



**INDIAN SCHOOL MUSCAT**  
**SENIOR SECTION**  
**DEPARTMENT OF COMMERCE AND HUMANITIES**  
**CLASS XI**  
**UNIT -II MARKETING: MARKETING ENVIRONMENT**  
**ASSIGNMENT/ WORKSHEET NO.2**

**Multiple Choice Questions**

1. Advancement in technology lead to greater productivity, higher quality and .....  
Cost of production for business.
  - (a) Lower
  - (b) Higher
  - (c) Increases and then starts decreasing
  - (d) No change
2. The \_\_\_\_\_ consists of factors and forces outside marketing that affect its management's ability to build and maintain successful relationships with target customers.
  - (a) Marketing organization
  - (b) Marketing system
  - (c) Marketing network
  - (d) Marketing environment
3. Which of the following terms best describes the environment that includes the forces close to the company that affect its ability to serve its customers- the company, suppliers, marketing channel firms, customer markets, competitors and publics?
  - (a) Microenvironment
  - (b) Macro environment
  - (c) Global environment
  - (d) Networked environment
4. All of the following would be considered to be in a company's micro environment except:
  - (a) Marketing channel firms
  - (b) Publics
  - (c) Political forces
  - (d) Customer markets
5. Which of the following is not a component of specific forces of business environment?
  - (a) Technological conditions
  - (b) Customers
  - (c) Employees

**Very Short Answer Questions - one mark each:**

6. What is meant by environmental threats and opportunities?
7. Enumerate any two uncontrollable factors in the marketing environment.
8. Why do firms need to understand the marketing environment?
9. Define Business Environment by any author.

**Very Short Answer Questions - two marks each:**

10. Differentiate between the demographic forces and politico-legal forces which affect organization's marketing decisions.
11. How does technological factors influence the organization's marketing decisions and activities?
12. Define the following terms:
  - (a) Environmental scanning
  - (b) Environmental Threat and Opportunity Profile
13. What is the main difference between 'macro environment' and 'micro environment' for a business?
14. How does demographic environment information help firms?

**Short Answer Questions - three marks each**

15. Discuss how the economic forces affect organization's marketing decisions.
16. Explain the following terms:
  - (a) Business environment
  - (b) Environmental scanning
  - (c) Micro environment factors
17. What is natural environment? How environmental strategies helps to main eco-balance.
18. Briefly explain any three types of competition in the micro environment of a firm.
19. "Technology adoption helps to gain competitive advantage to the business firm". Explain how?

**Long Answer Questions - five marks each**

20. "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.
21. Discuss the macro environmental factors which affect organization's marketing decisions and activities.
22. Discuss the various Intermediaries and types of customers.
23. Explain the various external micro environment factors that affect the marketing decisions of a business.

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