



## QUIZ

1. A PESTLE analysis is an extension of the model used for environmental scanning and includes the elements of Political, Economical, Social, Technological, Legal and Environmental factors.

- a) True
- b) False

2. Political factor includes: interest rates, exchange rates, inflation, disposable income of consumers and businesses and so on.

- a) True
- b) False

3. Legal factors include - health and safety, equal opportunities, advertising standards, consumer rights and laws, product labelling and product safety.

- a) True
- b) False

4. Technological factors affect marketing and the management thereof in three distinct ways:

- a) New ways of producing goods and services
- b) New ways of distributing goods and services
- c) New ways of equal opportunities
- d) New ways of communicating with target markets

5. "Opportunities" in the SWOT analysis answer on the following questions:

- a) What could you improve?
- b) Where do you have fewer resources than others?
- c) What trends could you take advantage of?
- d) What do others see as your strengths?