**PREREQUISITE TEST :**

Answer the following questions :

1. What does market orientation primarily focus on?

a) The company’s production process

b) Understanding and meeting customer needs

c) Lowering production costs

d) Maximizing sales through aggressive promotion

2. Which of the following is a characteristic of a market-oriented company?

a) It focuses on mass production to reduce costs.

b) It prioritizes customer feedback and market research.

c) It develops products without considering customer preferences.

d) It mainly targets increasing short-term profits.

3. Which of the following is an advantage of market orientation?

a) Increased operational efficiency

b) Improved ability to adapt to customer needs

c) Reduced reliance on innovation

d) Focus on internal processes over external factors

4. Which statement best describes market orientation?

a) Focusing solely on selling products aggressively.

b) Aligning all activities to satisfy customer demands.

c) Producing goods with the lowest cost possible.

d) Offering products that competitors already have in the market.