

What supports back-office operations and strategic analysis and includes all systems that do not deal directly with the customers  
Analytical CRM

Which term is often used to refer to the organizational culture of a business firm?  
corporate culture

Payments, warranties, delivery dates, and so forth represent  
terms and conditions

Which of the following sources is rated as the most important information source for purchasers and purchase influencers within organization?  
television business networks

Which of the following can possibly be part of the informal information search process for organizational buyers?  
discussions with sales representatives

Which type of decision rule is very common in the first step of a two-stage decision for an organizational purchase?  
conjunctive

The beliefs and attitudes an organization's members have about the organization and how it operates is known as  
None of the above

In high-tech markets, who is most likely to recognize a problem or need to purchase?  
head of a department

Which type of organizational purchase situation occurs when the purchase is of minor importance and is not complex?  
straight rebuy

Organizations have a type of self-concept and lifestyles that the text refers to as  
organizational culture