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## **(DOC) Examination Questions for Consumer**

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## **Behaviour ...**

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  
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Choose the answer and write only the letter (A-D) next to the question number (1.1.1-1.1.16) in the ANSWER BOOK, for example 1.1.17 C. 1.1.1 The National Credit Act ... A is consumer credit court which hears complaints from consumers. B is a credit provider must follow this law which protects the rights of consumers.

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Question 7. Consumer Response Theory (15 points) a) (6 points) Motivation is high, since your first marathon is an important issue (2 points). Ability is high, since it is a self-paced medium without a lot of complex information ( points). Thus, you will follow the central (high-involvement) route (2 points). ...

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Traditionally, consumer law has played an instrumental role in the EU as a tool for market integration. There are now signs in the new EU legal framework and jurisprudence that this may be



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changing. The Lisbon Treaty contains provisions affecting consumer law and, at the same time, it grants binding legal force to the EU Charter, which in turn adds a fundamental rights dimension to consumer protection. This evolution, however, is still at an early stage and may be thwarted by conflicting trends. Moreover, it may generate tensions between social objectives and economic goals. This book provides the first comprehensive analysis of these developments and examines new avenues that may be opening for consumer law, focusing on three key areas: financial services, electronic communication and access to justice. Through a systematic analysis of relevant cases, the book traces the development of a human rights dimension in consumer law and details the ramifications that the post-Lisbon legal framework may have on consumer protection and policy. This book concludes by proposing new directions in consumer law, striking a compromise between social and economic demands.

The role of the consumer has changed from seeking the most satisfaction from goods and services to reconciling consumption with active citizenship, which links consumption to modern social issues such as environmental protection, sound business ethics, and fair working conditions. Understanding consumers -- the way they buy products, the way they relate to questions of environmental importance, and the way they participate in public policy formulation processes -- is of vital importance to modern society. In this book, eminent researchers examine contemporary issues related to the field of consumers, policy, and the environment.

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Daily existence is more interconnected to consumer behaviors than ever before, encompassing many issues of well-being. Problems include unhealthy eating; credit card mismanagement; alcohol, tobacco, pornography, and gambling abuse; marketplace discrimination; and ecological deterioration; as well as at-risk groups who are impoverished, impaired, or elderly. Opportunities for well-being via consumer behaviors include empowerment via the Internet, product sharing, leisure pursuits, family consumption, and pro-environmental activities, among others. In 2005 the Association for Consumer Research launched Transformative Consumer Research (TCR). Its mission is to foster research on quality of life that is both rigorous and applied for better assisting consumers, their caregivers, policy administrators, and executives. This edited volume includes 33 chapters on a wide range of topics by expert international authors. All royalties from sales of this book are donated to the Association to support TCR grants.