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1. In habitual buying behavior, consumers are often involved in brand switching.

Options:

- a) True
- b) False

Correct Answer: False

2. Ideally in the modified rebuy situation, the buyer does not think of changing the product specifications, price, or a supplier.

Options:

- a) True
- b) False

Correct Answer: False

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

Options:

- a) True
- b) False

Correct Answer: True

4. 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 Answer: True

5. The prime responsibility of the marketers is to understand what is going on within the organization to translate stimuli into purchase behavior.

Options:

a) True

b) False

Correct Answer: False

6. A belief is the specific mix of human traits that may be attributed to a particular brand.

Options:

a) True

b) False

Correct Answer: False

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 Answer: True

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8. During proposal solicitation, the buying center often will draw up a list of desired supplier attributes and their relative importance.

Options:

- a) True
- b) False

Correct Answer: True

9. When a consumer learns about a new product for the first time and makes a decision to try it, it is called the alternative evaluation process.

Options:

- a) True
- b) False

Correct Answer: False

10. Derived demand refers to the business demand that ultimately comes from the demand for consumer goods.

Options:

- a) True
- b) False

Correct Answer: True

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