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