

THE VILLAGE INTERNATIONAL SCHOOL THODUPUZHA

Resource Person: Mrs. SHEBA MARY JOHN Ref. Book: CBSE Notes	Worksheet Subject: Marketing Topic: Marketing Environment
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Name of the Student: _____ Class & Section: ____ XI	Roll No.: _____ Date: _____
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CASE STUDY/ LONG ANSWER QUESTIONS (4 marks)	
1	With changes in the consumption habits of people, Neelesh, who was running a sweet shop, shifted to the chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove. com for taking orders online. He got a lot of orders online and earned huge profits by selling the chocolate. Identify and explain the macro forces discussed in the above case.
2	India’s retail sector has been undergoing structural changes for the last two decades. On one hand, the ‘mall culture’ has gradually become a way of life, especially in the metros and mini-metros. On the other hand, there is accelerated growth in e-business as customers also prefer to buy products and services via the Internet, telephone and television. However, operating in either of the segments is marked by the presence of strong competitors. Identify the components of micro forces and macro forces being discussed in the above paragraph
3	What is the importance of environmental scanning for the organizations in modern times? Explain in detail.
4	Explain briefly various macro environmental factors to a business.
SHORT ANSWER QUESTIONS (2/3 Marks)	
7	Distinguish between micro environment and macro environment for a business
8	Discuss the elements of external micro-environment before a business.
9	What role is played by ‘intermediaries’ in a market? Explain with support of examples.
1 MARK Questions	
11	_____ refer to the negative or unfavourable external factors that create hurdles for a firm.
12	The _____ refers to external forces that are part of the larger society and so are beyond the control of firm’s management.

13	_____ refers to studying human population in terms of size, density, location, age, gender, race, literacy and occupation. The demographic environment is of great interest to the marketers because these factors constitute potential market for company's products.
14	It includes industrial recession, price rise, increase in taxation, declining employment and demand etc. Identify.
15	_____ factors such as caste structure, mobility of labour, customs, cultural heritage, view towards scientific methods etc. might have a far-reaching impact on business.
16	The nature of goods and services demanded in a society depends upon A. Fashion trends. B. people's attitudes, customs, socio-cultural values C. Future expectations D None of these
17	The macro environment for business activity can be termed as A. PEST B. POSTER. C. PESTER D. PESTO
18	Exposure to western modern culture and population shifts from rural to urban areas are A. Economic factors B. Socio-cultural factors C. Political factors D. Both A & B
19	Micro forces include _____. A. Competitors B. Retailers C. Investors D. All of above
20	There is an increasing trend towards -----because of easier availability of information technology throughout the world. A. e-commerce B. mass production C. Both D. Trading

