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1. Brand loyalty, readiness to buy, occasions, and user status are often considered under which one of the following bases of segmentation in consumer markets?

Options:

- a) Psychographic
- b) Demographic
- c) Behavioralistic
- d) Geographic

Correct option: c) Behavioralistic

2. In the SPACE analysis, what does (+7, -6) coordinates depict?

Options:

- a) A financially strong firm operating in an unstable environment
- b) A highly competitive firm operating in an unstable environment
- c) A firm operating in a strong industry with a stable environment
- d) A firm operating in a strong industry with an unstable environment

Correct option: a) A financially strong firm operating in an unstable environment

3. ABC Corporation can have a competitive advantage over its competitor by taking all of the following actions EXCEPT:

Options:

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- a) By having debt/equity ratio equals to 1
- b) By increasing product quality
- c) By altering the product life cycle
- d) By increasing the customer base

Correct option: a) By having debt/equity ratio equals to 1

4. Which one of the following is the most dramatic new market segmentation strategy?

Options:

- a) Targeting on Geographic variables
- b) Targeting on gender and age
- c) Targeting on Behavioral variables
- d) Targeting of regional tastes

Correct option: d) Targeting of regional tastes

5. On the x-axis of the IE Matrix, an IFE total weighted score of 1.50 depicts what?

Options:

- a) An average internal position
- b) A weak internal position
- c) A strong internal position
- d) A low internal position

Correct option: b) A weak internal position

6. Which of these is an attractive strategy for a cash cow division?

Options:

- a) Backward integration

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b) Conglomerate diversification

c) Concentric diversification

d) Horizontal integration

Correct option: c) Concentric diversification

7. 'Harvest or divest' is one of the major regions of which of the following?

Options:

a) Grand Strategy Matrix

b) SPACE Matrix

c) Internal-External Matrix

d) Grand Strategy Matrix

Correct option: d) Grand Strategy Matrix

8. Which of the following is a Corporate level objective?

Options:

a) Increasing earnings per share by at least 10%

b) Getting 75% customer awareness of the company's brand in target markets

c) Building customer database of at least 250,000 companies

d) Achieving a 10% share of the international market

Correct option: d) Achieving a 10% share of the international market

9. Which one of the following is not included in a defensive strategy?

Options:

a) Joint venture

b) Liquidation

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c) Divestiture

d) Divestiture

Correct option: a) Joint venture

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