



QUIZ TIME

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

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



QUIZ TIME

Which of the following is the macroenvironmental factors?

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



QUIZ TIME



High unemployment rate will effect the consumers purchasing power, it explains about _____

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



QUIZ TIME



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



QUIZ TIME



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

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