SWOT Analysis Quiz

1. Which of the following SWOT elements are <u>internal</u> 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 <u>false</u> 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