young couples minus the children. What kind of repositioning company wants to take?

Ans: To send a message that it's an 'even younger' audience being targeted with its products.

6. If you happen to be marketing manager in Gujarat Milk Federation, a producer of number of milk products, where will you put your products in the following Consumer Segments comprising Kids, Women, Youth, Calorie Conscious, Health Conscious?

Ans:

- i. Kids: Amul Kool, Chocolate Milk; Nutramul Energy Drink, Amul Kool Milk.
- ii. Women: Amul Calci
- iii. Youth: Utterly Delicious Pizza, Amul Pizza Cheese, Amul Cheese Spread.
- iv. Calorie Conscious: Amul lite, Sugar skimmed Milk powder, Amul Lite Slim & Trim Milk.
- v. Health Conscious: Nutramul, Amul Shakti Health Food Drink

7. What is the customer segment Big Bazaar targets at?

Ans: Higher & upper middle class segments; young working population; and Working women and home makers

8. When Kurkure was launched in 1999, the tagline was "Kya Kare in control nahin hota"; in 2003 the tagline was – "Masti bole to Kurkure"; in 2008 it was - "Tedha Hai Par Mera Hai"; and in 2012 it is – "Seedha toh sadha hota, isliye Kurkure kehta hai try tedha yaar".

What positioning do taglines indicate?

Ans:

1999: Irresistible taste; 2003: fun positioning and tried to include the entire family in the conversation; 2008: young confident Indian consumers are no longer striving to be perfect in everything but are comfortable about their

imperfections and quirks; and 2012: taking the idea a step further to resonate with a large consumer base

9. Select two segments to which Olive Oil can be sold.

Ans: Premium Consumers who are health conscious and the new parents who rub olive oil on their new born babies.

10. Make a segmentation of the Exercise Industry, Chewing Gum Industry

Ans:

Exercise Industry:

- i. To lose weight;
- ii. To maintain a healthy body;
- iii. To build muscle mass;
- iv. To prevent counter a medical problem;
- v. For enjoyment; and
- vi. To meet people.

Chewing Gum Industry:

- i. Those who want to quit smoking,
- ii. People who feel calm while chewing a gum
- iii. People who like its taste
- iv. To look cool