

***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

- 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

- 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

- *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 an 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.