Assignment 8

The data are for assessing this assignment two pages.

1. In an industrial buying scenario, in order to resolve conflicts, the conceptual substrates engage in organization and dissemination of more information across an extended hierarchy. This is known as knowledge.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

2. A guideline refers to someone in the organization who can control and manipulate the flow of information into the buying process.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

3. There are certain complimentary products like pens and refill. The demand for such products is usually separable. Such demand is known as direct demand.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

4. When a company gets competitive orders of same products in the same vendor, it is known as strategic identity.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

5. The term 'social identity' measures all perceived identity, and secondary reference groups which are implied to be the defining factors for the product’s usage.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

6. The apportion function is based on the very basic propositions of reward and punishment.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

7. The personal utility acquired by an alternative is the result of the specific situation or set of circumstances leading the choice and/or become an instrumental value.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

8. The relative-advantage hypothesis centres around the notion that the consumption of a feasible product is dependent on what is perceived as their 'immediate' incentive. By doing this, they try to reach a reasonably stable status in buying even when their income may vary considerably over time.
   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

   a. True
   b. False
   c. No, the answer is incorrect.
   d. Accepted Answer

10. The problem identification step of consumer research involves developing the theoretical background, identifying the research questions, forming hypotheses, etc.
    a. True
    b. False
    c. No, the answer is incorrect.
    d. Accepted Answer