

NAME : \_\_\_\_\_

NIM : \_\_\_\_\_

### MID-TERM TEST

PLEASE FILL THIS FORM

#### CONSUMER MOTIVATION AND PERSONALITY OF A PRODUCT

How's the trend of product popular in the world?

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How's the trend of product popular in Indonesia?

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What is Customer Motivation?

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What is Customer Personality?

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How's the customer motivation in Indonesia?

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Please identify customer personality in Indonesia!

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Please provide the data of customer motivation in the world! It can be image or link

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Please provide the data of customer motivation in Indonesia! It can be image or link

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Please provide the data of customer personality in the world! It can be image or link

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Please provide the data of customer personality in Indonesia! It can be image or link

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Give your conclusion about customers in the world and Indonesia!

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## REFLECTION

WHAT HAVE YOU LEARNED?	ROOM FOR IMPROVEMENT