



# INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
Worksheet no: 1	Chapter 3: Market Segmentation, Targeting and Positioning

Qt no.	
1	<p>Which are the three pillars of modern marketing strategy?</p> <p>Ans: STP (Segmentation, Targeting and Positioning)</p>
2	<p>A sports shoe company segments its market into fitness enthusiasts, marathon runners, and casual walkers.</p> <ul style="list-style-type: none"><li>• For fitness enthusiasts, they provide advanced cushioning and launch a motivational fitness app.</li><li>• Marathon runners get lightweight and breathable shoes</li><li>• Casual walkers receive stylish, comfortable shoes promoted through health-focused lifestyle content.</li></ul> <p>Each segment finds products tailored to their physical and psychological needs, increasing satisfaction. As a result, customer loyalty can be seen and it also shows the effectiveness of customer-oriented market segmentation.</p> <p>Identify the importance of segmentation discussed above.</p> <ul style="list-style-type: none"><li>a. <b>Improved customer relations</b></li><li>b. Perfect-like marketing mix</li><li>c. Better resource allocation</li><li>d. Competitor analysis</li></ul>
3	<p>A cosmetics company segments its market into budget-conscious students, working professionals, and luxury seekers.</p> <ul style="list-style-type: none"><li>• Students receive affordable, multi-use products marketed through social media campaigns.</li><li>• Professionals get mid-range, long-lasting products promoted via email newsletters highlighting time-saving benefits.</li><li>• Luxury seekers find high-end, premium skincare items with exclusive in-store events and personalized services.</li></ul> <p>Each segment's shopping habits, price sensitivity, and desired benefits are addressed.</p> <p>Identify the importance of segmentation discussed above.</p> <ul style="list-style-type: none"><li>a. Improved customer relations</li><li>b. <b>Perfect-like marketing mix</b></li><li>c. Better resource allocation</li><li>d. Competitor analysis</li></ul>
4	<p>A tech company segments its market into gamers, business professionals, and casual users.</p>

	<ul style="list-style-type: none"> <li>• Gamers receive high-performance laptops promoted through influencers.</li> <li>• Business professionals are offered productivity-focused laptops promoted through LinkedIn and business conferences.</li> <li>• Casual users get budget-friendly, easy-to-use laptops advertised on mainstream media.</li> </ul> <p>By identifying these segments, the company avoids targeting non-tech-savvy seniors and focuses resources on the most receptive groups.</p> <p>Identify the importance of segmentation discussed above.</p> <ol style="list-style-type: none"> <li>Improved customer relations</li> <li>Perfect-like marketing mix</li> <li><b>Better resource allocation</b></li> <li>Competitor analysis</li> </ol>
5	<p>Coffee &amp; Beans, a medium-sized coffee shop finds information about their competitors. They find that their competitors focus more on customers like busy professionals and casual coffee drinkers. They notice that large coffee shops focus on quick service for professionals.</p> <p>Coffee &amp; Beans then decides to target students and freelancers by offering cozy study spaces, free Wi-Fi, and discounts during exam periods. By focusing on this specific segment, they avoid direct competition with big coffee shops and attract a loyal customer base. This strategy not only boosts their growth but also helps them stay aware of market trends and competition.</p> <p>Identify the importance of segmentation discussed above.</p> <ol style="list-style-type: none"> <li>Improved customer relations</li> <li>Perfect-like marketing mix</li> <li>Better resource allocation</li> <li><b>Competitor analysis</b></li> </ol>
6	<p>A big clothing brand sees that customers' tastes change a lot due to new fashion trends and environmental issues. Instead of trying to appeal to everyone, they decide to segment their market.</p> <p>They make eco-friendly clothes for green shoppers, trendy outfits for fashion lovers, and affordable basics for budget buyers. By keeping an eye on these groups and updating their products, they meet customers' changing needs better.</p> <p>This way, they stay popular, keep their customers happy, and use their resources wisely, showing how smart marketing can handle frequent changes.</p> <p>Identify the importance of segmentation discussed above.</p> <ol style="list-style-type: none"> <li>Improved customer relations</li> <li>Perfect-like marketing mix</li> <li>Better resource allocation</li> <li><b>Taking care of Dynamic Environment</b></li> </ol>

7	<p>_____ is good to guide the media plan and help the creative agencies to understand how to bring the segment to life.</p> <ol style="list-style-type: none"> <li><b>Demographic segmentation</b></li> <li>Geographic segmentation</li> <li>Behavioural segmentation</li> <li>Psychographic segmentation</li> </ol>
8	<p>India's urban population can be divided on the basis of cities –</p> <ul style="list-style-type: none"> <li>Tier I (8 cities: 8% India's population),</li> <li>Tier II (26 cities: 4% of India's population),</li> <li>Tier III (33 cities: 7% population), and</li> <li>Tier IV (5094 cities: 11% population).</li> <li>The rest 70% is the rural population residing in India's 6,38,000 villages across India.</li> </ul> <p>The above is an example of _____ bases of segmentation</p> <ol style="list-style-type: none"> <li>Geographic segmentation</li> <li>Behavioural segmentation</li> <li>Psychographic segmentation</li> <li><b>Demographic segmentation</b></li> </ol>
12	<p>Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. There may be people belonging to lower class, middle class and high net worth individuals.</p> <p>The above is an example of _____ bases of segmentation</p> <ol style="list-style-type: none"> <li>Geographic segmentation</li> <li><b>Socioeconomic segmentation</b></li> <li>Psychographic segmentation</li> <li>Demographic segmentation</li> </ol>
9	<p>Segment the market according to Personal Demographic Segmentation.</p> <p>Ans:</p> <p>Age, gender, ethnic origin, education, income, occupation, Religion, Family size, Stage of family life cycle, social status/class</p>
10	<p>If you happen to be marketing manager in Gujarat Co-operative Milk Marketing Federation Ltd., a producer of number of Amul milk products, how will you classify the following milk products on the basis of Demographic segmentation.</p> <ol style="list-style-type: none"> <li>Amul Kool</li> <li>Amul Calci</li> <li>Nutramul</li> <li>Amul Lite Slim &amp; Trim Milk</li> </ol> <p>Ans:</p> <ol style="list-style-type: none"> <li>Amul Kool - Kids</li> <li>Amul Calci - Women</li> <li>Nutramul – Health Conscious</li> <li>Amul Lite Slim &amp; Trim Milk – Calorie Conscious</li> </ol>

