**PREREQUISITE TEST :**

 Answer the following questions :

1. Which of the following is NOT part of the microenvironment?

a) Suppliers

b) Competitors

c) Economic conditions

d) Customers

2. What does the macroenvironment primarily focus on?

a) Internal stakeholders

b) External forces like political, economic, and technological trends

c) Day-to-day customer interactions

d) The company’s internal processes

3. Which term refers to the external factors that affect a company’s marketing efforts but are out of its control?

a) Marketing mix

b) Marketing environment

c) Marketing strategy

d) Market segmentation

4. What is an example of a technological factor in the macroenvironment?

a) Competitor pricing strategies

b) The rise of e-commerce platforms

c) Local regulations for advertising

d) Customer loyalty programs