



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
A.Y. 2025 - 26	Chapter 3: Segmentation, Targeting and Positioning

Qt no.	OBJECTIVE TYPE QUESTIONS
1	_____ is considered as the father of segmentation a. W. Smith b. Philip Kotler c. Young & Rubicam d. Briggs & Myers
2	_____ is the process of dividing a heterogeneous market (aggregated) into homogeneous sub unit (segregated). a. Targeting b. Positioning c. Market segmentation d. Grouping
3	India's urban population can be divided on the basis of cities – • Tier I (8 cities: 8% India's population), • Tier II (26 cities: 4% of India's population), • Tier III (33 cities: 7% population), and • Tier IV (5094 cities: 11% population). • The rest 70% is the rural population residing in India's 6,38,000 villages across India. The above is an example of _____ bases of segmentation a. Geographic segmentation b. Behavioural segmentation c. Psychographic segmentation d. Demographic segmentation
4	It is a refinement of the family life cycle grouping system, showing different behavioural patterns and aspirations to people as they proceed through life. Identify the term. a. Segacity b. Psychological life cycle c. Age d. Gender
5	People may buy for the whole year, or for one quarter or one month or one week. In India there are some households who buy 35 or 50 kgs rice for the whole year while some buy only 5 kgs for a month. Identify the category of Behavioural segmentation. a. Willingness to buy b. Frequency of purchase c. Brand loyalty d. Usage status
6	Creation Point, a clothing company sells plain white T-shirts. Instead of creating different styles or colours for various groups, they produce just one type of T-shirt. They use the same ads and sell it in all stores to everyone. This way, they reach as many people as possible with one simple product.

	<p>Creation Point has adopted _____ type of targeting.</p> <ol style="list-style-type: none"> Mass marketing strategy Large segment strategy Adjacent segment strategy Multi segment strategy
7	<p>Tasty Box, a ready food kitchen, serves the same meals but uses different pricing strategies for different sub-groups within its customer base:</p> <ul style="list-style-type: none"> Students are offered discounted meal boxes. Office-goers receive standard pricing with quick delivery options. Premium customers can opt for custom-packed meals at a higher price. <p>Identify the type of targeting adopted by Tasty Box Ans: Sub segment strategy</p>
8	<p>Toshiba focused only on laptop computer The above is an example of a brand based on _____ positioning.</p> <ol style="list-style-type: none"> Product class Product user Distribution Exclusivity
9	<p>Walmart's positioning "Save money. Live better." As compared to its opponent Amazon's positioning "one-stop-shop for online shopping" The above is an example of a brand based on _____ positioning.</p> <ol style="list-style-type: none"> Attribute Price/ quality Competitor First mover
10	<p>A premium smartphone brand, Seiko, places its latest flagship model on eye-level shelves in exclusive electronics stores, with a sleek demo zone and interactive screens highlighting its features. The packaging is luxurious, and the phone is displayed beside high-end brands like Apple and Samsung. This creates a strong impression of the product being high-quality, cutting-edge, and premium in the minds of the prospective customers.</p> <p>Identify the bases of positioning</p>
DESCRIPTIVE TYPE QUESTIONS	
1	<p>A cosmetics company segments its market into budget-conscious students, working professionals, and luxury seekers. • Students receive affordable, multi-use products marketed through social media campaigns. • Professionals get mid-range, long-lasting products promoted via email newsletters highlighting time-saving benefits. • Luxury seekers find high-end, premium skincare items with exclusive in-store events and personalized services. Each segment's shopping habits, price sensitivity, and desired benefits are addressed. Identify and the importance of segmentation discussed above</p>
2	Make a segmentation of the Exercise Industry, Gifting Industry on the basis of Behavioural segmentation
3	Make a segmentation of the Milk Industry on the basis of Personal Demographic Segmentation
4	<p>Taste Buds Café is a small restaurant that specializes exclusively in vegan and gluten-free desserts. They cater specifically to customers with dietary restrictions and those who prefer plant-based sweets. They avoid direct competition with larger bakeries and dessert chains that target the general public. Identify and explain the type of targeting undertaken by Taste Buds Café</p>
5	Create an example for Sub segment strategy.
6	Explain Mass Marketing Strategy in detail.

7	<p>Suppose you are a marketing manager in WK Kellogg Co., a producer of well known breakfast cereals brand – Kelloggs.</p> <p>Using the basis of Personal Demographic Segmentation classify the following cereals</p> <ol style="list-style-type: none"> Kelloggs Chocos Kelloggs Special K Kelloggs Museli with Fruit and Nuts
8	<p>A startup beverage company called Fresh Fizz is planning to enter the healthy carbonated drinks market targeted at health-conscious young adults. Their Marketing Team has already identified the competitors selling similar products such as Diet Coke, Pepsi Black, and Zevia.</p> <p>List in detail the next steps to be taken by Fresh Fizz to complete the positioning process.</p>
9	<p>Kim Se-jeong, who played the cheerful and confident Shin Ha-ri, in a popular K-Drama The Business Proposal was seen using Banila Co's Clean It Zero cleansing balm in the drama.</p> <p>Following the drama's popularity, Banila Co. capitalized on her fresh, approachable image to position the brand as youthful, fun, and reliable for everyday skincare.</p> <p>Identify and explain the bases of positioning undertaken by Banila Co.</p>
10	<p>After collecting information from a sample of customers and potential customers about perceptions of each product on the determinant attributes, what is the next step in the process of positioning?</p>