

File by MAM MEHWISH 03184148783
Paid LMS Handling Available

We also provide Past papers for Mids. and Finals

Cross Check your answers before submitting directly from the file. We are not responsible for 100% correction as human error exists

1. Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved.

Options:

- a) True
- b) False

Correct option: False

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

Options:

- a) True
- b) False

Correct option: True

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

Options:

- a) True
- b) False

Correct option: False

4. The decision of a single participant is enough in the business buying process.

File by MAM MEHWISH 03184148783
Paid LMS Handling Available

File by MAM MEHWISH 03184148783
Paid LMS Handling Available

Options:

a) True

b) False

Correct option: False

5. Raheela works for the Aftab Beverage Company. She helps define product specifications and also provides information for evaluating alternatives. Raheela plays the role of gatekeeper.

Options:

a) True

b) False

Correct option: False

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

Options:

a) True

b) False

Correct option: True

7. Competitive advantage is the characteristic of products which influences the new product's rate of adoption.

Options:

a) True

b) False

Correct option: False

File by MAM MEHWISH 03184148783
Paid LMS Handling Available

File by MAM MEHWISH 03184148783
Paid LMS Handling Available

8. 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 option: False

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

Options:

a) True

b) False

Correct option: False

10. 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: True

File by MAM MEHWISH 03184148783
Paid LMS Handling Available