



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
A.Y. 2026 - 27	Chapter 2: Marketing Environment

Qt no.	OBJECTIVE TYPE QUESTIONS
1	<p>A mobile company fails because it did not adapt to rapid technological changes. What is the main reason for failure?</p> <ol style="list-style-type: none">Ignoring internal environmentLack of promotionFailure to adapt to external environmentPoor pricing strategy
2	<p>Which of the following is a macro environment factor?</p> <ol style="list-style-type: none">SuppliersCustomersCompetitorsSocio-cultural forces
3	<p>Changes in fashion and tastes of consumers, e.g., preference for organic products or demand for Khadi clothes in place of synthetic clothes by the customers etc.</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
4	<p>Labour demanding higher wages and bonus and better working conditions, etc.</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 conflictsSocial changesUncertainty in political scenario
5	<p>The environmental forces, at times, do not show any significant change. The environment of a business enterprise then is termed as _____ environment.</p> <ol style="list-style-type: none">Volatile and dynamicstable or staticunstableopportunistic
6	<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
7	<p>There are certain forces that can be controlled to a large extent by the management of a company. These are called _____ environment factors.</p> <ol style="list-style-type: none">InternalExternal

	<ul style="list-style-type: none"> c. Market d. Political
8	<p>The marketing environment, which generally cannot be guarded by the management of a company, is called _____ environment.</p> <ul style="list-style-type: none"> a. Internal b. Static c. Uncontrollable d. Controllable
9	Full form of ETOP
10	<p>Toto Chan a popular bakery in Japan selling custard buns faced challenges when inflation led to a sharp increase in the prices of flour, eggs, and dairy. As costs rose, the company had to either raise the price of the buns or reduce portion sizes.</p> <p>At the same time, consumers, affected by rising living costs and stagnant wages, started cutting back on non-essential spending like bakery treats. Marketing the custard buns became difficult, and the company had to shift its strategy — introducing smaller, more affordable versions of the buns and offering combo deals to attract price-sensitive customers.</p> <p>Which macro environmental factor forced Toto Chan to shift their strategy?</p> <ul style="list-style-type: none"> a. Economic factor b. Technological factor c. Socio-cultural factor d. Political factor
11	<p>The massive global success of Squid Game (2021) acted as a warning signal for existing and upcoming survival thriller K-dramas like Sweet Home (Season 2) and All of Us Are Dead. These shows faced pressure to either increase production quality, create more gripping narratives, or innovate within the genre to retain global audience interest because of Squid Game’s record-breaking viewership and international acclaim. 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
12	<p>Recognizing the rising trend of wellness tourism and eco-conscious travel, The Oberoi Group identified an opportunity and began developing luxury resorts focused on holistic wellness experiences, incorporating Ayurveda, yoga retreats, and eco-friendly architecture to attract both domestic and international travellers seeking mindful and sustainable getaways.</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
13	<p>India’s massive young and tech-savvy population makes it an ideal market for smart gadgets and wearable technology. This is why boAt, a homegrown brand, is aggressively focusing on India. Known for its trendy and affordable smartwatches, earbuds, and speakers, boAt designs products that blend style, functionality, and value — exactly what Indian Gen-Z and millennials are looking for. With vibrant designs, fitness features, and budget-friendly prices, boAt has positioned itself as a go-to tech lifestyle brand for young Indians.</p> <p>Identify the macro environment targeted by Nothing in the above case.</p> <ul style="list-style-type: none"> a. Political b. Technological

	<ul style="list-style-type: none"> c. Social d. Cultural
14	<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> <ul style="list-style-type: none"> a. Supplier b. Competitor c. Customers d. General public.
DESCRIPTIVE TYPE QUESTIONS	
1	<p>Sakura Glow, a premium Japanese skincare brand, closely observed the Indian beauty market and noticed a growing preference for natural, minimalist skincare, especially among urban youth. Realizing this opportunity, Sakura Glow launched its green tea and rice water-based skincare line in India, becoming the initiators in introducing authentic Japanese beauty. However, soon after launch, Sakura Glow received a warning signal that a leading Korean brand introduced a similar range at lower prices. Since the company was involved in conducted continuous environmental scanning, they stayed alert to the rapid shift in consumer behaviour and technology trends. They launched a digital skin analysis tool on their app, helping customers choose personalized skincare routines. Quoting the lines, identify the importance of environmental scanning given in the case above.</p>
2	<p>A food company notices that consumers are shifting towards healthy eating habits. It launches organic products to match this trend. Which macro environmental factor forced the food company to launch a organic products? Give reasons for your answer</p>
3	<p>H&M studied India's population before opening its stores. They found that most people are young and live in cities. These young customers love trendy, affordable clothes and follow fashion on social media. They also added office wear for working women because more women are joining jobs in cities. From the above given scenario which macro environment will not affect H&M. Give reasons for your answer.</p>
4	<p>Coca-Cola, one of the world's largest beverage companies, faces challenges due to water scarcity in some regions. As water is a key ingredient in its products, the company has to carefully manage its water usage to avoid depletion of local water resources. Additionally, increasing concerns about plastic pollution led Coca-Cola to focus on sustainable packaging by introducing recyclable plastic bottles. Coca-Cola was affected by which factor of the macro environment? Explain in detail.</p>
5	<p>A car manufacturing company notices that due to high inflation and rising fuel prices, people are spending less on luxury cars. As a result, the company decides to focus on producing affordable and fuel-efficient cars instead. Identify and explain the macro environment in the above case.</p>
6	<p>A new coffee brand, "Brew Masters," aims to expand its market presence. To do this, the company partners with various people. They approach Sam who buys coffee in bulk and distribute it to Sabina and Joseph who run supermarkets and specialty stores, ensuring the product reaches a wide range of customers. Additionally, Brew Masters collaborates with Bright Media, an advertising agency to create compelling campaigns that promote their coffee. The company also relies on transportation companies to ensure timely delivery of their product to stores. Identify and explain the micro environment force which helped Brew Masters.</p>
7	<p>Identify the type of consumers from the statements given below:</p>

	<ul style="list-style-type: none"> a. A family buys a new refrigerator from a local store to use at home for storing food and beverages. b. A car manufacturing company purchases steel sheets to produce vehicle bodies for its assembly line c. A retailer buys bulk quantities of clothing from wholesalers to sell them in its fashion store for profit d. A hospital buys medical equipment to provide healthcare services to the public A French supermarket chain imports organic spices from India to sell in their stores for French consumers
8	<p>In the smartphone market, brands like Apple, Samsung, Xiaomi, and OnePlus all fight for consumers' attention and purchases, as each strives to capture a share of the limited market for mobile devices. From the above given case:</p> <ul style="list-style-type: none"> a. Identify the micro environment factor. b. Identify and explain its type.
9	<p>A newspaper publishes a negative review about a new restaurant, which reduces its sales due to bad publicity. Identify and explain the type of public which affected this restaurant.</p>
10	<p>Which are the various aspects explored by the management of a firm through market research before starting its operations?</p>