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MULTIPLE CHOICE. Choose the *one* alternative that best completes the statement or answers the question.

- 1) Which of the following is main the reason why organizations constantly monitor the marketing environment?
- A) To capitalize on new opportunities and curtail potential threats
 - B) To limit the flow of information within the organization
 - C) To estimate the human resource requirements
 - D) To curtail the weaknesses of an organization

Answer: A

- 2) Elements such as technological forces, regulatory forces, and demographic forces constitute _____
- A) organizational strengths
 - B) marketing intermediaries
 - C) marketing environment
 - D) microeconomic environment

Answer: C

- 3) Marketing environmental scan is the process of _____
- A) using internal information to identify trends, strengths, and weaknesses of a business
 - B) continually acquiring information on events occurring outside an organization
 - C) using internal information to identify trends, opportunities, and threats to a business
 - D) evaluating the performance variables of an organization

Answer: B

- 4) A SWOT analysis is
- A) Assessing how well a company is doing
 - B) Both the internal factors and the external factors
 - C) Internal factors
 - D) External factors

Answer: A

- 5) A SWOT looks at the business in relation to?

Marketing The Core 4th Edition Quizzes

Daniel F McAuley



Marketing The Core 4th Edition Quizzes:

Enjoying the Beat of Term: An Emotional Symphony within **Marketing The Core 4th Edition Quizzes**

In a global consumed by displays and the ceaseless chatter of instant communication, the melodic elegance and mental symphony produced by the published word usually diminish into the back ground, eclipsed by the persistent sound and interruptions that permeate our lives. But, set within the pages of **Marketing The Core 4th Edition Quizzes** a stunning fictional prize filled with organic thoughts, lies an immersive symphony waiting to be embraced. Crafted by a wonderful composer of language, this fascinating masterpiece conducts viewers on an emotional journey, well unraveling the hidden songs and profound impact resonating within each cautiously constructed phrase. Within the depths with this touching analysis, we shall examine the book is main harmonies, analyze its enthralling writing fashion, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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