Ch 5 Quiz Questions

1. All of these are macroenvironmental factors EXCEPT:
	1. Political/regulatory environment
	2. Competitor advancements
	3. Technology
	4. Demographics
2. \_\_\_\_\_\_\_ is the shared meanings, beliefs, morals, values, and customs of a group of people.
	1. Country culture
	2. Demographics
	3. Generational cohort
	4. Culture
3. The visible nuances of a country's culture, such as artifacts, behavior, dress, symbols, physical setting, ceremonies, language, taste, etc. are best defined as
	1. Regional dilemmas
	2. Country culture
	3. Social trends
	4. Privacy concerns
4. Digital natives belong to which generation
	1. Z
	2. Y
	3. X
	4. Baby boomers
5. Who is considered to be at the center of the marketing environment?
	1. Competitors
	2. Employees
	3. Corporate companies
	4. Consumers
6. Which of the following frameworks is made up of company’s capabilities, companies, and corporate partners?
	1. Environmental factors
	2. Macroenvironmental factors
	3. Immediate environments
	4. Intermediate environments
7. Inflation refers to the persistent increase in
	1. Prices of goods and services
	2. Sales
	3. Prices
	4. Rates
8. Organizations must fully understand and comply with any legislation regarding fair
	1. Competition
	2. Market place
	3. Legislation
	4. Organization
9. Green washing means
	1. Marketing products or services as environmental friendly, with the goal of growing public approval and sales
	2. Using green to portray environment friendliness on a product
	3. Campaigning to create products that help the environment
	4. Increasing the value of the American Dollar
10. What is the political/regulatory environment comprised of?
	1. Political parties
	2. Government organizations
	3. Legislation laws
	4. All of the above
11. Which is the first factor that affects the consumer in the immediate environment?
	1. Customer needs and wants
	2. The firms itself
	3. Competition
	4. Technology
12. Culture is transmitted by
	1. Words
	2. Literature
	3. Institutions
	4. All of the above
13. Consumers may be influenced directly by all of the following EXCEPT
	1. The immediate actions of the focal company
	2. The stockholders’ activities
	3. The company’s competitors
	4. Corporate partners that work with the firm
14. Regional culture is
	1. The visible nuances that are particular to a country
	2. A group of people of the same generation
	3. The information about the characteristics of humans
	4. The influence of the area within a country in which people live
15. Marketers can use \_\_\_\_\_\_\_\_ of their external environment to categorize any opportunities as attractive or unattractive.
	1. Analyses
	2. Brainstorms
	3. Groupthink
	4. Environment
16. Typical demographics include all of the following EXCEPT
	1. Facial features
	2. Gender
	3. Race
	4. Age
17. Studies show that higher levels of education lead to
	1. Narrow job opportunities
	2. Worse jobs
	3. Less on-hands experience
	4. Higher incomes
18. Recent studies show \_\_ percent of married women in Western economies earn more than their husbands do in the workplace.
	1. 10
	2. 40
	3. 20
	4. 15
19. Interest rates represent
	1. The cost of borrowing money
	2. The customer approval ratings of a company
	3. The advances made in technology
	4. The revenue accrued in a business
20. Members of generation X were born in
	1. 1955-1964
	2. 1965-1975
	3. 1985-1990
	4. 1990-2000

ANSWER KEY

* + - 1. B
			2. D
			3. B
			4. A
			5. D
			6. C
			7. A
			8. A
			9. A
			10. D
			11. C
			12. D
			13. B
			14. D
			15. A
			16. A
			17. D
			18. D
			19. A
			20. B