## SECTION A (COMPULSORY)

#### QUESTION 1

- 1.1.1 Various options are provided as possible answers for the following questions. Choose the ansand write only the letter (A-D) next to the question numbers (1.1.1 to 1.1.5) in the ANSWER BOOK, 1.1.6 D.
- 1.1.1 ... is NOT considered a component of the macro environment.
  - A. Climate change
  - B. Employee salaries
  - C. Inflation rate
  - D. government policies
- 1.1.2 Which component of the marketing mix is responsible for explaining how a business develops a r product design and package?
  - A. Distribution
  - B. Marketing communication
  - C. Technology for marketing
  - D. Product Policy
- 1.1.3 Which of the following is an example of a technological factor in the macro environment?
- A Changes in production methods
- B inflation rate
- C government policies
- D recent legislation

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Y Pai

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