Marketing Research

Homework # 1

Chapters: 1 and 2

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

**Chapter 1: Introduction to Marketing Research**

1) Marketing research involves all of the following regarding information EXCEPT \_\_\_\_\_\_\_\_.

A) identification

B) collection

C) analysis

D) manipulation

E) dissemination

2) Which of the following statements is most TRUE about marketing research?

A) Marketing research follows an unpredictable path.

B) Marketing research is systematic.

C) Marketing research cannot be planned.

D) All of the answer selections are FALSE.

E) A and C are both true.

3) Which of the following statements is most FALSE about marketing research?

A) Marketing research follows a predictable path.

B) Marketing research is systematic.

C) Marketing research is planned.

D) Marketing research leads to automatic decisions.

E) All of the answer selections are FALSE.

4) \_\_\_\_\_\_\_\_ research is undertaken to help identify problems that are not necessarily apparent on the surface and yet exist or are likely to arise in the future.

A) Problem-solving

B) Problem-identification

C) Problem-manipulation

D) Problem-correction

E) Problem exception

5) Which of the following classifications of marketing research involves going below the surface to identify the true underlying problem that the marketing manager is facing?

A) problem solving

B) problem manipulation

C) problem correction

D) problem identification

E) problem exception

6) Problem-identification research is typically used to address all of the following topics EXCEPT \_\_\_\_\_\_\_\_.

A) market share

B) short-range forecasting

C) long-range forecasting

D) pricing

E) market potential

7) Which of the following is the more common of the forms of research and is undertaken by virtually all marketing firms?

A) problem-solving research

B) problem-identification research

C) problem-manipulation research

D) problem-correction research

E) problem exception

8) According to the text, \_\_\_\_\_\_\_\_ is typically used to assess the environment and diagnose problems.

A) problem-solving research

B) problem-manipulation research

C) problem-identification research

D) problem-correction research

E) problem exception

9) Research undertaken to help solve specific marketing problems is called \_\_\_\_\_\_\_\_.

A) problem-solving research

B) problem-manipulation research

C) problem-identification research

D) problem-correction research

E) problem exception

10) Research undertaken to identify marketing problems is called \_\_\_\_\_\_\_\_.

A) problem-solving research

B) problem-manipulation research

C) problem-identification research

D) problem-correction research

E) problem exception

11) All of the following are examples of topics typically addressed by problem-solving research EXCEPT \_\_\_\_\_\_\_\_.

A) segmentation

B) product

C) promotion

D) market share

E) pricing

12) All of the following are examples of topics typically addressed by problem-solving research EXCEPT \_\_\_\_\_\_\_\_.

A) segmentation

B) product

C) market potential

D) market share

E) C and D

13) Which of the following is NOT a step in the marketing research process?

A) problem definition

B) problem correction

C) research design formulation

D) report generation and presentation

E) data preparation and analysis

14) Which of the following is NOT a step in the marketing research process?

A) problem correction

B) fieldwork

C) research design formulation

D) report generation and presentation

E) data preparation and analysis

15) The first step in any marketing research project is to \_\_\_\_\_\_\_\_.

A) define the problem

B) develop an approach to the problem

C) formulate the research design

D) correct the problem

E) eliminate the problem

16) If an outside agency was brought in to conduct work for a research project after the first three steps in the marketing research process were completed, which step would the agency conduct?

A) define the problem

B) develop an approach to the problem

C) formulate the research design

D) correct the problem

E) do fieldwork or collect data

**Chapter 2: Defining the Marketing Research Problem and Developing an Approach**

1) While every step in a marketing research project is important, \_\_\_\_\_\_\_\_ is the most important step.

A) problem definition

B) problem correction

C) research design formulation

D) report generation and presentation

E) project completion

2) According to the problem definition and approach development process as given in the text, the tasks involved in problem definition consist of all of the following EXCEPT \_\_\_\_\_\_\_\_.

A) discussions with the decision makers

B) interviews with industry experts

C) analysis of project costs

D) analysis of secondary data

3) According to the problem definition and approach development process as given in the text, the tasks involved in problem definition consist of all of the following EXCEPT \_\_\_\_\_\_\_\_.

A) discussions with the decision makers

B) interviews with industry experts

C) analysis of project schedule

D) analysis of secondary data

E) qualitative research

4) According to the problem definition and approach development process as given in the text, the tasks involved in problem definition consist of \_\_\_\_\_\_\_\_.

A) discussions with the decision makers

B) estimates of expected results

C) analysis of project costs

D) recommendations for decision makers

E) all of the above

5) According to the problem definition and approach development process as given in the text, the tasks involved in problem definition consist of \_\_\_\_\_\_\_\_.

A) secondary data analysis

B) experimentation

C) budgeting of the project

D) scheduling of the project

E) all of the above

6) A statement of the management decision problem and a broad statement of marketing research problem and identification of the specific components is called \_\_\_\_\_\_\_\_.

A) problem correction

B) problem definition

C) hypotheses generation

D) problem audit

E) project conceptualization

7) Michael Dell of Dell Computers wants his company to take market share from Hewlett-Packard and Apple in the category of printers. As his marketing research director, which of the following would NOT be part of the tasks involved in formulating the marketing research problem to support Dell's strategic initiative in selling printers?

A) qualitative research

B) interviews with experts

C) secondary data analysis

D) discussions with Michael Dell

E) composing the research design

8) The \_\_\_\_\_\_\_\_provides a useful framework for interacting with the decision maker and identifying the underlying causes of the problem.

A) problem audit

B) management problem

C) problem definition

D) research presentation

E) none of the above

9) To identify the underlying causes of the problem, the researcher should \_\_\_\_\_\_\_\_.

A) conduct a problem audit

B) define the management decision problem

C) assess what past research was done for the firm

D) assess competitor success

E) all of the above

10) \_\_\_\_\_\_\_\_ is a comprehensive examination of a marketing problem to understand its origin and nature.

A) Problem definition

B) Problem correction

C) Hypotheses generation

D) Research directive

E) Problem audit

11) The problem audit involves discussions with the decision maker on all of the following issues EXCEPT the \_\_\_\_\_\_\_\_.

A) history of the problem

B) criteria that will be used to evaluate the alternative courses of action

C) information that is needed to answer the decision maker's questions

D) alternative courses of action available to the decision maker

E) national culture as it's related to a country's trade barriers

12) Interviews with industry experts, those individuals who are knowledgeable about the firm and the industry, may help formulate the marketing research problem. Which of the following statements is true about interviews with industry experts?

A) These experts may be found both inside and outside the firm.

B) Typically, expert information is obtained by unstructured personal interviews without Administering a formal questionnaire.

C) It is helpful to prepare a list of topics to be covered during the interview.

D) All of the above are true.

13) \_\_\_\_\_\_\_\_ are data collected for some purpose other than the problem at hand.

A) Primary data

B) Secondary data

C) Virtual data

D) Observational data

E) Research data

14) Which of the following is true about secondary data?

A) Collection time is long.

B) Quality of data is high.

C) Cost of collecting the data is low.

D) It is easy to access.

E) It is highly relevant to marketing research problems.

15) According to the text, \_\_\_\_\_\_\_\_ are an economical and quick source of background information.

A) primary data

B) virtual data

C) secondary data

D) observational data

E) all of the above

16) Which of the following is NOT an example of a source of secondary data?

A) trade organizations

B) Census Bureau

C) Internet

D) industry associations

E) survey data

17) Which of the following represents an example of a secondary data source?

A) the formula for Coca-Cola

B) population census data

C) the new models to be introduced by GM in the next three to five years

D) interviews

E) experiments