**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 3: Activity 1**

**GROUP ACTIVITY**

## **Class quiz**

**The class quiz challenge**

This exercise is intended to be a fast-paced, fun quiz that tests your knowledge of the previous learning outcome’s core concepts.

* Complete it in teams of 3 or 4 – it’s a timed exercise.
* You have **1.5 minutes** per question to write down your answers.
* At the end of the quiz, swap answer papers with another team and wait for the tutor to tell you the answers.
* Award 10 points for every correct answer. The group with the highest score is the winner!

**Q1. What are the characteristics of a low involvement purchase?**

**Q2. What is the EKB model of consumer behaviour?**

**Q3. What does the acronym STDC stand for in the buying behaviour process?**

**Q4. What are three benefits for marketers of using models of the consumer behaviour process?**

**Q5. What type of buying task represents the greatest risk for b2b buyers?**

**Q6. Name and explain three roles in the b2b decision-making unit.**

**Q7. What is the influence of corporate culture on b2b buying decision-making?**

**Q8. List three differences between b2b and b2c purchase behaviour.**

**Q9. What are the four key characteristics of a service?**

**Q10. What does the acronym NPS stand for and what is the principle of the model?**