

# 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