

Name:

Date:

Class:

## **Lesson 7.1**

### **Check Your Understanding**

1. Explain the concepts of market and market identification. (7.1-1)

Answer:

2. Identify the variables for market segmentation. (7.1-2)

Answer:

3. List the geographic segments that relate to population density. (7.1-2)

Answer:

4. Name three psychographic segmentation variables. (7.1-2)

Answer:

5. Describe how a business uses a customer profile. (7.1-3)

Answer: