

**Q1. A. Choose the Right Answer**

1. Customer
2. Societal
3. Demographic
4. Test marketing
5. Product
6. Continuity
7. Loyalty
8. Market segmentation
9. Buying motives
10. USP

**Q1. B. True or False**

**True** – a, b, c, g, h, i, j

**False** – d, e, f