

\_\_\_\_\_ utility is the total satisfaction obtained from all units of a particular commodity consumed over a period of time  
Total

\_\_\_\_\_ is also the study of consumers, groups, or organisations and the processes they use to select, secure, and dispose of goods, services, experiences, or ideas to satisfy needs and the effects that these processes have on the consumer and society  
Consumer behaviour

A situation whereby a consumer equally prefers two product bundles, then the consumer is \_\_\_\_\_ between the two bundles  
Indifferent

The summation of all the satisfaction derived from consuming a particular commodity is referred to as \_\_\_\_\_  
Total Utility

It is said that a consumer is at equilibrium if and only if \_\_\_\_\_  
Utility is maximized

Consumers buy goods because they get \_\_\_\_\_ from them  
satisfaction

The level of happiness connected with alternative choices is referred to as \_\_\_\_\_  
Utility

Incremental utility is the same as \_\_\_\_\_  
Marginal Utility

At the point where total utility is at maximum, marginal utility is \_\_\_\_\_  
Zero

Consumer behaviour is underlined by the thinking referred to as law of \_\_\_\_\_  
utility.  
Diminishing marginal