**TOPIC 3: STRATEGY, THE ORGANIZATION AND THE ENVIRONMENT**

**SELF-CHECK**

* What is external audit?
* What is the purpose of external audit?
* Discuss key external forces.
* How AQCD Test useful for organization?
* What are competitive forces?
* What are the key questions in considering competitive forces?
* How competitive intelligence programs might be useful in the organization?
* Elaborate Five-Forces Model of competition.
* What is internal audit?
* What is the purpose of internal audit?
* Discuss key internal forces.
* Describe how management information systems will be useful for organization in identifying key internal forces.
* Provide three marketing audit checklist questions.
* What is Value Chain Analysis?
* Explain the two categories in Value Chain Analysis.
* Illustrate Value Chain Analysis diagram.
* Discuss primary activities in Value Chain Analysis.
* Discuss support activities in Value Chain Analysis.
* What is the relationship between primary and support activities in Value Chain Analysis?

**SELF CHECK**