

## SWOT Analysis Quiz

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
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
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
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
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
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
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

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