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Paper Marketing  
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Q1:

Mcqs and true false

- (i) {d }
- (ii) { b}
- (iii) { a}
- (iv) { c}
- (v) {c}
- (vi) {d}
- (vii) {a}
- (viii) {d}
- (ix) {b}
- (x) {b}
- (xi) {c}
- (xii) {a}
- (xiii) {c}
- (xiv) {b}
- (xv) (c)

Q2:

(i):

The Macro Environment consists of 6 different forces. These are: Demographic, Economic, **Political**, Ecological, Socio-Cultural, and Technological forces. This can easily be remembered: the DESTEP model, also called DEPEST model, helps to consider the different factors of the Macro Environment

(ii):

A **strength** is a resource or capacity the **organisation** can use effectively to achieve its objectives. A **weakness** is a limitation, fault, or defect in the **organisation** that will keep it from achieving its objectives. An opportunity is any favourable situation in the **organisation's** environment.

(iii):

**Organizations** attempt to influence **their environments** – the most common methods for this are through information management strategic response, mergers, takeovers, acquisitions and alliances, **organization** design and flexibility, and direct influence.

(iv):

- A SWOT analysis is a compilation of your company's strengths, weaknesses, opportunities and threats.
- The primary objective of a SWOT analysis is to help organizations develop a full awareness of all the factors involved in making a business decision.

- Perform a SWOT analysis before you commit to any sort of company action, whether you are exploring new initiatives, revamping internal policies, considering opportunities to pivot or altering a plan midway through its execution.
- Use your SWOT analysis to discover recommendations and strategies, with a focus on leveraging strengths and opportunities to overcome weaknesses and threats