



QUIZ TIME



Which of the following is **NOT** the microenvironmental factors?

- a Culture
- b Supplier
- c Competitors
- d Customers



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Which of the following is the macroenvironmental factors?

- a Culture
- b Supplier
- c Competitors
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High unemployment rate will effect the consumers purchasing power, it explains about _____

- a Political
- b Economic
- c Technology
- d Social Culture



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Oreo Successful in China because they understand and adapt their product based on the China consumers' _____

- a Technology
- b Social Culture
- c Political Factors
- d Demographic Factors



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Secret Recipe bought all the material from their supplier. Therefore Secret Recipe is _____ market.

- a consumer
- b reseller
- c business
- d international