

External Environment

Business Management HL

1. **The Five Forces of Porter are: Competitive rivalry - Threat of substitution - Supplier power - Buyer Persona Threat of new entrants?**

2. Social factors include population size and structure, lifestyle, age groups and education levels?

True False

3. Economics factors include GDP growth rate, inflation rates, interest rates, exchange rates?

True False

4. Legal is the general code of ethics followed by most people in the country and the tendency of people to be ethical?

True False

5. Recession six months of falling GDP positive growth?

True False

6. Exchange rate the value of one currency in terms of another currency?

True False

7. Information technology the use of electronic technology to gather, store, process and communicate information?

True False

8. Fiscal policy changes in government spending levels and taxes rates

True False

9. Inflation the rate of change in the average levels of cost production?

10. Monetary policy changes in the level of interest rates which make a loan capital more or less expensive

