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B) perception. C) sensation. D) stream of consciousness. Answer: B Type: MC Page Ref: 33 Skill: Concept Objective: L2-01 Understand the difference between sensation and perception.Consumer Behaviour, 7e (Solomon) Chapter 2 PerceptionChapter-2 Consumer Behaviour(DOC) Chapter-2 Consumer Behaviour | ramya sree - Academia.eduFree PDF download of Class 12 Micro Economics Chapter 2 - Theory of Consumer Behaviour Revision Notes & Short Key-notes prepared by our expert Economics teachers from latest edition of CBSE(NCERT) books. To register Online Tuitions on Vedantu.com to clear your doubts.CBSE Class 12 Micro Economics Chapter 2 - Theory of ...Chapter 2 consumer buying behavior 1. Chapter 2 Consumer Buying Behavior Prepared by: Nor Izzuddin Bin Norrahan Lecturer of Management, Banking & Islamic Finance Astin College 2. 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