Marketing Research

Homework # 2

Chapters: 3, 4 and 5

Following are 33 questions, each worth three points. Indicate the answer you think best fits the question asked.

**Chapter 3: Research Design, Secondary and Syndicated Data**

1) Which statement is NOT true about research design*?*

A) Research design is a framework for conducting the marketing research project.

B) Research design specifies the measurement and scaling procedures.

C) Research design is undertaken before developing the approach to the problem.

D) Research design is undertaken after the marketing research problem is defined.

2) The \_\_\_\_\_\_\_\_ is a framework or blueprint for conducting the marketing research project that specifies the procedures necessary to obtain the information needed to structure and/or solve the marketing research problem.

A) problem definition

B) research design

C) fieldwork design

D) data preparation and analysis

E) research directive

3) A type of research design that has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher is called \_\_\_\_\_\_\_\_.

A) conclusive research

B) descriptive research

C) causal research

D) exploratory research

E) insight research

4) \_\_\_\_\_\_\_\_ is research conducted to gain ideas and insight into the problem confronting the management or the researcher.

A) Exploratory research

B) Conclusive research

C) Descriptive research

D) Causal research

E) Directed research

5) Which of the following types of research design should be used when management realizes a problem exists but does not yet understand why?

A) conclusive research

B) exploratory research

C) descriptive research

D) causal research

E) expeditionary research

6) \_\_\_\_\_\_\_\_ is conducted on a small and nonrepresentative sample, so the findings should be regarded as tentative and should be used as building blocks for further research.

A) Causal research

B) Exploratory research

C) Conclusive research

D) Descriptive research

E) Focused research

7) \_\_\_\_\_\_\_\_ research is typically more formal and structured than \_\_\_\_\_\_\_\_ research.

A) Exploratory; conclusive

B) Conclusive; exploratory

C) Exploratory; descriptive

D) Subjective; observational

E) Lead; supporting

5) Large, representative samples are used to collect data that are analyzed with statistical techniques for which of the following types of research designs?

A) subjective research

B) exploratory research

C) conclusive research

D) observational research

E) supporting research

6) Descriptive research is a type of \_\_\_\_\_\_\_\_ that has as its major objective the description of **something — usually market characteristics or functions.**

A) subjective research

B) exploratory research

C) conclusive research

D) observational research

E) supporting research

7) \_\_\_\_\_\_\_\_ is particularly useful whenever research questions relate to describing a market phenomenon, such as frequency of purchase, identifying relationships, or making predictions.

A) Descriptive research

B) Exploratory research

C) Causal research

D) Subjective research

E) Identifying research

8) Which of the following is NOT an example of a descriptive research goal?

A) to develop a profile of a target market

B) to determine the cause of a sales decrease

C) to estimate the frequency of product use as a basis for sales forecasts

D) to determine the degree to which marketing variables are associated

E) to determine the relationship between product use and perception of product characteristics

**Chapter 4: Qualitative Research**

1) Which of the following types of research explores a problem with few preconceived notions about the outcome of that exploration?

A) quantitative research

B) experimental research

C) qualitative research

D) hypothetical research

E) lead research

2) In addition to defining the problem and developing an approach, \_\_\_\_\_\_\_\_ is also appropriate when facing a situation of uncertainty.

A) qualitative research

B) quantitative research

C) statistical research

D) hypothetical research

E) lead research

3) \_\_\_\_\_\_\_\_ is a research methodology that seeks to quantify the data and, typically, applies some form of statistical analysis.

A) Quantitative research

B) Qualitative research

C) Experimental research

D) Hypothetical research

E) Thorough research

4) Which of the following types of research seeks conclusive evidence, which is based on large, representative samples and typically applies some form of statistical analysis?

A) qualitative research

B) lead research

C) quantitative research

D) hypothetical research

E) total research

9) Which of the following types of research seeks statistical evidence, based on large, representative samples?

A) qualitative research

B) exploratory research

C) quantitative research

D) hypothetical research

E) quasi-experimental research

10) In contrast to \_\_\_\_\_\_\_\_ research, the findings of \_\_\_\_\_\_\_\_ research can be treated as conclusive and used to recommend a final course of action.

A) quantitative; qualitative

B) observational; qualitative

C) qualitative; quantitative

D) descriptive; observational

E) partial; total

11) In contrast to \_\_\_\_\_\_\_\_ research, the findings of \_\_\_\_\_\_\_\_ research should be treated as tentative and are not used to recommend a final course of action.

A) quantitative; qualitative

B) observational; qualitative

C) qualitative; quantitative

D) descriptive; observational

E) partial; total

**Chapter 5: Survey and Observation**

1) A structured questionnaire is given to a sample of a population and is designed to elicit specific information from respondents when using the \_\_\_\_\_\_\_\_.

A) focus group method

B) exploratory method

C) survey method

D) sampling method

E) motivation elicitation technique

2) According to the text, which of the following types of questions does NOT apply to survey research?

A) questions regarding behavior

B) questions regarding attitudes

C) questions regarding lifestyle characteristics

D) questions regarding observational research

E) questions regarding motivations

3) Which of the following is NOT an advantage of using the survey method?

A) ease of use

B) reliability

C) cost

D) validity

E) All are advantages.

4) Use of a formal questionnaire that presents questions in a prearranged order is called \_\_\_\_\_\_\_\_.

A) exploratory data collection

B) structured data collection

C) randomized data collection

D) hypothetical data collection

E) pre-arranged data collection

5) Which of the following is NOT recognized as a classification for the various methods of collecting survey data?

A) telephone interview

B) mail interview

C) observational interview

D) electronic interview

E) personal interview

6) The method of interviewing that is one of the most popular in the United States for collecting survey data is the \_\_\_\_\_\_\_\_.

A) Internet interview

B) mail interview

C) telephone interview

D) mall intercept interview

E) in-home personal interview

7) Which of the following methods of collecting survey data is the least popular in the United States?

A) telephone interview

B) mail interview

C) observational interview

D) electronic interview

E) personal interview

8) Which of the following statements is NOT correct about computer-assisted telephone interviewing (CATI)?

A) The computer checks the responses for appropriateness and consistency.

B) Interviewing time is reduced, data quality is enhanced, and the laborious steps in the data-collection process, coding questionnaires and entering the data into the computer, are eliminated.

C) The CATI software cannot perform skip patterns.

D) Interim and update reports on data collection or results can be provided almost instantaneously.

9) A list of the disadvantages of telephone interviewing would include which of the following?

A) Questioning is restricted to the spoken word.

B) Interviewers cannot use physical stimuli such as visual illustrations or product demonstrations.

C) Personal rapport and commitment are difficult to establish.

D) Respondents are less tolerant of lengthy interviews.

E) all of the above

10) \_\_\_\_\_\_\_\_ is the ability of the survey mode to reach the units specified in the sample effectively and efficiently.

A) Social desirability

B) Interviewer bias

C) Nonresponse bias

D) Efficiency effect

E) Sample control

11) The percentage of the total attempted interviews that are completed is referred to as \_\_\_\_\_\_\_\_.

A) sample control

B) response rate

C) social desirability

D) interviewer bias

E) cooperation rate