Tiempo restante 0:59:56 Ocultar

Pregunta **1**

Sin responder aún

Puntúa como 6,66

v1 (última)

Choose the answer that is NOT correct:

"You will increase sales and generate more profit for your business if you…

a. …group potential customers with no similar needs or behaviors."

b. …tailor marketing strategies to reach potential clients and fulfill their needs."

c. …work on a specific target market."

d. …understand your customers' interests."

Pregunta **2**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?

"Tailoring products and marketing campaigns to specific segments makes business more competitive."

Verdadero

Falso

Pregunta **3**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?

"Target marketing takes place when companies and organizations offer a product or service to a large group of possible clients through the same strategy."

Verdadero

Falso

Pregunta **4**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"When you use segmentation, you will apply key differentiators to divide customers into targeted groups."

- ○ Verdadero
- ○ Falso

Pregunta **5**

Sin responder aún

Puntúa como 6,66

v1 (última)

Which variable is NOT included in demographic segmentation?

- ○ a. Income
- ○ b. Gender
- ○ c. Religion
- ○ d. Personality

Pregunta **6**

Sin responder aún

Puntúa como 6,66

v1 (última)

Which variable is NOT included in geographic segmentation?

- ○ Continents
- ○ Regions
- ○ Countries
- ○ Age

Pregunta **7**

Sin responder aún

Puntúa como 6,66

v1 (última)

Which variable is NOT included in cultural segmentation?

- ○ a. Music
- ○ b. Language
- ○ c. National traditions
- ○ d. Buying response

Pregunta **8**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"All customers have the same needs and they respond in the same way to advertisements."

- ○ Verdadero
- ○ Falso

Pregunta **9**

Sin responder aún

Puntúa como 6,76

v1 (última)

Choose the only right answer:

"Dividing customers into subgroups means that...

- ○ ...personalized communication does not make customers feel valued or appreciated."
- ○ ...customers do not want companies to acknowledge their purchase history and unique preferences."
- ○ ...a business can be successful and competitive without segmentation processes."
- ○ ...companies have to send customers personalized messages and offers to encourage purchases."

Pregunta **10**

Sin responder aún

Puntúa como 6,66

v1 (última)

Which variable is NOT included in psychographic segmentation?

- ○ a. Social class
- ○ b. Lifestyle
- ○ c. Interests
- ○ d. Nationality

Pregunta **11**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"The advantage of mass marketing is that production costs are lower. Its main disadvantage is ignoring customer's needs."

- ○ Verdadero
- ○ Falso

Pregunta **12**

Sin responder aún

Puntúa como 6,66

v1 (última)

Which variable is NOT included in behavioral segmentation?

- a. Climate
- b. Practices
- c. Attitudes
- d. Knowledge

Pregunta **13**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"Occasional segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, and spending habits."

- Verdadero
- Falso

Pregunta **14**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"Market segmentation is the identification of groups that belong to different segments of the market so that businesses can properly satisfy the demands of the possible customers"

- Verdadero
- Falso

Pregunta **15**

Sin responder aún

Puntúa como 6,66

v1 (última)

True or false?
"Segmentation makes it difficult to select the appropriate advertisements and marketing strategies for each particular segment."

- Verdadero
- Falso

◄ Video expositivo sobre oportunidades de mejora en medio ambiente y SST GA3-220601501-AA4-EV01 (oculto)

Ir a...

ZAJUNA