SWOT Analysis Quiz

A 1. Which of the following SWOT elements are *internal* factors for a business?
   A. Strengths and Weaknesses
   B. Opportunities and Threats
   C. Strengths and Opportunities
   D. Weaknesses and Threats

C 2. Which of the following is *false* regarding why a SWOT Analysis is used?
   A. To build on the strengths of a business
   B. To minimize the weaknesses of a business
   C. To reduce opportunities available to a business
   D. To counteract threats to a business

B 3. How often should a SWOT Analysis be performed?
   A. Only when specific issues need to be addressed
   B. At least once per year
   C. Only when the business starts
   D. Every 3-5 years

D 4. Which of the following could be a strength?
   A. Weather
   B. A new international market
   C. A price that is too high
   D. The location of a business

C 5. Which of the following could be a weakness?
   A. A developing market such as the Internet
   B. Competitors with access to better channels of distribution
   C. Poor quality of goods and services
   D. Special marketing expertise

B 6. Which of the following could be an opportunity?
   A. Having quality processes and procedures
   B. Moving into new market segments that offer improved profits
   C. Damaged reputation
   D. A new competitor in your home market

A 7. Which of the following could be a threat?
   A. Changes in technology
   B. A market vacated by an ineffective competitor
   C. Location of your business
   D. Lack of marketing expertise
C  8. Which of the following is true about preparing a SWOT Analysis?
   A. It should focus on where the organization is today, not where it could be in the future.
   B. A SWOT Analysis is objective
   C. It should be specific and avoid grey areas
   D. It should analyze the organization only and ignore the performance of competitors.

D  9. Who usually conducts a SWOT Analysis for a business?
   A. Financial Institutions/Banks
   B. Lawyers
   C. Employees
   D. Managers

Answers  10. How will you use the information presented in this PD?
   Will
   Vary