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

Options:

a) True

b) False

Correct option: True

2. Five characteristics are especially important in influencing an innovation's rate of adoption. Two of these are relative advantage and compatibility.

Options:

a) True

b) False

Correct option: True

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

Options:

a) True

b) False

Correct option: True

4. Competitive advantage is the characteristics of products which influence new product's rate of adoption.

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Options:

a) True

b) False

Correct option: False

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

Options:

a) True

b) False

Correct option: True

6. A dissonance-reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.

Options:

a) True

b) False

Correct option: False

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

Options:

a) True

b) False

Correct option: True

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8. The buying decision process and buying center are influenced by internal organizational factors.

Options:

- a) True
- b) False

Correct option: True

9. A belief is basically a person's thought process which is not backed by the knowledge rather depends on the faith.

Options:

- a) True
- b) False

Correct option: False

10. 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 option: True

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