

# Marketing The Core 5Th Canadian Edition By Roger A. Kerin – Test Bank

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## Description

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**Sample Questions**

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**Chapter 03**

**Consumer Behaviour**

### True / False Questions

1. The purchase decision process begins with information search and ends once the consumer has made a purchase.  
**FALSE**

*Accessibility: Keyboard Navigation*

*Blooms: Remember*

*Difficulty: Easy*

*Learning Objective: 03-01 Describe the stages in the consumer purchase decision process.*

*Topic: 03-01 Consumer Purchase Decision Process*

2. Hank is watching television and sees an advertisement for a new snack food that he decides to purchase. This is an example of recognizing a need.  
**TRUE**

*Accessibility: Keyboard Navigation*

*Blooms: Understand*

*Difficulty: Moderate*

*Learning Objective: 03-01 Describe the stages in the consumer purchase decision process.*

*Topic: 03-01 Consumer Purchase Decision Process*

*Topic: 03-02 Problem Recognition: Perceiving a Need*

3. Information search includes memories of personal experience and casual inquiries with friends.  
**FALSE**

# Marketing The Core 5th Edition Exam A

**Henry M. Seidel**



## **Marketing The Core 5th Edition Exam A:**

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