

**EXAM: CONSUMER BEHAVIOR**  
**LECTURER: JUN.-PROF. DR. HOLGER MÜLLER**

**WINTER TERM 2013/14**  
**ID: 20322**

- INFORMATION SHEET -

**Before you receive the stapled question sheets:**

Please fill in your **name as well as your matriculation number and faculty with clearly readable writing** on the answer sheet on the back of this information sheet as well as the already handed out booklet.

**Permitted aid:**

Non-programmable pocket calculator (according to the instructions given by the examination office)

Dictionaries (English ⇔ your native language) without any handwritten comments/entries!

**Conceptual formulation:**

You will receive the exam paper shortly. The exam consists of two parts. All questions must be answered! Available time is 60 minutes.

**Part I:**

This part contains 35 multiple-choice-questions. Please note:

- For each question, four possible answers (A, B, C, D) are provided of which only one is correct!
- For each correct answer you will receive a point.
- For incorrect and missing answers you will receive 0 points.
- To answer the questions please use the answer sheet provided on the back of this information sheet! Please fill in the alphabetic character of the answer, which you think is correct, at the corresponding question number in the answer sheet!
- *Only entries in the answer sheet will be evaluated.*

**Part II:**

This part contains a total of 15 calculations. Please note:

- For each correct answer you will receive a point.
- Incorrect and missing answers will be marked with 0 points.
- Interim solutions will not be evaluated. Subsequent faults will not be considered.
- Please use the booklet for your calculations!
- To answer the questions please use the answer sheet provided on the back of this information sheet! Please fill in the calculated answer/result to the question or sub question at the corresponding question number in the answer sheet!
- *Only entries in the answer sheet will be evaluated.*

**When handing in your exam paper:**

Please assure that you have filled in your **name as well as your matriculation number and faculty with clearly readable writing** on

- the answer sheet (on the back of the information sheet),
- the stapled question sheets,
- and the booklet!

Place the information sheet with the answer sheet on the back as well as the stapled question sheet in the booklet and submit it to the supervisory staff!

**THANK YOU!**

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**- ANSWER-SHEET -**

**Last name:**

**Matriculation Number:**

**First name:**

**Faculty:**

Question	Answer
Question 1	
Question 2	
Question 3	
Question 4	
Question 5	
Question 6	
Question 7	
Question 8	
Question 9	
Question 10	
Question 11	
Question 12	
Question 13	
Question 14	
Question 15	
Question 16	
Question 17	
Question 18	
Question 19	
Question 20	
Question 21	
Question 22	
Question 23	
Question 24	
Question 25	

Question	Answer
Question 26	
Question 27	
Question 28	
Question 29	
Question 30	
Question 31	
Question 32	
Question 33	
Question 34	
Question 35	
Question 36a	
Question 36b	
Question 36c	
Question 36d	
Question 36e	
Question 37	
Question 38	
Question 39	
Question 40a	
Question 40b	
Question 41	
Question 42a	
Question 42b	
Question 42c	
Question 43	