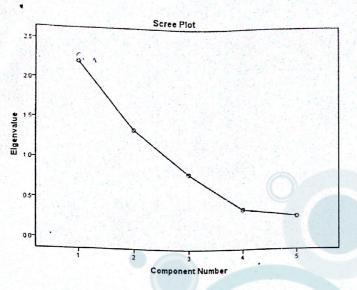
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Marketing Kaizen team		Student =:			3	-5				
Kai	zen t	eam .	- tadem			0			_ 0	
					1,	,8			-10	
C		on 1. (7 H	oints) Ansv	wer T/F in the	box.	100		4	-5	
1 2 3 4 5 6	1. F	Respon	se to marketir	ng actions often	takes place in	stantly.		17	-8	
$\frac{2}{3}$	2. 1	A targe	market: is a	market that a co	ompany choose	es to serve effe	ectively and	d profitably.		
	3. F		-	t be used in clus			d in marke	t segmentation.	5	
- 4	1. X	Discrim	inant analysi	s is used in mar	ket segmentati	on.				
5	5. 7	Produc	ts and service	s with similar u	se functions a	re in similar m	arkets, and	hence they are	in competi	
_	5. +	Market	ets may be defined and segmented by studying the switching behavior of customers							
	7.			s of the VALS:			consumer	motivation (the	vertical	
_		dimens	ion) and cons	sumer resources	(the horizonta	d dimension).				
(Luesti	on 2. Fill	in the blan	k (15 Points)						
1	l. m	a. C 10. L	a igans	ocietal and mana	agerial process	by which exc	hanges are	brought about	in an	
	ecc	nomy to	satisfy the ne	eds and wants o	f individuals a	nd organization	ons.	o.oug doom		
2	26	entro 11	able	variable	: those th	at the firm cor	ntrols, such	as the level of		
	adv	vertising a	and the produc	ct features to be	designed into	a new produc	t.	C	61	
3	3. Ag	ing of a priables.	opulation, ne	w regulations, a	ind industry ca	pacity are all	examples of	i envilonn	<u>ce</u> mai	
, 4	4. vai		havior indicat	ted by number 1	is some or	response.				
		1110 00	tiavioi maioui	log by mamour 2	3					
5		1						1		
1		STATE OF THE STATE								
				Les Marchael						
5	5. <u>ma</u>	acketiv	9 segn	rentation is t	he process of	dividing custo	mers into g	groups whose va	lluations	
				ween groups an uires a depende), and inde	enendent	
				discriptive						
	7. Dei	mographic	c segmentatio	n is an example	of segment	discriptiv	re_			
		narket is i	ot defined by	va product	rather b	y common cu	stomer _Y	leeds.		
					st often used to	help a marke	ting resear	cher predict the	The state of the s	
	9.		Jish a quator	mar halaman				ener predict the	group or	
<u> </u>	9. cate		which a custor	mer belongs.	prises the ider					
<u> </u>	9 cate	egory to v	customers, de	com	f these groups	ntification of d the organizati	lifferent neo	eds for specific serve (and on w	groups or hat basis) a	
8 9	cate 10 seg	ments of	customers, de	com eciding which of mix programs s	f these groups to the needs of	ntification of d the organizati these groups	ifferent neo on should s are then mo	eds for specific serve (and on wore closely met.	groups or hat basis) a	
8 9	cate 10 seg	ments of n designing hasis for	customers, de	com eciding which of mix programs s	f these groups to the needs of tentation cente	ntification of d the organizati these groups rs on the idea	lifferent ned on should sare then mo that consur	eds for specific serve (and on wore closely met. mers pass throu	groups or hat basis) a gh a series	
8 9 9 1	cate 10 seg the 11.This	ments of n designir s basis for istinct pha	customers, deng marketing	com eciding which of mix programs s <u>stage</u> segm ives. Each phase	f these groups to the needs of tentation cente is associated	ntification of d the organizati these groups rs on the idea with different	lifferent ned on should sare then mo that consur	eds for specific serve (and on wore closely met. mers pass throu	groups or hat basis) a gh a series	
\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	cate 10 seg the 11. This	ments of n designing basis for istinct pha	customers, deng marketing	com eciding which of mix programs s S-3C segm ives. Each phase	f these groups to the needs of the needs of the needs of the tentation center is associated the data.	ntification of d the organizati these groups rs on the idea with different	ifferent neon should sare then mother that consumer purchasing	eds for specific serve (and on wore closely met. mers pass through patterns and n	groups or hat basis) a gh a series eeds.	
white	cate 10 seg the 11. This of d 12 3. The	ments of n designir s basis for istinct pha	customers, deng marketing life asses in their life asses in their life are present is thus a new transfer and is thus a new transfer are life as a new trans	comeciding which of mix programs segmives. Each phase is a tool to rents the percenta	f these groups to the needs of the needs of the needs of the needs of the data. The second of the data of the needs of the	tification of d the organizati these groups ars on the idea with different in a specific	different need on should sare then mother that consurt purchasing wariable, ac	eds for specific serve (and on wore closely met, mers pass through patterns and not counted for by	groups or hat basis) a gh a series eeds. all the	
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white	cate 10. seg the 11. This of d 12. com 14. mar 15. Questi- the box	ments of n designir s basis for istinct phase ponents a high marketing system. A	customers, deng marketing Alexandre description asses in their life description asses in their life description represent variation represent Points) Cho 6 7 8	commix programs s shale segmives. Each phase is a tool to rents the percentanumber ranging ables are variant the contribution ose the correct B	f these groups to the needs of tentation cente e is associated educe the data age of variance from zero to o ables that are n on of a variable t answer for t 11 12 13	attification of dethe organization of these groups are on the idea with different in a specific value of under the control of the following	ifferent net on should sare then mo that consure purchasing variable, accontrol of arent, questions 16 17 18	eds for specific serve (and on wore closely met, mers pass throug g patterns and n counted for by	groups or hat basis) a gh a series eeds. all the	
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4	1. When using "User status" The distinction may be made between
	(A) Non-users, Ex-users, Potential users, First-time users, Regular users
	B) Heavy users, Medium users, Light users, Non-users
	C) Hard core loyals, split loyals, shifting loyals, switchers
	D) Unaware of the product, aware of product, informed of product, interested in product,
	desire the product, and some intend to buy the product.
	2. When we purchase a car it fulfils the functions of transport, prestige, convenience, etc.
	This is an arranged a car it fulfills the fulfills of transport, prestige, controlled to
	This is an example of segmenting a market based on:
	A) Occasions
	(B) Benefits sought
	C) Loyalty Status
	D) Buyer-readiness stage
3	consists of evaluating the attractiveness of different market segments and selecting one or
	more market segments to enter.
	A) Market segmentation
	B Market targeting
	C) Positioning
1	D) Differentiation Which of the following divides buyers into segments based on their knowledge, attitudes, uses, or
4	. Which of the following divides buyers into segments based on their land was a
	responses to a product?
	A) Behavioral segmentation
	B) Psychographic segmentation
	C) Demographic segmentation
	D) a 1
5	If men and women respond similarly to marketing efforts for computers, they do not constitute
	separate segments. In this sense, these segments are not
	separate segments. In this sense, those segments
	A) Feasible
	B) Manageable
	C) Reliable
	(D) Differentiable
6.	divides buyers into different segments based on social class, lifestyle, or personality
	characteristics.
	A) Behavioral segmentation
	B Psychographic segmentation
	C) Demographic segmentation
	D) Conder gogmentation
	D) Gender segmentation Which of the following involves going after a large share of one or a few smaller segments or niches?
7.	Which of the following involves going after a range share of one of a zero
	A. Micromarketing
	B. Differentiated marketing
	C Concentrated marketing
	D. Undifferentiated marketing
8.	Using a strategy, a firm decides to target several market segments and designs separate offers
	for each.
	A. micromarketing
	(B) differentiated marketing
	Q. and contracted marketing
	C. concentrated marketing
	D. undifferentiated marketing
0	A(n) or tree graph is a graphical device for displaying clustering results. Vertical lines
9.	represent clusters that are joined together. The position of the line on the scale indicates the distances
	represent crustors were joined
	at which clusters were joined.
i in	(A) dendrogram
	B) scattergram
	© scree plot
	D) icicle diagram
	Which statement is <i>not</i> true concerning the clustering solution if the variables are measured in vastly
Sheet of the State	다른 하게 함께 하는데 보고 보고 있다. 이번 사람들은 사람들은 사람들은 사람들은 사람들은 사람들은 사람들은 사람들은
	different units? The clustering solution will not be influenced by the units of measurement. The clustering solution will not be influenced by the units of measurement.
A)	The clustering solution will not be influenced by the differences between groups on variables that may best discriminate
BY	Standardization can reduce the differences between groups on variables that may best and
/	groups or clusters.
C١	It is desirable to eliminate outliers. It is desirable to eliminate outliers.
C)	It is desirable to eliminate outliers. We must standardize the data by rescaling each variable to have a mean of zero and standard deviation of un. Page 2 of 5
וע	Page 2 of 5
10000	

