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Chapter 05 Understanding Organizational Markets and Buying Behavior

True or False Questions

[QUESTION]

1. At the most basic level, marketers need to answer the same set of questions about organizational markets as about consumer markets in order to develop a solid foundation for their marketing plans.

Answer: True

Level of difficulty: Easy

Page: 123

Take-Away: 1

[QUESTION]

2. A crucial factor that distinguishes organizational markets from consumer markets is the method in which products are purchased.

Answer: True

Level of difficulty: Easy

Page: 124

Take-Away: 1

[QUESTION]

3. Organizational buyers, when compared with buyers of consumer goods, are greater in number.

Answer: False

Level of difficulty: Easy

Page: 125

Take-Away: 1

[QUESTION]

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