11	Make a segmentation of the Exercise Industry, Gifting Industry
13	<p>Fast Fashion, 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> <p>Fast Fashion has adopted _____ type of targeting.</p> <p><b>a. Mass marketing strategy</b>  b. Large segment strategy  c. Adjacent segment strategy  d. Multi segment strategy</p>
14	<p>Burger Garage, a fast food joint noticed that some customers want their burgers quickly at work, while others like to sit and eat in a comfortable place. They decided to offer speedy delivery for busy workers, takeaway for those in a rush, and a cozy seating area for others who wanted to sit, relax and dine at the place.</p> <p>Burger Garage decided to sell the same burgers but charged different prices for customers that wanted delivery, the one's taking a takeaway and the one's dinning in.</p> <p>Which type of targeting is adopted by Burger Garage?  Ans: Sub segment strategy</p>
15	<p>Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes.</p> <p>Which type of targeting is adopted by Nike?  Ans: Multi segment strategy</p>
16	<p>Green Glow Skincare is a cosmetic company that offers vegan skincare products. They cater to people who avoid animal products, providing items like plant-based moisturizers and cruelty-free serums. This specialized focus helps them build strong customer loyalty among vegan consumers. They are not in competition with giant companies like L'Oréal and Maybelline.</p> <p>Which type of targeting is adopted by Green Glow Skincare?  Ans: Niche segment strategy</p>
16	<p>A new phone called "iQoo" has been recently launched. It has many high tech features, but some customers might not understand them all. Instead, they buy it because it takes great photos or has a cool design. So, not all products are bought based on just how they look or feel, but also on what they do and what others say about them. This means that factors like how products are shown, past experiences, and what friends think can also influence what we buy.</p> <p>Identify the bases of Positioning highlighted above.  Ans:  Physical Positioning</p>

17	<p>Tiffany Young, a famous K-Pop idol and band member of Girls Generation was recently roped in as a brand ambassador for a Korean skincare brand Beauty of Joseon. The brand made this decision in order to increase their sales with the help of Tiffany's celebrity status.</p> <p>Identify the bases of Positioning highlighted above. Ans:</p> <p><u>Perceptual Positioning</u></p>
18	<p>Imagine you're the marketing manager for a renowned sportswear brand, catering to various consumer segments. How would you strategically position your products to appeal to the following segments: professional athletes, fitness enthusiasts, outdoor adventurers, fashion-forward individuals, and environmentally conscious consumers? Ans:</p> <ol style="list-style-type: none"> <li>Professional Athletes: products can be put in stores near training facilities or sports stadiums where athletes practice and compete.</li> <li>Fitness Enthusiasts: It can be sold in stores at gyms or fitness centres where people go to work out and stay healthy.</li> <li>Outdoor Adventurers: It could be available in stores near hiking trails, camping sites, or outdoor gear shops where adventurers buy their equipment.</li> </ol>
19	<p>What is the customer segment that Centrepoint targets? Ans:</p> <ul style="list-style-type: none"> <li>Families and individuals of different ages and lifestyles.</li> <li>Parents shopping for their kids</li> <li>young adults looking for trendy fashion,</li> <li>homemakers seeking quality home decor</li> </ul>
20	<p>When Lays was launched in the market, the tagline was "No one can eat just one"; in 2003, the tagline was – "Get ready to win"; in 2008, it was - "Life needs flavor"; in 2011, and in 2016, it is – "Lays. Smile".</p> <p>What positioning do taglines indicate? Ans:</p> <p>2003: No one can eat just one - irresistible taste  2008: Get ready to win - associating with success  2011: Life needs flavour - highlighting enjoyment  2016: Lays. Smile - associating with happiness</p>
21	<p>Compaq was the first brand to introduce a "portable" PC.</p> <p>The above is an example of a brand based on _____ positioning.</p> <ol style="list-style-type: none"> <li>Attribute</li> <li>Price/ quality</li> <li>Completeness</li> <li><b>First mover</b></li> </ol>

22	<p>Walmart's positioning "Save money. Live better." As compared to its opponent Amazon's positioning "one-stop-shop for online shopping"</p> <p>The above is an example of a brand based on _____ positioning.</p> <ul style="list-style-type: none"> <li>a. Attribute</li> <li>b. Price/ quality</li> <li><b>c. Competitor</b></li> <li>d. First mover</li> </ul>
23	<p>Crane's stationery, "for the writer somewhere in each of us."</p> <p>The above is an example of a brand based on _____ positioning.</p> <ul style="list-style-type: none"> <li>a. Product class</li> <li><b>b. Product user</b></li> <li>c. Distribution</li> <li>d. Exclusivity</li> </ul>
24	<p>Toshiba focused only on laptop computer</p> <p>The above is an example of a brand based on _____ positioning.</p> <ul style="list-style-type: none"> <li>a. Product class</li> <li>b. Product user</li> <li>c. Distribution</li> <li><b>d. Exclusivity</b></li> </ul>
25	<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> <p>Ans: Determine product's current location (positioning) in the product space and intensity</p>