**PREREQUISITE TEST :** Multiple Choice Questions

Answer the following questions :

1. What does SWOT stand for?

a) Strengths, Weaknesses, Options, and Threats

b) Strengths, Weaknesses, Opportunities, and Threats

c) Strategies, Weaknesses, Objectives, and Targets

d) Strengths, Weaknesses, Objectives, and Threats

2. Which of the following is an example of a “Strength” in SWOT analysis?

a) A growing customer base

b) High production costs

c) A new competitor entering the market

d) A unique product feature

3. What type of factor does “Opportunity” in SWOT refer to?

a) External positive factors that the business can exploit

b) Internal weaknesses that need improvement

c) Threats posed by competitors

d) None of the above

4. Which of the following would be considered a “Threat”?

a) A company’s strong brand reputation

b) Changes in government regulations

c) Loyal customers

d) High employee productivity

5. SWOT analysis is most useful for:

a) Identifying and addressing internal weaknesses

b) Understanding a business's position in the market

c) Planning strategies to leverage strengths and opportunities

d) All of the above