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Principles of Marketing, 15e (Kotler/Armstrong)

Chapter 6 Business Markets and Business Buyer Behavior

1) The decision process by which business buyers determine which products and services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as _____.

- A) situational analysis
- B) business buying process
- C) business diversification
- D) business process automation
- E) lateral expansion

Answer: B

Page Ref: 166

Skill: Concept

Objective: 6-1

Difficulty: Easy

2) Business buyer behavior refers to the _____.

- A) buying behavior of consumers who buy goods and services for personal consumption
- B) buying behavior of the organizations that buy goods and services for use in the production of other products and services that are sold, rented, or supplied to others
- C) buying behavior of consumers who rely on small retailers for the regular supply of provisions
- D) decision process by which business buyers determine which products and services their organizations need to purchase

Principles Of Marketing 15th Edition Test Bank

Jicheng Xie



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