11.			
	is a cluster	ring procedure characterized by the development of	of a tree-like structure
		hierarchical clustering	
		archical clustering	
	C) 1W0	Step clustering	
12.	is a cluster	nizing partitioning clustering ing procedure where each object starts out in a se	parate cluster
	A) No.	ng procedure where each object starts out in a se	parate cruster.
	A) Non-I	hierarchical clustering	
		rchical clustering	
	DIVIS	ive clustering	
		omerative clustering	
13. The	method	d is based on minimum distance or the nearest ne	ighbor rule.
	(A) single lin		
	B) medium l		
	C) complete		
	D) average li		
1.4 771	b) average in	likage	nerely the minimum or
14. The	method	l uses information on all pairs of distances, not r	nerery the minimum of
max	imum distances.		
A) sing	le linkage		
B) med	ium linkage		
C) com	plete linkage		
D) aver	age linkage		
15	- 1	erative methods of hierarchical clustering in wh	ich clusters are generated to
13.	are aggiom	Stative methods of metaromodi ordination	
mini	imize the within-c	luster variance.	
	<u>A</u>)	Variance methods	
	B) C)	Linkage methods	
	C)	Centroid methods	
	D)	Parallel methods	
16 7 1		the site of an analysis and the is	and the predictor or
l6. In di	scriminant analys	is, the criterion or dependent variable is	
inde	pendent variables	are in nature.	
	A)	interval; categorical	
	B)	ordinal; interval	
		categorical; interval	
	Ø) D)	ordinal; categorical	
			· · · · · · · · · · · · · · · · · · ·
17. The	linear combination	ns of independent variables developed by discr	iminant analysis that will best
discr	iminate between t	the categories of the dependent variable are	
uisoi	A)	discriminant functions	
	B)	discriminant scores	
		characteristic profiles	
	C)	characteristic profiles	
	D)	classification matrix	
		to marker questions such as	
18. Discr	iminant analysis	can be used to answer questions such as	aditures prices and level of
A) How much	n of the variation	in sales can be explained by advertising exper	lultures, prices, and level of
		선생님들은 내 사람들은 가게 하는 나는 그리고 하는데 하나 사람들은 물리가 가꾸다니까? 그렇게 하는데	그리고 있다. 그 아이들은 그는 그들은 사람들이 가장 하는 등록 모든 그리고 하셨다는 것들까지 않다.
D) In terms O	f demographic ch	aracteristics, how do customers who exhibit s	tore loyalty differ from those who
그리고 얼마나는 그리아를 하고 있습니다. 얼마나 얼마를		사람이 보는 그들이 많은 사람들은 경로 시간을 통해되었다. 물건 부탁하는 등 전하다니라 하는 뒤를 다고 하다고 있다. 아니라는 아니라를 하다니	
do not?	ha diatinguighing	characteristics of consumers who respond to	direct mail solicitations?
C) What are t	ne distinguishing	Characteristics of consumers was tar-	
D) Both B and	d C are correct.		
10 In the	VALS framewo	rk, the four groups with lower resources are	
19. In the		Believers, Strivers, Thinkers, Survivors	
	A)	Impositore Thinkers Makers Curvivers	
	B)	Innovators, Thinkers, Makers, Survivors	
	C)	Believers, Strivers, Makers, Survivors	
	D)	Believers, Strivers, Achievers, Survivors	
	is a stat	istic summarizing the strength of association	between two metric variables.
20. The _		multiple regression analysis	
	A)	partial correlation coefficient	
	B)		
	C)	ANOVA	
Mill Bridge (CA)	D')	Pearson correlation coefficient	
di pari serila di		Page 3 of 5	

