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1. Each culture contains groups of people with shared value systems based on common life experiences and situations.

Options:

a) True

b) False

Correct option: a) True

2. Influencers often help define specifications and also provide information for evaluating alternatives.

Options:

a) True

b) False

Correct option: b) False

3. Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.

Options:

a) True

b) False

Correct option: b) False

4. The buying decision process and buying center are influenced by interpersonal factors.

Options:

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a) True

b) False

Correct option: a) True

5. In the general needs description of the buying process, the buyer describes the characteristics and quantity of the needed item.

Options:

a) True

b) False

Correct option: a) True

6. In the supplier selection stage, the buyer reviews supplier performance.

Options:

a) True

b) False

Correct option: a) True

7. The main differences between business and consumer markets are in market structure and demand, the nature of the buying unit, and the types of decisions and the decision process involved.

Options:

a) True

b) False

Correct option: a) True

8. If you want to buy grocery items, then your buying behavior will be habitual buying behavior.

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Options:

a) True

b) False

Correct option: a) True

9. Gatekeepers have formal or informal power to select or approve the final suppliers.

Options:

a) True

b) False

Correct option: a) True

10. In the business buying process, the buyer and seller are relatively less dependent on each other.

Options:

a) True

b) False

Correct option: b) False

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