



INDIAN SCHOOL MUSCAT
Department of Commerce and Humanities



Class : 11

Worksheet No. 02:
Marketing Environment

Date of issue
-----2018

Marketing (812)

Date of submission
-----2018

1. Answer in one sentence(1 or 2 marks each)

1. Advancement in technology leads to greater productivity, higher quality andcost of production for business. (Choose the correct alternative)
 - (a) Lower
 - (b) Higher
 - (c) Increases and then starts decreasing
 - (d) No change
2. A market consists of consists of : (Choose the correct alternative)
 - (a) Lower
 - (b) Higher
 - (c) Increases and then starts decreasing
 - (d) No change
3. Enumerate any two uncontrollable factors in the marketing environment.
4. Why do firms need to understand the marketing environment?
5. Define marketing environment.
6. Differentiate between the demographic forces and politico-legal forces which affect organization's marketing decisions.
7. How does technological factors influence the organization's marketing decisions and activities?
8. Define the following terms:
 - (a) Environmental scanning
 - (b) Environmental Threat and Opportunity Profile (ETOP)
9. What is the main difference between 'macro environment' and 'micro environment' for a business?
10. How does demographic environment information help firms?

2. Answer in around 75 words (3 or 4 marks each)

1. Explain the following terms:
 - (a) Business environment
 - (b) Environmental scanning
 - (c) Micro environmental factors
2. How does demographic environmental information help firms?
3. Briefly explain any three types of competition in the micro environment of a firm.
4. "Technology adoption helps to gain competitive advantage to the business firm". Explain how?

5. "An environmental scanning is a key to business success". Justify the statement with its importance.
6. Differentiate between static and dynamic environment with examples.
7. What do you mean by publics? Describe any three types of publics affecting a business decision making.
8. How can you explain a 'competitor' for a business? Explain the three types of competition in a market.
9. What do you mean by socio-cultural factors? Discuss any three socio-cultural factors affecting marketing decisions.

3. Answer in around 100 words (5 marks each)

1. "An environmental scanning becomes very crucial as it enables a management to identify present and future opportunities which it can exploit, or threats and constraints which have to be tackled". Discuss the significance of environmental scanning in the light of above statement.
2. Discuss the macro environmental factors which affect organization's marketing decisions and activities.
3. What is the significance of 'customers' in marketing micro environment? Explain various categories of customer markets.
4. Discuss the various aspects explored by management of a firm through market research before starting its operations.
5. Explain the various external micro environment factors that affect the marketing decisions of a business.

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