

**MODULE 1: INTRODUCTION TO THE STUDY OF CONSUMER BEHAVIOR**  
**LESSON II – INTRODUCTION TO CONSUMER BEHAVIOR II**

**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 \_\_\_\_\_.