

*Term 1 Consumer Study Question Paper 2014
Grade 12*

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CHAPTER 1 - What is Consumer Behavior

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1.1. Multiple Choice . Various possible answers are provided in each question below. Indicate the correct answer by

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Question 1. What Is Consumer Behaviour? Answer : It is broadly the study of individuals, or organisations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society. Question 2. Customers Versus Consumers? Answer :

TOP 250+ Consumer Behaviour Interview Questions and ...

1. Bill and Joe live in Ithaca, New York. At 2 P.M. Bill goes to the local Ticketron outlet and buys a \$30 ticket to a basketball game to be played that night in Syracuse (50 miles north). Joe plans to attend the same game, but doesn't purchase his ticket in advance because he knows from experience that it is always possible to buy just as good a seat at the arena.

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Page 3 of 5 Part II: Short Answer Answer in the space

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12. In one study on cross-cultural differences Smith (2006) examined emotional responses to negative service encounters and found that while United Kingdom respondents typically blamed the service employee, African respondents were more likely to also attribute blame to the consumer. A: True B: False Answer: A 13.

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