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18 UBM 620 -CONSUMER BEHAVIOUR Multiple Choice Questions: UNIT -I 1. Any individual who purchases goods and services from the market for his/her end -use is called a..... a. Customer b. Purchaser c. Consumer d. All these Answer: A

~~18 UBM 620 - CONSUMER BEHAVIOUR UNIT - I Answer: A Answer: B ...~~

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

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Chapter 07 - Consumer Behaviour Chapter 07 Consumer Behaviour Multiple Choice Questions 1.

Utility is: A. at the heart of all microeconomic thinking. B. a way of describing the value that a person places on something. C. what drives decision making in individuals.

~~Chap007.rtf Chapter 07 Consumer Behaviour Chapter 07 ...~~

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Gravity. Created by. Alison_Lieberman. Key Concepts: Terms in this set (90) Kimberly really wants to go on a hiking trip to Colorado. She has been climbing with her family for several years and now she is off from school for the summer. As an internal ...

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

~~Multiple Choice Questions - DIMR~~

Multiple Choice Questions 1. Which of the following is true? Consuming refers to decisions about buying products. Consumer behaviour is about...

2. Which of the following is NOT true? Purchasing behaviour relates strongly to environmental situation. Purchasing...

3. Which of the following is typical

...

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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, 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 ...

~~Chapter 5 - Multiple Choice Chapter 5 - StuDocu~~

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CONSUMER BEHAVIOR PART I: Multiple Choice Question 1 According to J. McCARTHY, the marketing mix consists of the following four elements: A. Product, place (distribution), price, packaging B. Packaging, place (distribution), product, promotion C. Product, planning, promotion, packaging D. Product, place (distribution), price, promotion

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

No Frames Version Chapter 4: Consumer behaviour: theory and applications. Multiple choice questions; Site Navigation; Navigation for Chapter 4: Consumer behaviour: theory and appl

~~Chapter 4: Consumer behaviour: theory and applications~~

Chapter 21: Consumer Behavior and Utility Maximization Extra Multiple Choice Questions for Review 1. When the price of a product falls for a normal good, the: A) income and substitution effects will encourage consumers to purchase more of the product. B) income and substitution effects will encourage consumers to purchase less of the product.

~~Chapter 21: Consumer Behavior and Utility Maximization ...~~

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Chapter 5: Consumer markets and consumer buyer behaviour: Multiple choice questions: Multiple choice questions. Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

~~Multiple choice questions — Pearson Education~~

Consumer behavior - Marketing aptitude 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) Buying behavior process (5) None of these View Answer / Hide Answer

~~Consumer behavior — Marketing aptitude questions~~

This post covers marketing multiple choice questions with answers and explanation. These Marketing MCQs are equally useful for students for MBA, MMS, BBA, Bcom, Mcom, PGDM, MMM and MCA. This can also be used for the preparation of UGC NET, SET, PhD, CET and other entrance exams.

~~Marketing MCQs with Answers & Explanation — Indiaclass~~

Dear User, Kindly login/register to view answer & explanation of each question. Click here to Login/Sign Up. 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.

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