



# **Vu Buddy- MGT301**

1. In the business buying process, the buyer and seller are relatively less dependent on each other.
  - a. True
  - b. False
2. The buying decision process and buying center are influenced by Interpersonal factors.
  - a. True
  - b. False
3. Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved.
  - a. False
  - b. True
4. Asif regularly purchasing dairy products from his nearest milk shop is an example of a straight rebuy situation.
  - a. False
  - b. True
5. Yusra always feels super excited after purchasing trendy clothes from Sapphire Store is an example of a new task buying situation.
  - a. False
  - b. True
6. Many marketers believe that behavior variables are the best starting point for building market segments.
  - a. True
  - b. False
7. Ideally in the modified rebuy situation, the buyer does not think of changing the product specifications, price or a supplier.
  - a. False
  - b. True

8. **Most businesses that manufacture products for the consumer market also sell directly to consumers.**
- a. False
  - b. True
9. **The newer the buying task, and the more complex and costly the item, the lesser the amount of time the buyer will spend searching for suppliers.**
- a. True
  - b. False
10. **Gatekeepers have formal or informal power to select or approve the final suppliers.**
- a. True
  - b. False

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