**PREREQUISITE TEST :**

Answer the following questions :

1. What is customer behavior?

a) The study of how businesses develop marketing strategies

b) The actions and decision-making processes of customers when they purchase products or services

c) The behavior of sales staff during customer interactions

d) The analysis of competitor activities in the market

2. Which of the following is a psychological factor influencing customer behavior?

a) Age and gender

b) Social class

c) Motivation

d) Family influence

3. Which of the following is NOT a step in the customer decision-making process?

a) Problem recognition

b) Information search

c) Market segmentation

d) Purchase decision

4. What is an example of a personal factor affecting customer behavior?

a) Social influence from friends

b) Lifestyle choices

c) Economic conditions

d) Marketing campaigns