

1. Which of the following is not one of the phases of the Marketing Research Process?

- a. Data Collection
- b. Research Configuration
- c. Information Reporting
- d. Problem Definition
- e. Data Analysis

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

2. A market researcher would use exploratory research during which phase of the Marketing Research Process?

- a. Data Integration
- b. Research Configuration
- c. Information Reporting
- d. Problem Definition
- e. Data Analysis

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

3. Much of the data that marketing managers need to make routine decisions may already exist inside a company's databases and accessible through the company's:

- a. Corporate intranet
- b. Decision Support System
- c. Social Media networks
- d. Legacy mainframe applications
- e. Accounting spreadsheets

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

4. The use of existing (secondary) data or the gathering of new (primary) data characterizes which phase of the Marketing Research Process?
- a. Data Collection
 - b. Research Configuration
 - c. Information Reporting
 - d. Problem Definition
 - e. Data Analysis

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

5. What type of data was collected for another purpose, but can be used to address a current problem?
- a. Primary data
 - b. Tangential data
 - c. Secondary data
 - d. Auxiliary data
 - e. Random data

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

6. When a problem goes beyond the scope of regularly-collected internal data, potential sources of existing, external data include which of the following?
- a. The government
 - b. Trade associations
 - c. Published sources
 - d. Commercial sources
 - e. All of the above

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

7. The interpretation of data is part of which phase of the Marketing Research Process?

- a. Data Collection
- b. Research Configuration
- c. Information Reporting
- d. