

# 10 Lecture - MGT301

## Important Mcqs

1. Which of the following is an example of a social and cultural factor in the marketing macro environment?
- a. Economic conditions
  - b. Technological advancements
  - c. Attitudes towards health and wellness
  - d. Legal regulations

Answer: c

2. Which of the following is an example of a natural factor in the marketing macro environment?
- a. Climate change
  - b. Demographic trends
  - c. Consumer preferences
  - d. Economic conditions

Answer: a

3. Which of the following is an example of a global factor in the marketing macro environment?
- a. Technological advancements
  - b. Social media trends
  - c. Economic conditions in different countries
  - d. Legal regulations

Answer: c

4. Which of the following is an example of an economic factor in the marketing macro environment?
- a. Demographic trends
  - b. Political instability
  - c. Inflation rates
  - d. Consumer preferences

Answer: c

5. Which of the following is an example of a legal and regulatory factor in the marketing macro environment?
- a. Technological advancements
  - b. Cultural differences
  - c. Product safety laws
  - d. Natural disasters

Answer: c

6. Which of the following is an example of a technological factor in the marketing macro environment?
- a. Aging population
  - b. Environmental sustainability

- c. Online shopping trends
- d. Economic conditions

**Answer: c**

7. **Which of the following is an example of a social and cultural factor in the marketing macro environment?**

- a. Technological advancements
- b. Attitudes towards sustainability
- c. Exchange rates
- d. Legal regulations

**Answer: b**

8. **Which of the following is an example of a natural factor in the marketing macro environment?**

- a. Cultural differences
- b. Economic conditions
- c. Natural disasters
- d. Political instability

**Answer: c**

9. **Which of the following is an example of a global factor in the marketing macro environment?**

- a. Demographic trends
- b. Social media trends
- c. Economic conditions
- d. Competition from foreign companies

**Answer: d**

10. **Which of the following is an example of an economic factor in the marketing macro environment?**

- a. Technological advancements
- b. Exchange rates
- c. Consumer preferences
- d. Cultural differences

**Answer: b**