

9 Lecture - MGT301

Important Mcqs

1. Which of the following is not a factor in the marketing environment?
- a) Economic conditions
 - b) Competition
 - c) Product design
 - d) Legal and regulatory issues

Answer: c) Product design

2. Which of the following is an example of a social and cultural trend?
- a) Inflation rates
 - b) Technological advancements
 - c) Changing consumer preferences
 - d) Political instability

Answer: c) Changing consumer preferences

3. Which of the following is an example of a legal and regulatory issue?
- a) Shifts in demographic trends
 - b) Changes in tax rates
 - c) Technological innovations
 - d) Fluctuations in exchange rates

Answer: b) Changes in tax rates

4. Which of the following is an example of a natural environment factor?
- a) Economic conditions
 - b) Political stability
 - c) Climate change
 - d) Consumer behavior

Answer: c) Climate change

5. Which of the following refers to the degree to which people share beliefs, values, and norms?
- a) Cultural diversity
 - b) Cultural assimilation
 - c) Cultural homogeneity
 - d) Cultural pluralism

Answer: c) Cultural homogeneity

6. Which of the following is a macroeconomic factor?
- a) Consumer income
 - b) Consumer attitudes
 - c) Consumer behavior
 - d) Consumer preferences

Answer: a) Consumer income

7. **Which of the following is an example of a technological factor?**

- a) Changes in consumer attitudes
- b) Fluctuations in exchange rates
- c) Advances in manufacturing technology
- d) Demographic shifts

Answer: c) Advances in manufacturing technology

8. **Which of the following is an example of a political and legal factor?**

- a) Social media trends
- b) Consumer preferences
- c) Government regulations
- d) Economic growth rates

Answer: c) Government regulations

9. **Which of the following is an example of a competitive factor?**

- a) Technological innovations
- b) Economic conditions
- c) Rival firms' marketing strategies
- d) Demographic trends

Answer: c) Rival firms' marketing strategies

10. **Which of the following refers to the degree to which resources and goods are used in an efficient and sustainable manner?**

- a) Corporate social responsibility
- b) Economic growth
- c) Environmental sustainability
- d) Social justice

Answer: c) Environmental sustainability