

English Exam: Form 2

Exercise 01: (10 pts)

State whether the following statements are true or false:

1. The marketer should not determine the basis for segmentation based on the area of business.
2. Each segment thus formed will have similar preferences.
3. When the marketer chooses only one segment to target, it is focus marketing.
4. A bank official fills in all your loan documents without any mistake. This shows that he is reliable.
5. Targeting only one segment is the least expensive option for a service company.
6. A company should develop its marketing mix without keeping customer profiles in mind.
7. Niche marketing makes a firm use its limited resources optimally.
8. A client in a store has been greeted and assisted by an executive, this relates to the empathy dimension.
9. A bank official fills in all your loan documents without any mistake. This shows that he is responsive.
10. More intense the competition, less attractive will be the segment.

Exercise 02: (05 pts)

Fill in the blanks:

11. A niche market is in size and consumers in the market have special needs and wants that the service firm attempts to satisfy.
12. marketing is sometimes also referred to as concentrated or focus marketing.
13. If a service firm targets a group of consumers with Plan A and another group of consumers with Plan B, it is following marketing.
14. Concept of marketing is a resultant product of undifferentiated marketing.
15. If a firm offers the same services to all the consumers in the market, it is following marketing.

Missed words:

small - targeting - differentiated - niche - segmentation - undifferentiated - big - blueprinting

Exercise 03: (05 pts)

Discuss the following briefly:

"One cannot be everything to everyone; But one can be everything to a select few"

Good Luck

English Exam: Form 2 - Solutions

Exercise 01:

- A. F
- B. F
- C. T
- D. F
- E. T
- F. F
- G. T
- H. F
- I. F
- J. T

Exercise 02:

1. A niche market is **small** in size and consumers in the market have special needs and wants that the service firm attempts to satisfy.
2. **niche** ... marketing is sometimes also referred to as concentrated or focus marketing.
3. If a service firm targets a group of consumers with Plan A and another group of consumers with Plan B, it is following ... **undifferentiated**... marketing.
4. Concept of ... **differentiated** marketing is a resultant product of undifferentiated marketing.
5. If a firm offers the same services to all the consumers in the market, it is following ... **undifferentiated** marketing.

Exercise 03:

"One cannot be everything to everyone; But one can be everything to a select few" - Michael Porter.

- how to segment a market ?
- why firms need to segment a market ?
- what are market segmentation benefits ?
- what is market targeting ?