



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XI</b>	<b>Department: Commerce</b>
<b>Subject: Marketing</b>	<b>Part I – Subject Specific Skills</b>
<b>Worksheet No: 1</b>	<b>Chapter 3: Marketing Environment</b>

## SESSION 1: MEANING AND IMPORTANCE OF ENVIRONMENT

Q.1. Fill in the blanks:

1. ETOP stands for \_\_\_\_\_
2. Before \_\_\_\_\_ and \_\_\_\_\_ the product in the market the management has to make a good market research
3. The interaction between the business and its environment identifies opportunities and helps in getting \_\_\_\_\_ out of it successfully
4. The changes in the external environment indicate \_\_\_\_\_
5. \_\_\_\_\_ is a continuous process that involves keeping in touch with the external environment.

Q.2. Answer the following in one sentence:

1. Why does the management develop an ETOP?
2. List down the various aspects related to which the management has to make a good market research before production or launching of the product.
3. What is the meaning of opportunities?
4. Why is it important to scan the external environment?
5. What is meant by threats?

Q.3. Application based Questions:

1. The proposal of Tata Motors to bring out a small economy car by 2008 was a warning signal for Maruti Suzuki to cut its costs or introduce economy models.

The above is an example of:

- A. Identifying Opportunities
  - B. Identifying Threats
  - C. Identifying Strengths
  - D. Identifying Weakness
2. if the customers expect some variations in the product offered by the firm, or price is high/ low for the target customers or the current medium of advertisement is not effective enough, the firm is quite free switch over to required changes.  
The factors mentioned in the above situation are controllable factors. State whether this statement is True or False.

## SESSION 2 & 3: MACRO & MICRO ENVIRONMENT FACTORS

Q.1. Fill in the blanks:

1. The \_\_\_\_\_ refers to external forces that are part of the larger society and so are beyond the control of firm's management
2. \_\_\_\_\_ factors are generally under control of the firm as these have to co-ordinate with each other.

Q.2 Answer the following:

1. List down the macro environmental factors/ forces which affect organization's marketing decisions and activities
2. What is demography?
3. What managers are expected to do to maintain 'ecological balance' the marketing?
4. List the elements affecting external micro-environment.
5. Give any two points of difference between Macro and Micro environment.

Q.3. Application Based Questions:

1. Lulu Hypermarket has been a sort after shopping centre for expats and locals residing in Oman. In order to increase the footfall Lulu introduced the promotional offer wherein if the customer shops for 20 OMR he/she would receive 10 OMR worth gift voucher to shop for more clothes, accessories and shoes. However, Nesto Hypermarket a rival of Lulu's too came up with a similar promotional offer. Nesto managed to attract customers from around its locality to visit their stores rather than Lulu.

Answer the following questions based on the case study given above:

- a. Identify the type of competition.
- b. Give reasons to support the identified type of competition.