

1. Which of the following is considered to be a part of the marketing microenvironment of a firm?

- A) the suppliers of the company
- B) the political state of the country
- C) the different demographic trends in the market
- D) the technological resources available
- E) the cultural forces that exist in a society

Answer: A

Diff: 2 Type: MC Page Ref: 94

Objective:

AACSB:

2. Large societal forces like demographic, economic, natural, technological, political, and cultural forces that affect the microenvironment are considered to be part of the _____ of an organization.

- A) supplier chain
- B) marketing intermediaries
- C) internal environment
- D) macroenvironment
- E) distribution channels

Answer: D

Diff: 1 Type: MC Page Ref: 94

Objective:

AACSB:

3. Which of the following would be a component of a company's marketing microenvironment?

- A) a set of laws that require the company to scale down its promotional phone calls to customers
- B) a changing demographic picture that the firm has to constantly adapt its products to
- C) a set of environmental sustainability laws that significantly impact the company's production processes
- D) a new technology that would ensure significant cost-cutting if implemented in the firm
- E) a just-in-time inventory system followed by the company when making purchase decisions

Answer: E

Diff: 1 Type: MC Page Ref: 95

Objective:

AACSB: Analytic skills

4. _____ are distribution channel firms that help the company find customers or make sales to them.

- A) Resellers
- B) Government agencies
- C) Producers
- D) Consumers
- E) Suppliers

Answer: A

Diff: 1 Type: MC Page Ref: 96

Objective:

AACSB:

5. Which of the following is an example of a marketing intermediary?

- A) a firm that provides technical expertise on the production design of a particular product

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Yicheng Fang



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