**PREREQUISITE TEST :**

Answer the following questions :

1. What is the primary purpose of market segmentation?

a) To create more products

b) To identify and target specific customer groups

c) To reduce production costs

d) To increase prices

2. Which of the following best defines a “brand”?

a) A company’s product logo

b) A unique identity and promise to customers

c) A type of advertisement

d) A distribution channel

3. Which is NOT a characteristic of a good target market?

a) Measurable

b) Profitable

c) Too broad to define

d) Accessible

4. What is the primary goal of customer relationship management (CRM)?

a) To increase prices

b) To improve long-term relationships with customers

c) To expand production facilities

d) To create new advertising campaigns