



Pearson
Edexcel

GCSE (9-1)

Theme 1.2.3 Retrieval Resource
Business
Market segmentation



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Retrieval Quiz - 1.2.3: Market segmentation

Questions:

1. The following are ways in which markets can be segmented:

a. L

b. D

c. L

d. I

e. A

2. Complete the definition of a 'market segment:

'A market segment is a group of with similar c.....'

3. Populate the market map (below) for the following clothing retailers:

Primark; New Look; Ted Baker; Ralph Lauren; Marks and Spencer;





Answers:

1. The following are ways in which markets can be segmented:

- a. Lifestyle
- b. Demographics
- c. Location
- d. Income
- e. Age

2. Complete the definition of a 'market segment':

'A market segment is a group of customers with similar characteristics'

3. Populate the market map (below) for the following clothing retailers:

Primark; New Look; Ted Baker; Ralph Lauren; Marks and Spencer

