**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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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 |
| 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. |
| D |  | Who usually conducts a SWOT Analysis for a business?   1. Financial Institutions/Banks 2. Lawyers 3. Employees 4. Managers |
| Answers Will Vary |  | How will you used the information presented in this PD in VEI? |