

"HAPPY VIJAYA DASHAIMI"

Model Questions (*Dashain* Vacation Home Work)

CHAPTER 4

MARKETING ENVIRONMENT

Group 'A'

Very Short Questions (1 Mark)

1. What is marketing environment?
2. What do you mean by internal environment?
3. Define the external environment.
4. What is micro environment?
5. Define macro environment.
6. Point out the different elements or forces of macro environment.
7. Point out any five positive impact of environment on a firm's marketing activities.
8. Point out any three negative impact of environment on a firm's marketing activity.

Group 'B'

Brief Answer Questions (8 Marks)

9. What is marketing environment? Explain its features
10. Explain the different components of the internal environment of the marketing.
11. Explain the different components/elements of the macro environment
12. Briefly mention the impact of marketing environment.

Group 'C'

Long Answer Questions (15 Marks)

13. Define the marketing environment. State and explain in detail the various components of the marketing environment. (External) (with figure)

Good Luck!