**SWOT Analysis Quiz**

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| A |  | Which of the following SWOT elements are internal factors for a business?1. Strengths and Weaknesses
2. Opportunities and Threats
3. Strengths and Opportunities
4. Weaknesses and Threats
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| C |  | Which of the following is false regarding why a SWOT Analysis is used?1. To build on the strengths of a business
2. To minimize the weaknesses of a business
3. To reduce opportunities available to a business
4. To counteract threats to a business
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| B |  | How often should a SWOT Analysis be performed?1. Only when specific issues need to be addressed
2. At least once per year
3. Only when the business starts
4. Every 3-5 years
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| D |  | Which of the following could be a strength? 1. Weather
2. A new international market
3. A price that is too high
4. The location of a business
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| C |  | Which of the following could be a weakness?1. A developing market such as the Internet
2. Competitors with access to better channels of distribution
3. Poor quality of goods and services
4. Special marketing expertise
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| B |  | Which of the following could be an opportunity?1. Having quality processes and procedures
2. Moving into new market segments that offer improved profits
3. Damaged reputation
4. A new competitor in your home market
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| A |  | Which of the following could be a threat?1. Changes in technology
2. A market vacated by an ineffective competitor
3. Location of your business
4. Lack of marketing expertise
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| C |  | Which of the following is true about preparing a SWOT Analysis?1. It should focus on where the organization is today, not where it could be in the future.
2. A SWOT Analysis is objective
3. It should be specific and avoid grey areas
4. It should analyze the organization only and ignore the performance of competitors.
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| D |  | Who usually conducts a SWOT Analysis for a business?1. Financial Institutions/Banks
2. Lawyers
3. Employees
4. Managers
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| Answers Will Vary |  | How will you used the information presented in this PD in VEI? |