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Answer: A Answer: B ...

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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: A18
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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)
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carpenter creates: 26
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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

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her family for several

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off from school for the

summer. As an internal

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of the following would

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of a subculture? A) a

religion B) a group of

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university D) a

fraternity or sorority

Ans: A Q.2. The

relatively

homogeneous and

enduring divisions in a

society, which are

hierarchicallyMultiple

Choice Questions -

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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...

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following is typical

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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 ...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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Multiple Choice

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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.

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planning, promotion, packaging D. Product, place (distribution), price, promotion

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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 /
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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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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

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-use is called a..... a.
Customer b. Purchaser
c. Consumer d. All
these Answer: A
Multiple Choice

Questions - DIMR
Multiple Choice
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3. Which of the
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Answer: A Answer: B
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