Social Media and Mobile Marketing Strategy 1st edition Priluck Test Bank

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Chapter Two

Multiple Choice

1. Dividing Chinese customers by the cities such as Chong Quing, Xi'an and Hangzou represents which type of segmentation?:
*a) geographic
b) demographic
c) psychographic
d) usage rate
e) use occasion

2. Segmenting customers by luxury buyers versus non luxury buyers suggests which type of segmentation?
a) geographic
b) demographic
*c) psychographic
d) usage rate
e) use occasion

3. B2B marketing typically involves:
a) consumers in social media
b) businesses who sell products to luxury consumers
c) customers who sell to one another on eBay
*d) the market of businesses that sell to other businesses
e) none of the above

4. Strong target markets that firms may consider have each of the following characteristics EXCEPT:
a) ability to purchase
b) desire to purchase
*c) many competitors
d) reception to marketing communications
e) potential to be profitable

5. Why do most marketers segment by age and gender?:
a) it is easy to determine people's genders and ages
b) Nielsen TV ratings data provide information on these characteristics
c) some product categories sales are dependent on age and gender
d) marketers do not know about psychographic segmentation
*e) more than one of the above is true

6. When Reddiwip targets people who want to eat fruit for dessert they are segmenting by:
a) demographics

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b) gender
c) geography
d) psychographics
*e) behavior

7. When Reddiwip targets women they are segmenting by:
*a) demographics
b) gender
c) geography
d) psychographics
e) behavior

8. When Reddiwip targets women who like to exercise they are segmenting by:
a) demographics
b) gender
c) geography
d) psychographics
*e) more than one of the above is true

8. When Reddiwip segments the market by people who like to work out they are using which type of segmentation?:
a) demographics
b) gender
c) geography
*d) psychographics
e) more than one of the above is true

9. With Facebook you can segments markets and target them in all of these ways EXCEPT:
*a) personality
b) activities
c) marital status
d) geographic location
e) devices owned

10. Which of the following is NOT a goal you can achieve directly using Facebook's interface?:
a) website clicks
b) increasing page likes
c) increase software downloads
*d) increase search engine rankings
e) responses to events

11. Which of the following is an example of an influencer?:
a) opinion leaders
b) experts

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c) bloggers
d) celebrities
*e) more than one of the above is true

12. Out of the following groups who has the most contact in real life with his or her followers?:
*a) opinion leaders
b) experts
c) bloggers
d) celebrities
e) brands

13. Toby's father recommended three computer systems for him to buy. His father would be considered:
*a) opinion leader
b) expert
c) blogger
d) relation
e) brand

14. Which of the following best matches the description of an expert?:
a) your cousin who likes technology
b) George Clooney for Porsche
*c) Dr. Oz for over the counter medications
d) a Financial Times writer on stocks
e) reviewers on Tripadvisor

15. Which of the following is a measure of influence in social media?:
a) Q-scores
*b) Klout
c) Google Analytics
d) pintermission
e) social laddr

16. Q-scores measure:
a) consumer response time online
b) return on investment
c) number of tweets per customer
*d) celebrity trustworthiness and attractiveness
e) none of the above

17. Which entity is most likely to collect and publish extensive demographic data about a population?:
*a) the US government
b) Fortune 100 companies

c) social media platforms
d) internet start-ups
e) non governmental organizations

18. Which is NOT a demographic segment?:
a) occupation
b) income
*c) gross domestic product
d) marital status
e) country of origin

19. When Facebook divides the market based on the discovery that women use more social media than men represents which of the following types of segmentation?:
a) demographic
b) geographic
c) behavioral
*d) both a and c
e) none of the above

20. Why should marketers avoid targeting markets before segmenting them?:
a) because segmentation is better than targeting to achieve objectives
*b) to ensure consideration of all potential targets
c) marketers should never use targeting to identify customers
d) targets are more lucrative than segments
e) targeting always identifies the best prospects

21. When using target marketing whom should cola marketers consider as potential buyers?:
a) teens
b) kids
c) office workers
d) moms
*e) more than one of the above is true

22. Poland Spring targets runners. Which type of segmentation led to this decision?: a) demographic
b) geographic
*c) psychographic
d) behavioral
e) usage rate

23. The reason why Poland Springs' target of runners is NOT behavioral segmentation is because
a) runners don't get thirsty
b) behavioral targets are not based on segmentation

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*c) runners do not necessarily use water as part of the task of running
d) runners are a demographic group
e) Poland Springs should not target runners

24. In which type of digital targeting do marketers identify websites for fans of popular entertainment properties?:
a) behavioral
b) contextual
c) day part
d) geographic
*e) affinity

25. Which of the following is an example of online contextual targeting?:
a) Target reaches customers Target's website
b) Walmart advertises on a car buying site
c) Office Max runs ads in the Wall Street Journal
d) Swiss Army runs ads on the fan site for the TV show Naked and Afraid
*e) none of the above

Essay

1. Give and example of each type of segmentation from either social media or mobile marketing .

2. Choose a brand and describe the types of segmentation the marketing team could consider prior to choosing a target market.