- 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

- 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
 - 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

- 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:

- 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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