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Consumer Behavior Multiple Choice Questions

26 Multiple Choice Questions (MCQs) with Answers on Consumer Behaviour. Article shared by (a) The desire to have a commodity or service is called: (i) Want, ... Consumer's goods (ii) Producers' goods (iii)

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Public goods (iv)
Intermediate goods (e)
By making a table, a
carpenter creates:

26 Multiple Choice Questions (MCQs) with Answers on ...

Multiple Choice
Questions Q.1. Which
of the following would
be the best illustration
of a subculture? A) a
religion B) a group of
close friends C) your
university D) a
fraternity or sorority

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Ans: A Q.2. The relatively homogeneous and enduring divisions in a society, which are hierarchically

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questions Q1. A

situation in which

consumer purchases

are unplanned is

known as _____ (1)

Primary buying

motives (2) Secondary

buying motives (3)

Impulse buying (4)

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Buying behavior
process (5) None of
these View Answer /
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Questions for
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...

Consumer Behavior,
11e (Solomon) Chapter
5 Perception 1) The
immediate response by
our eyes, nose, mouth,
or fingers to such basic
stimuli as light, color,

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sound, odor, and
texture is called _____.

A) reception B)
awareness C)
perception D)
sensation Answer: D

Diff: 1 Learning

Outcome: Identify and
discuss the factors
influencing consumer
buying behavior.

Chapter-5 - Multiple Choice Chapter 5 - MKTG1204 - UWA ...

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Chapter 4 - Consumer

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64. The step of the perception process

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where consumers interpret information based on their own attitudes, beliefs, motives, and experiences is known as A)selective attention. B) ...

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groups, or
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CONSUMER BEHAVIOR
PART I: Multiple Choice
Question 1 According
to J. McCARTHY, the

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marketing mix consists of the following four elements: A. Product, place (distribution), price, packaging B. Packaging, place (distribution), product, promotion

EXAM: CONSUMER BEHAVIOR W 2013/14 LECTURER UN ROF DR ...

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answer & explanation
of each question. Click

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Q.1 The price line or budget line of a consumer is : Parallel to x-axis: Parallel to y-axis: Straight line joining the two axis: None of the above.

Question Bank | Theory of Consumer Behaviour :: JUST EXAM

Web Links curated to help explore consumer behaviour even further,
... Multiple Choice

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Questions that test your knowledge and let you revise each chapter. Flash Cards to help you review the key terms used within the textbook and understand the jargon. Just click on the links to the left.

Consumer Behaviour | Online Resources

Quiz 6: Consumer Behavior; ... Multiple Choice . Food manufacturers often

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set up tables in grocery stores where customers can sample featured products. The goal of this type of promotion is to specifically influence the ____ component of attitude. A) behavioral B) ...

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3. Check
Organizational
behaviour multiple
choice questions on
unit no. 2, 1) The job

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satisfaction of an employee depends on the. a) behaviour b) attitude c) personality d) employer Answer: b) attitude. 2) The success of each organization is depending upon the performance of a) employer b ...

Organizational Behaviour Multiple Choice Questions with ...

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