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**Answers**

1. c) Market segmentation
2. a) Accessible
3. c) A way to apply demographic segmentation
4. b) Usage rate
5. d) Behavioural segmentation
6. c) Bolivia
7. c) It provides a commercially viable method of serving customers
8. c) Market targeting
9. a) Differentiated marketing; focusing marketing efforts on a number of segments.
10. c) Concentrated marketing
11. a) Undifferentiated marketing strategy
12. c) Market Positioning
13. d) Aid in competitor analysis
14. c) Consumers
15. b) Show where consumers place an organisation in relation to its competitors