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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 curtain potential threats
 - to To limit the flow of information within the organization
 - C) To estimate the human resource requirements.
 - To curtail the weaknesses of an organization

America: A.

- Elements such as technological forces, regulatory forces, and demographic forces constitute
 - A) organizational strengths:

8) marketing intermediaries

C) marketing environment

D) microeconomic environment

American 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

American III

- 4) A.SWOT analysis is
 - A) Assessing how well a company is doing
 - (8) Both the internal factors and the external factors
 - C) Internal factors
 - to External factors

America: A.

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

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Mike Hyde

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