Try your self

Chapter 3

1) Does it matter to analyze micro and macro environment to treat an organization`s market? Why?

2) How could suppliers affect an organization`s business?

3) What are the types of marketing intermediaries, and what are their roles?

4) Could publics affect an organization`s business negatively? How?

5) What is the relationship between demographic perspective and market segmentation?

6) What did you experience from Nano-Tata?