

# A

## Mini-term PEST Version A

Chapters 1, 2, 3

All answers must be marked on the accompanying bubble sheet.

Match the statement with the correct PEST category. It is assumed you know what the letters in the PEST stand for.

BUAD-116

1. More people are considering our impact on the environment.
  - a. P
  - b. E
  - c. S
  - d. T
2. More choices are giving customers increased power over pricing of products.
  - a. P
  - b. E
  - c. S
  - d. T
3. The decision to join an international trading block.
  - a. P
  - b. E
  - c. S
  - d. T
4. Cell phone technology is becoming easier to use for commerce.
  - a. P
  - b. E
  - c. S
  - d. T
5. Media coverage of special interest groups is increasing.
  - a. P
  - b. E
  - c. S
  - d. T
6. Internal ordering systems are becoming more efficient and cheaper.
  - a. P
  - b. E
  - c. S
  - d. T
7. The US dollar has dropped to a 3-year low.
  - a. P
  - b. E
  - c. S
  - d. T
8. Your industry is introducing changes to production processes.
  - a. P
  - b. E
  - c. S
  - d. T

9. WorkSafe BC has begun suing organizations for minor safety issues.
- a. P
  - b. E
  - c. S
  - d. T
10. Younger customers are demanding choices in product colour and size.
- a. P
  - b. E
  - c. S
  - d. T
11. Aspects of the Employment Standards Act are being challenged in court.
- a. P
  - b. E
  - c. S
  - d. T
12. The software used in your industry has become open source.
- a. P
  - b. E
  - c. S
  - d. T
13. Bonuses paid in your industry are becoming unacceptable in the eyes of the public.
- a. P
  - b. E
  - c. S
  - d. T
14. Recent “unrest” in other countries is reducing sales opportunities.
- a. P
  - b. E
  - c. S
  - d. T
15. Your industry’s products sell much more in summer than in winter.
- a. P
  - b. E
  - c. S
  - d. T
16. Products like yours are not appropriate for many immigrant families.
- a. P
  - b. E
  - c. S
  - d. T
17. Many imported parts do not meet Canadian standards.
- a. P
  - b. E
  - c. S
  - d. T
18. Expansion into Europe has been reduced as the EU marketplace slows.
- a. P
  - b. E
  - c. S
  - d. T
19. Consumers now check pricing and features online before buying.
- a. P
  - b. E
  - c. S
  - d. T
20. Shareholders are demanding more return for their investments.
- a. P
  - b. E
  - c. S
  - d. T