Marketing Fundamentals. Select a product of your choice - Dyson Supersonic Hair Dryer. Address the below requirements for that product using not more than 600 words per question: 1. Identify the characteristics of the product’s market segment(s) and the targeting strategy that the company has used. Discuss the effectiveness of the positioning strategy used for this product (25 marks). 2. Discuss the four elements of the product anatomy, and apply it to the product that you have chosen. Briefly discuss the importance of two of the elements of the product anatomy to marketers (25 marks). 3. Discuss the benefits and limitations of the conventional Product Life Cycle (PLC) and identify with justification where your chosen product lies within it (25 marks). 4. Imagine that the marketers of this product are keen to understand consumer perception of the product. Discuss the types of qualitative and quantitative methods of data collection available to you. Identify which one option you would choose and discuss your justification (25 marks).