

Chapter 3 Analyzing the Marketing Environment

- 1) You are directed to study the actors close to the company that affect its ability to serve its customers—departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?
A) the macroenvironment
B) the microenvironment
C) the marketing environment
D) the demographic environment
E) the global environment
- 2) Which of the following terms is used to describe the factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers?
A) the marketing environment
B) the cultural environment
C) strategic planning
D) target markets
E) the marketing mix
- 3) You are directed to study the demographic, economic, natural, technological, political, and cultural factors that are larger societal forces affecting your company. What are you studying?
A) the macroenvironment
B) the microenvironment
C) the external environment
D) the marketing mix
E) the global environment
- 4) Which of the following is NOT a type of factor in a company's macroenvironment?
A) demographic
B) economic
C) technological
D) competitive
E) political
- 5) All of the groups within a company are called the _____.
A) culture
B) diversity
C) internal environment
D) climate
E) range
- 6) Which type of organization helps companies to stock and move goods from their points of origin to their destination?
A) financial intermediaries
B) physical distribution firms

Kotler Chapter 3

JG Myers



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