Question 4. (5 Points)

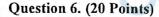


Determine the number components to be extracted based on the above scree plot. Explain your reasoning. 2 component because eigenvalue 7,1

Question 5. (10 Points)

We ask respondents from four organizations that will purchase a copier to state which of its eight features (F) are essential, (F1=sorting, F2=color, etc.). Segment the market based on the following result:

	Essential Features? (Yes or No)							
	F1	F2	F3	F4	F5	F6	F7	F8
Org. A	Y	Y	N	N	Y	Y	Y	Y
Org. B	Y	Y	N	N	N	Y	Y	Y
Org. C	N	N	Y	Y	Y	N	N	N
Org. D	N	N	Y	Y	Y	N	Y	Y



Con	nponent	Matrix

Component M	atrix			10:	ຄື	K-3
Variable	F	Component 2	F3	0/6806	Ka	
X1.	0.825	0.417	0.047	18.0882 0.6806	0.1738	
X2	0.297	-0.703	0.645	0.935 0.6882	1 0043	- 0081
X3	0.913	0.066	-0.090	10/43	6-1	0.3312
X4	-0.257	0.764	0.576	All the later than the second of the second	1.256	0.458
		eigen	valu	1.668	1.236	

Consider the above component matrix,

- 1. Calculate the eigenvalues

2. Calculate the communalities.

3. What is the maximum number of components what may be extracted?

2. Sometimes of the communalities. 4. Determine the number of components that should be extracted, explain your

1. eigenvalue for
$$f_1$$
: 1.668 | 2. for χ_1 : 0.6806 + 0.1738 + 0.0022 = 1.256 | χ_2 : 0.0882 + 0.442 + 0.416: χ_2 : 0.0882 + 0.442 + 0.416: χ_3 : 0.8336 + 0.0043 + 0.0081 = χ_3 : 0.8336 + 0.0043 + 0.0081 = χ_3 : 0.8336 + 0.5836 + 0.3317 = χ_4 : 0.066 + 0.

The products rated were in random order: (1) tea-bags; (2) coffee instant; (3) fruit juice; (4) soft drinks, (5) coffee-fresh; (6) tea-packet; (7) drinking chocolate; (8) milk. Statements about products F1' a) Expensive per drink b) Quick to make c) Suitable with all or most meals O coffeecoffee-instant d) Is not harmful even if you drink a lot fresh O fruit juice e) Is prepared easily tea-⊙ f) Can be served to most people I know tea-bags packet g) Can drink it throughout the day Low soft drinks o milk drinking chocolate 0/

1. Which products are in the same market? (Explain)

milk & soft drinks

coffe fresh f tea-packet coffe-instant f fruit juice fren bags drinking chocolate

2. Which product ranks the best with respect to attribute (e)?

milk .

3. Which product ranks the worst with respect to attribute (d)? drinking chocolate.

4. What possible name could you assign to the F1'-axis? (Explain) F (can be served to most people I know) because it is not the nearest.

5. What possible name could you assign to the F2'-axis? (Explain) e (is prepared easily) because it is the nearest attribute

1 ow

6. Which attribute correlate least with (b)? (Explain)

it is the farthest attribute C

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