



محمد الشايب (مرداوي)

Time left 0:01:57

In the context of behavioral segmentation, markets segmented by _____ can be categorized into light, medium, and heavy product users.

- a. loyalty status
- b. benefits sought
- c. usage rate
- d. occasion
- e. user status

Clear my choice

C

محمد الشايب (مرداوي)

Time left 0:02:09

Which of the following refers to a behavioral segmentation variable that involves segmenting markets into nonusers, ex-users, potential users, first-time users, and regular users of a product?

- a. gender status
- b. user status
- c. loyalty status
- d. usage rates
- e. income status

Clear my choice

B

محمد الشايب (مرداوي)

Time left 0:02:13

To the extent that a company can differentiate and position itself as providing superior customer value, it gains _____.

- a. core competencies
- b. competitive advantage
- c. service life
- d. contingent liability
- e. complementary assets

Clear my choice



محمد الشايب (مرداوي)

Time left 0:02:35

Using _____ segmentation, marketers form segments of consumers who have similar needs and buying behaviors even though they are located in different countries.

- a. occasion
- b. intermarket
- c. benefit
- d. demographic
- e. psychographic

Clear my choice

محمد الشايب (مرداوي)

Time left 0:02:28

An American cola-manufacturing company that primarily targets rebellious (متمردين) and adventurous (مغامرين) people most likely uses _____ segmentation.

- a. benefit
- b. psychographic
- c. geographic
- d. income
- e. occasion

Clear my choice

محمد الشايب (مرداوي)

Time left 0:02:22

Marketers who use _____ often segment their markets by consumer lifestyles and base their marketing strategies on lifestyle appeals.

- a. geographic segmentation
- b. occasion segmentation
- c. benefit segmentation
- d. demographic segmentation
- e. psychographic segmentation

Clear my choice



محمد الشايب (مرداوي)

Time left 0:02:18

The Coca-Cola Company divides its customers into different regional units, such as Asia, Australia, and the Americas. This is an example of _____ segmentation.

- a. psychographic
- b. benefit
- c. occasion
- d. geographic
- e. demographic

Clear my choice

محمد الشايب (مرداوي)

Time left 0:02:05

_____ involves dividing a market into smaller segments of buyers with distinct (مختلفة) needs, characteristics, or behaviors that might require separate marketing strategies or mixes.

- a. Mass customization
- b. Differentiation
- c. Market segmentation
- d. Positioning
- e. Market targeting

Clear my choice

محمد الشايب (مرداوي)

Time left 0:02:01

8 Fiat Automobiles markets its cars based on the age, gender, and income of its customers. Which of the following types of market segmentation is evident (واضح) here?

- a. geographic segmentation
- b. occasion segmentation
- c. benefit segmentation
- d. psychographic segmentation
- e. demographic segmentation

Clear my choice



محمد الشايب (مرداوي)

Time left 0:01

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Which of the following is true about multi-segmentation systems?

- a. Multiple segmentation is ineffective in large markets.
- b. Multiple segmentation bases help identify smaller, better-defined target groups.
- c. Marketers using multiple segmentation bases tend to ignore smaller markets.
- d. Marketers often use multiple segmentation bases to control inflation (تصخم مالي).
- e. Multiple segmentation rarely (نادرا) involves the use of demographic data.

Clear my choice