



INDIAN SCHOOL DARSAIT

DEPARTMENT OF COMMERCE



Subject : Marketing	Topic : Marketing Environment	Date of Worksheet : _____
Resource Person:EktaGautam		Date : _____
Name of the Student : _____	Class & Division : _____	Roll Number : _____

S.No.		Marks
1.	Define marketing environment.	2
2.	Distinguish between economic environment and non-economic environment.	2
3.	Mention the elements of micro and macro environment.	2
4.	What are controllable and uncontrollable marketing environment?	2
5.	Distinguish between micro environment and macro environment for a business.	2
6.	Explain the impact of natural/physical environment on the present-day marketing organization.	2
7.	With the help of an example explain how changes in economic environment effect business activity of a firm?	2
8.	“Technology adoption helps to gain competitive advantage to the business firm.” Explain how?	2
9.	What are the benefits of environment scanning to a marketer?	3
10.	How is socio-cultural environment relevant to a marketer?	3
11.	“Every change in the politico-legal environment creates adjustment problems for the marketer.” Explain this statement.	3
12.	Enumerate direct action elements and indirect action elements in the marketing environment.	3
13.	Give examples to illustrate the impact of social environment and cultural environment on business activity of a firm.	5
14.	Write an explanatory note on demographic environment and its impact on marketing.	5