



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
	Chapter 2: Marketing Environment

Q. No.	
1	<p>Preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers</p> <p>The above is an example of one of the following external forces making an influence on business</p> <ol style="list-style-type: none">Technological changesUncertainty in political scenarioSocial changesChanges in fashion and tastes of consumers
2	<p>Labour demanding higher wages and bonus and better working conditions.</p> <p>The above is an example of one of the following external forces making an influence on business</p> <ol style="list-style-type: none">Technological changesIndustrial conflicts caused by labour unrestSocial changesUncertainty in political scenario
3	<p>Demand for reservation in jobs for minorities and women.</p> <p>The above is an example of one of the following external forces making an influence on business</p> <ol style="list-style-type: none">Technological changesIndustrial conflicts caused by labour unrestSocial changesUncertainty in political scenario
4	<p>Through environmental analysis, the management can develop an _____ which gauges the impact of various environmental forces on the firm</p> <ol style="list-style-type: none">Environmental Threat and Opportunity Profile (ETOP)Macro environmentMicro environmentInternal environment
5.	<p>Tata Nano project faced strong opposition in Singur (West Bengal) both socially and politically.</p>

	<p>Before production and launching the product in the market the management has to make a good market research to explore various aspects. Which aspect has affected Tata in the above case?</p> <ul style="list-style-type: none"> a. Economic, social and political trends b. The market trends c. Technology trends d. Nature of target customers
6	<p>Before introducing Tata Nano to the automobile market the company took into consideration the size of family, job profile, purchasing power and buying motive of the customer etc.</p> <p>Which aspect did Tata take into consideration before production and launch of its product?</p> <ul style="list-style-type: none"> a. Economic, social and political trends b. The market trends c. Technology trends d. Nature of target customers
7	<p>The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models.</p> <p>Identify the importance of environmental scanning highlighted above:</p> <ul style="list-style-type: none"> a. Determining opportunities b. Identification of threats c. Formulation of strategies and policies d. Image Building
8	<p>ITC Hotels foresaw bright opportunities in the travel and tourism industry and started building hotels in India and abroad.</p> <p>Identify the importance of environmental scanning highlighted above:</p> <ul style="list-style-type: none"> a. Determining opportunities b. Identification of threats c. Formulation of strategies and policies d. Basis of strategy
9	<p>India's large population of young people makes it an ideal market for new and trendy products. This is why the CEO of Nothing is eager to focus on India. Nothing is known for creating stylish products that appeal to Gen-Z. These products not only look elegant and have useful features but are also affordably priced. This combination of style, functionality, and affordability is exactly what young people in India want.</p> <p>Identify the macro environment targeted by Nothing in the above case.</p>
10	<p>Cigarettes should not be marketed to younger children' or 'Smoking is injurious to health' is denoted on packets by the cigarette companies.</p> <p>The above is an example of which macro environment?</p>
11	<p>Aaron owns Blue Tea Cafe, where he makes special blue tea using an exotic butterfly pea flower imported from Southeast Asia. His cafe was becoming popular because of this unique drink.</p> <p>But when the government raised taxes on importing the butterfly pea flower, the cost of making the tea went up. This meant Aaron had to charge more for each cup of tea, and some</p>

	<p>customers couldn't afford it anymore. As a result, Aaron started losing customers because of the higher taxes</p> <p>The above is an example of which macro environment?</p>
12	<p>The Indian government has introduced the concept of 'corporate social responsibility of business' as well as "Eco mark" for marketing eco friendly products.</p> <p>The above concepts have been introduced by the government to support which macro environment force?</p>
13	<p>A clothing brand named Trendy Threads decided to invest in automated sewing machines and advanced fabric cutting equipment to streamline their manufacturing process and stay ahead in the competitive market. They were happy to reduce their costs.</p> <p>In response, labor unions representing the workers express opposition to the introduction of the new technology, fearing layoffs and its potential impact on livelihoods.</p> <p>The above is an example of which macro environment?</p>
14	<p>Which macro environment determines the value system of the society which in turn affects the marketing of products?</p>
15	<p>Sera, the owner of Merwan's Bakery, has gained popularity for her signature 'Persimonn' biscuits, featuring the exotic Korean fruit. These delectable treats have helped her in increasing the popularity of her bakery.</p> <p>However, Sera's business faces a problem as her usual vendors, from whom she sources the fruit, have declined to continue selling to her. This decision is taken because of pending payments which Sera has not cleared. This has led to a strained business relationship between Sera and her vendors. Due to this she is facing a problem in producing Persimonn biscuits which has led to loss of customers.</p> <p>Sera's business is affected by which micro environment?</p>
16	<p>Asha is a wholesaler who deals in stationary items. Roshan and Walter are her regular customers. While Roshan buys the goods for his own personal use, Walter purchase goods from Asha to sell in his shop to other customers.</p> <p>Which type of costumer market do Roshan and Walter belong to?</p>
17	<p>organizations buying for producing other goods and services for the purpose of either earning profits or fulfilling other objectives or both.</p> <p>The above is an explanation for which costumer target group?</p>
18	<p>LG, Samsung, Philips etc. are competitors in electronic home appliances.</p> <p>The above is an example of which type of competitor?</p>
19	<p>Which type of public influence the company's ability to obtain funds?</p>
20	<p>A company's marketing decisions may be questioned by consumer organizations, environmental groups, minority groups and others. Its public relations department can help it stay in touch with consumer and citizen groups.</p> <p>Which type of public is discussed in the above statement?</p>
II.	<p>State whether the following statements are True or False</p>

1	The exchange process between the firm and its customers depends upon business decisions taken by the firm, and these decisions again, are affected by the marketing environment. -
2	If a company does not adapt to its environment, it would succeed in the long-run. -
3	Marketing environment, generally guarded by the management of a company, is called uncontrollable environment –
4	Knowledge of environment changes provides intellectual stimulation to planners and decision-making authorities. -
5	Environmental analysis helps in identifying only business opportunities in the market. -
6	A keen watch on the trends in the environment would help to sensitize the firm's management to the changing technology, competition, government policies and changing needs of the customers. -
7	Search of alternatives and choice of strategy to deal with the environment are parts of image building process. -
8	Strategists can gather qualitative information regarding business environment and utilize it in formulating effective plants. -
9	If a firm is sensitive to the external environment, it will come out with new products and services to meet the requirements of the customers. -
10	Business environment helps to identify the individual strengths and weaknesses in view of the technological and global developments. -