**Chapter 2 Multiple Choice Questions**

**1.** **What consists of the combination of actors and forces that directly or indirectly affect the ability of marketing decision-makers to build and maintain successful relationships with their target markets?**

1. organizational culture
2. strategic planning
3. segmentation and targeting
4. the marketing environment

**2. The business environment is most often divided into:**

1. macro-environmental factors and micro-environmental factors
2. micro-environmental factors and the competitive environment
3. local environment and global environment
4. internal environment and external environment

**3. Which of the following is not a macro-environmental impacting variable?**

1. political
2. economic
3. social
4. competition

**4. Increasing consumer preference for ‘organic’ and ‘natural’ products, are examples of:**

1. political variables
2. economics variables
3. social variables
4. technological variables

5**. The micro-economic environment refers to the forces of change imposed on a firm by its various \_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

1. competitors
2. suppliers
3. stakeholders
4. shareholders

**6. Factors ‘close to the firm’ and most directly affecting the firm’s activities are called the** **\_\_\_\_\_\_\_\_.**

1. macro-environment
2. micro-environment
3. internal environment
4. external environment

**7. Environmental scanning (ES) attempts to determine and anticipate how and to what degree a change could impact our:**

1. current business
2. future business
3. current and future business
4. international business

**8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ combines operation data (actual activities, sales by categories, etc.) with analytic tools to present complex and competitive information to planners and decision makers.**

1. Business intelligence
2. Competitiveness intelligence
3. Competitor intelligence
4. Market information

**9. Which of the following is not a part of SWOT analysis?**

1. strengths
2. weaknesses
3. opportunities
4. technology

**10. SWOT analysis has been criticized for being:**

1. too simplistic
2. too broad
3. too simplistic and too broad
4. too complicated

**11. Porter’s Five Forces model has been used in business schools and business across the globe for many years and applies:**

1. to an individual firm
2. to an industry rather than to an individual firm
3. to both an individual firm and to an industry
4. to the whole economy

**12. Generally, Corporate Social Responsibility (CSR) activities include a firm’s commitment to contribute to sustainable economic development, working with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to improve the general quality of life.**

1. employees
2. employees and their families
3. local communities
4. employees, their families, local communities and society at large

**13. Originally called ‘discretionary’, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are those diverse activities that help to define the firm as being a good corporate citizen.**

1. Legal responsibilities
2. Economic responsibilities
3. Ethical responsibilities
4. Philanthropic responsibilities

**14. Sustainability is defined as the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained, and (3) the process is compatible with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

1. culture
2. legal system
3. ecosystems
4. technology

**15. Which of the following does not have the same value focus as sustainability?**

1. green marketing
2. environmental marketing
3. ecological marketing
4. digital marketing