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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?

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