# 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