

TEACHER – CHANDRAMA BASU
SUBJECT –MARKETING MANAGEMENT, SEMESTER 2.
TOPIC- CONSUMER BEHAVIOUR AND MARKET SEGMENTATION
SHIFT-MORNING

QUESTIONS AND ANSWERS

Q1. What is consumer market segmentation?

Answer – Consumer market segmentation refers to the market segmentation based on the characteristics of the consumer. These characteristics include, the segmentation based on the income, age, education, religion etc of the consumer.

Q2. What is industrial market segmentation?

Answer- Industrial market segmentation refers, to the market segmentation for industrial products. Markets are segmented on the basis of kind of business, purchasing procedure, size of user etc

Q3 . What is geographical market segmentation?

Answer - It aims at dividing the market into different geographic units, such as nation, states, regions, districts and cities. For example – coffee is popular throughout south India while it is tea that is preferred in north India.

Q4. What is behavioural market segmentation?

Answer - In behavioural market segmentation, buyers are divided into groups based on their knowledge, attitude, use of or response to a product. For example “maggie noodles” has been promoted as an “instant noodle”.

Q5. What is market segmentation?

Answer - Market segmentation is a process by which heterogeneous market are divided into homogeneous groups. A market segment consists of a large identifiable group within a market with similar wants, purchasing power, geographical locations, buying attitudes.

Q6. Mention two importance of market segmentation?

Answer – (i) Specialised marketing- Marketing can be more specialised when there is proper market segmentation, because the specialised needs of each segments can be properly known

(ii) Effective marketing plans – Marketing plans can be made more effective because separate plans can be prepared for separate markets.