

## Consumer Behaviour Exam Questions Answers

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1-3 An understanding of consumer behaviour includes all of the following variables except: A. amount purchased B. consumers' values C. economic situations D. consumers' perceptions E. how purchases are consumed Consumer behaviour theory provides the manager with: A. more problems than it solves B. concrete solutions to most marketing problems C. the proper questions to ask in most market decision situations D. solutions to problems E. none of the given answers Customer value is: A. derived ...

### Questions with answer.pdf - Consumer Behavior MC Questions ...

1. Summarize the Howard and Sheth model of buyer behaviour and explain its value to marketing management. 2. Discuss the main influences on consumer behaviour and provide examples to support your recommendations. 3. Explain how models of consumer behaviour can contribute to the development of marketing campaigns. 4.

### Consumer Behavior (Strategy First) - Exam Questions

Question 1. (a) Explain the peripheral route to persuasion and discuss the ways in which marketers can influence low-effort consumer attitudes. (b) Because attitudes are learned ...show more content.... (b) Explain how the following two cognitive personality traits have been useful in understanding consumer behaviour. i.

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### (DOC) Examination Questions for Consumer Behaviour ...

Answer Key: Consumer Behavior (80056) Duration examination: 180 minutes. Evaluation table. Question Topic Total points. Item Points. 1 Consumer Behavior & Behavior Modification 10 a 6 b 4. 2 Value Creation 10 10. 3 Irrational Behavior 10 a 5 b 5. 4 Social Media & Marketing 10 10. 5 Customer-Based Brand Equity 10 a 4 b 6 c 5 d 5

### Exam 1 January 2015, questions and answers - consumer behavior

room number seat number student number anonymously marked (please do not write your name on this exam paper) confidential exam paper this paper is not to be

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Consumer Buyer Behavior Chapter Exam Instructions. Choose your answers to the questions and click 'Next' to see the next set of questions. You can skip questions if you would like and come back to ...

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### BU5D 2190 Consumer Behaviour Assignment Answers

Answer: C 25. Understanding consumer buying behavior is not e asy. The answers are often locked deep within the consumer s head. The central question f or marketers is: a. How much money is the consumer willing to spend? b. How much does the consumer need the product being o ffered for sale? c.

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

consumer behavior. Or (b) How is perception measured in consumers? Explain any one method in detail. 14. (a) Discuss the role of socio-cultural dimensions in consumer behavior. Or (b) How does communication affect the consumer behavior? 15. (a) Explain the model of high and low involvement of the consumer in the purchasing process. Or

### Question Paper Code : BS2121 - Test Page

The ABC approach (Affect, Behaviour and Cognitions) a) Affect- Feelings about and object b) Behaviour- Beliefs the consumer has about the object c) Cognitions-Overt behaviour that consumers exhibit as well as their. intentions to behave; What is the culture. Consumer culture- societal beliefs that define what is socially gratifying

### Exam revision, questions and answers - StuDocu

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 ...

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. This activity contains 6 questions. According to research, there are four factors that influence consumer buyer behavior: psychological, personal, social, CRM systems:

### Multiple choice questions - Pearson Education

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