

23 Lecture - MGT211

Important Mcqs

1. **Which of the following is an example of an external factor that can affect a company's marketing environment?**
- a) Employee morale
 - b) Production efficiency
 - c) Economic conditions
 - d) Customer satisfaction

Answer: c) Economic conditions

2. **Which of the following is an example of a social and cultural trend that can impact a company's marketing environment?**
- a) Technological advancements
 - b) Competitive pressure
 - c) Shifts in consumer behavior
 - d) Political regulations

Answer: c) Shifts in consumer behavior

3. **Which of the following is an internal factor that can affect a company's marketing environment?**
- a) Technological advancements
 - b) Political regulations
 - c) Production capacity
 - d) Economic conditions

Answer: c) Production capacity

4. **Which of the following is an example of a legal and regulatory factor that can impact a company's marketing environment?**
- a) Changes in consumer preferences
 - b) Shifts in the economy
 - c) Advertising restrictions
 - d) Advances in technology

Answer: c) Advertising restrictions

5. **Which of the following is an example of a competitive factor that can affect a company's marketing environment?**
- a) Changes in social and cultural trends
 - b) Technological advancements
 - c) Economic conditions
 - d) Rival companies' pricing strategies

Answer: d) Rival companies' pricing strategies

6. **Which of the following is an example of a technological factor that can impact a company's marketing environment?**
- a) Shifting demographics
 - b) Legal and regulatory changes
 - c) Changes in production processes
 - d) Advances in communication technology

Answer: d) Advances in communication technology

7. **Which of the following is an example of an economic factor that can affect a company's marketing environment?**
- a) Changes in consumer preferences
 - b) Technological advancements
 - c) Inflation rates
 - d) Social and cultural trends

Answer: c) Inflation rates

8. **Which of the following is an example of a political factor that can impact a company's marketing environment?**
- a) Technological advancements
 - b) Changes in consumer preferences
 - c) Government regulations
 - d) Economic conditions

Answer: c) Government regulations

9. **Which of the following is an example of a demographic factor that can affect a company's marketing environment?**
- a) Technological advancements
 - b) Economic conditions
 - c) Aging population
 - d) Shifts in social and cultural trends

Answer: c) Aging population

10. **Which of the following is an example of a natural factor that can impact a company's marketing environment?**
- a) Economic conditions
 - b) Technological advancements
 - c) Natural disasters
 - d) Changes in consumer behavior

Answer: c) Natural disasters