

Topic 2 Quiz

1.- Examples of neuromarketing research are:

Brain activity

- Emotional response to an ad or product
- Eye movement tracking
- All of the above

2.- What is market segmentation?

Dividing the entire market into groups of consumers

3.- Which of the following does not cover marketing data:

Customer

4.- Demographics, trends, buying habits, competition, and industry environments are the part of:

Marketing data

5.-What are the four positioning statements:

- Target market, category, brand promise, the reason to believe
- Target market, repositioning, brand promise, the reason to believe
- Marketing research, category, brand promise, the reason to believe
- Target market, category, data collection, the reason to believe

6.-Psychographic segmentation narrows segments of the market by:

Act and thinking of customer

7.- Which is the proper sequence of the marketing research process:

- Identify the Problem