

**Test Bank for Marketing An Introduction 4th Edition Masterson  
Phillips Pickton 1473975840 9781473975842**

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**Chapter Two – Marketing Environment**

1. In a PRESTCOM analysis, under which heading would a change in the provisions of the Sale of Goods Act be placed?

political  
\*regulatory  
social  
customer  
marketing

2. What is the correct term for an economy that is growing, in a country with full employment, and with high business confidence in the future despite rising prices?

bomb  
bust  
\*upturn  
swing  
mixed

3. Britain has an ageing population. This trend would be identified as part of which PRESTCOM environment?

political  
regulatory  
\*social  
environmental  
market

4. In a SWOT analysis, which two elements are part of the internal environment?

strengths and threats  
opportunities and threats  
strengths and opportunities  
\*weaknesses and strengths  
weaknesses and threats

5. The first stage of a SWOT analysis is to identify relevant variables and classify them under the SWOT headings. What is the follow on stage?

\*ranking the variables in order of importance to the organisation  
organising the variables alphabetically

prioritising the variables according to their associated costs  
classifying the variables according to PRESTCOM  
identifying the easiest variables to deal with

6. Imagine you are conducting a SWOT analysis for a British manufacturer who exports to Thailand. If the Thai currency becomes unstable, which category would you place that in for your analysis?

opportunity  
weakness  
economic  
strength  
\*threat

7. Identify a close competitor for Walker's crisps.

Golden Wonder crisps  
\*Nobby's nuts  
mashed potato  
Coca Cola  
sunflower oil

8. What do the three Cs of international marketing environmental analysis stand for?

\*country currency culture  
competition costs culture  
culture costs climate  
country climate competition  
currency climate costs

9. What is the general term given to any group or individual who can affect, or is affected by, an organisation's activities?

shareholders  
pressure groups  
unions  
\*stakeholders  
board members

10. Often, the first significant company to move into a market becomes the market leader. What is the term for this?

first come first served  
\*first mover advantage  
market first  
last in first out  
organisational first