Assignment 4

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1) Among the assorted group memberships is ______.  
   - region
   - national origin
   - profession
   - political affiliation
   - ______
   Score: 1 point
   Accepted Answer: national origin

2) Analyzing the business environment best assists in:  
   - identifying key competitive forces, identifying competitive position, identifying key opportunities, threats, strengths and weaknesses.
   - auditing macro-environmental influences, identifying key competitive forces, identifying competitive position, identifying key opportunities and threats.
   - auditing external and organizational factors, identifying key competitive forces, identifying competitive position, identifying key opportunities and threats.
   - assessing historical trends, auditing environmental dangers, identifying strategic capabilities, identifying competitive position
   - ______
   Score: 1 point
   Accepted Answer: auditing macro-environmental influences, identifying key competitive forces, identifying competitive position, identifying key opportunities and threats.

3) ______ is the form of government in which one person or political party exercises absolute central control whereas ________ refers to a political system in which government is by the people, exercised either directly or through elected representatives.
   Score: 1 point
   Accepted Answer: totalitarian, democracy

4) Which of the following is true of cultures?  
   - Cultures are multinational
   - Cultures are static and unchanging
   - Cultures are ever-changing, rather than learned
   - Cultures give us once, single identity rather than several overlapping identities
   - ______
   Score: 1 point
   Accepted Answer: cultures are ever-changing, rather than learned

5) The following are examples of political risk actions  
   - local-content laws and exchange controls
   - import and export restrictions
   - price and tax controls
   - all of the above
   - ______
   Score: 1 point
   Accepted Answer: all of the above

6) In relation to the PESTEL framework, which of the following statements is correct?  
   - it assists in the assessment of organisational strengths and weaknesses.
   - it allows a detailed analysis of the structure of an industry.
   - it can be used as a checklist to understand the different environmental influences in the macro environment.
   - it takes a historical perspective on the main political, economic, social, cultural, technological, environmental and legal factors
   - ______
   Score: 1 point
   Accepted Answer: it can be used as a checklist to understand the different environmental influences in the macro environment

7) The following is not a component of culture  
   - attitude
   - beliefs
   - education
   - life expectancy
   - ______
   Score: 1 point
   Accepted Answer: life expectancy

8) The term ______ refers to a political system that stresses the primacy of the rights and role of the community  
   - totalitarian
   - democracy
   - individualism
   - collectivism
   - ______
   Score: 1 point
   Accepted Answer: collectivism

9) Which of the variables is not used by marketers for demographic segmentation?  
   - age
   - income
   - occupation
   - ______
   Score: 1 point
   Accepted Answer: poverty

10) Cultural homogeneity refers to —  
    - inter-cultural movements
    - assimilation to the local culture
    - cross-cultural movements
    - cultural uniformity
    - ______
    Score: 1 point
    Accepted Answer: cultural uniformity