**Answers**

1. d) the marketing environment
2. a) macro-environmental factors and micro-environmental factors
3. d) competition
4. c) social variables
5. c) stakeholders
6. b) micro-environment
7. c) current and future business
8. a) Business intelligence
9. d) technology
10. c) too simplistic and too broad
11. b) to an industry rather than to an individual firm
12. d) employees, their families, local communities and society at large
13. d) Philanthropic responsibilities
14. c) ecosystems
15. d) digital marketing