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| Q1 | **Fill in the gaps** |
| Market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of splitting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ within a market into \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, needs or wants. This process means a business can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a particular group of customers more effectively with its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or services. There are many different ways to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the market, such as by \_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  If a business targets a particular segment that has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ needs, it can then make sure it selects an appropriate marketing \_\_\_\_\_\_\_\_\_\_\_\_\_ for the product and its customers. This practice should increase sales and help the business to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.  Furthermore, a business can undertake market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to identify a \_\_\_\_\_\_\_\_\_\_\_\_ in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the competition that exists within that market at a point in time. | |
|  | ***Choose from****: income; gap; competitive; groups; target; segment; mix; mapping; customers; market; segmentation; age; characteristics; similar; goods* |

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| Q2 | **Match it! Identify the type of segmentation used in each of the following examples** | | |
|  | **2.1** A sports car aimed at wealthy customers |  | **a.** Demographics - gender |
|  | **2.2** A cinema targeting customers who live within 10 miles of a city centre | **b.** Age |
|  | **2.3** A new range of meals produced specifically for vegetarians | **c.** Location |
|  | **2.4** A chocolate bar aimed at school children | **d.** Income |
|  | **2.5** A clothing range aimed at males | **e.** Lifestyle |

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| Q3 | | **Pros and cons! Identify which of the following statements are advantages of market segmentation and which are disadvantages** | | | | |
|  | |  | | | **Advantage** | **Disadvantage** |
|  | | **3.1** Goods and services can be better matched to customer needs | | |  |  |
|  | | **3.2** Any marketing communication can be tailored for a particular market segment | | |  |  |
|  | | **3.3** If a business aims at a particular segment, they may end up ignoring a large number of customers | | |  |  |
| Q4 | **Match it! Match the key term to the correct definition** | | | | | |
|  | **4.1** Market map | |  | **a.** businesses that operate in the same market which are trying to attract and gain sales from others | | |
|  | **4.2** Gap in the market | | **b.** is a method used to identify where a product is positioned in the market in terms of certain criteria e.g. high price / low price / high quality / low quality | | |
|  | **4.3** Competition | | **c.** a place in the market where existing consumer needs are not being met | | |

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| Q5 | **True or false? Identify if each of the following statements are true or false** | **True** | **False** |
|  | **5.1** A market map helps to identify where a market is overcrowded |  |  |
|  | **5.2** A market map helps to identify a gap in the market |  |  |
|  | **5.3** A gap in the market identified through market mapping guarantees demand for a product |  |  |
|  | **5.4** Market mapping does not help to identify the position of competitors |  |  |
|  | **5.5** Market research helps a business to establish the factors/criteria to be used in market mapping |  |  |
|  | **5.6** One example of a suitable market mapping factor/criteria is basic quality / high quality |  |  |