Section A  True/false:
1. The study of consumer behavior is viewed as the edifice of the selling concept.
2. The knowledge of consumer behavior does not find relevance in Governmental and Non-profit Organizations and Social Marketing

Section B  Fill up the blanks:
1. The ___________________ concept believes in “make what you can sell” approach rather than “sell what you make” approach.
2. Environmental uncertainty is a function of _______________ and dynamism.
3. There exists interrelatedness between the Consumer, the _________________ and the Marketing strategy.
4. During the evolution of the discipline, marketers realized that there was a need to understand the customer better. This approach came to be known as ______________.