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### QUESTION 1

Which of the following is an integral aspect of the immediate environment that affects a firm?

- A. Technological factors
- B. Political factors
- C. Legal issues
- D. Competitors factors
- E. Cultural factors

Correct Answer: D

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### QUESTION 2

MN Corp., a retailer, wished to open a new store in a suburb. In order to obtain data relating to consumer behavior, competition, and other relevant information, the company employed Am Research, a market research firm. In this scenario, the data collected and presented by Am Research would be known as \_\_\_\_\_.

- A. mined data
- B. panel data
- C. internal data
- D. syndicated data
- E. scanner data

Correct Answer: D

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### QUESTION 3

Which list below presents the hierarchy of needs in its correct order, beginning with the lowest level need to the highest level need?

- A. personal, social, physiological, psychological, and safety
- B. physiological, safety, love, esteem, and self-actualization
- C. safety, physiological, safety, and self-actualization, and personal
- D. self-actualization, personal, social, safety, and physiological
- E. safety, personal, self-actualization, physiological, and social

Correct Answer: B

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#### QUESTION 4

\_\_\_\_\_ reflects the relationship of benefits to costs, or what customers get for what they give.

- A. Ethics
- B. Price
- C. Brand parity
- D. Value
- E. Brand equity

Correct Answer: D

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#### QUESTION 5

Stavely Publishing is conducting a SWOT analysis of its marketing environment. In this analysis, the company will identify its strengths and weaknesses from \_\_\_\_\_.

- A. its customer base
- B. government regulations impacting its products
- C. its production department
- D. changes in the country's economic environment
- E. its competitors' marketing strategies

Correct Answer: C

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