

Strategic analysis for marketing

- 1. In Michael Porter theoretical framework the strategic analysis should concentrate on:**
 - a. Product**
 - b. Distribution**
 - c. Competition**
 - d. Customer**
- 2. The PEST technique covers issues:**
 - a. Product; Economy; Supplier; Time**
 - b. Political; Economic; Supplier; Time**
 - c. Product; Economic; Societal; Time**
 - d. Product; Economic; Societal; Technological**
- 3. The segmentation process consists on steps:**
 - a. Consumer behaviour analysis; product analysis; pricing analysis; positioning**
 - b. Consumer behaviour analysis; product analysis; targeting; positioning**
 - c. Consumer behaviour analysis; segment attractiveness assessment; targeting; positioning**
 - d. Consumer classification; segment attractiveness assessment; targeting; positioning**