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COMPULSORY question 'C' Discuss the marketer's perspectives and the consumer's perspectives when looking at pre- purchase, purchase and post-purchase. Consider one purchase category (such as pre- purchase) and cite the questions that might be asked from both the consumer's and marketer's perspective. The questions must be specific.

(DOC) Examination Questions for Consumer Behaviour ...

The final exam consists of 4 essay questions. ALL questions are compulsory. Each question will be worth 10 marks for a total of 40 marks. Possible questions: Question 1 (a) Explain the peripheral route to persuasion and discuss the ways in which marketers can influence low-effort consumer attitudes.

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Consumer Protection Act provides rights to the consumer to prevent consumers from fraud or specified unfair practices. These rights ensure that consumers can make better choices in the marketplace and get help with complaints.

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Consumer behavior - Marketing aptitude questions Q1. A situation in which consumer purchases are unplanned is known as____ (1) Primary buying motives (2) Secondary buying motives (3) Impulse buying (4) Buying behavior process (5) None of these View Answer / Hide Answer

Consumer behavior - Marketing aptitude questions

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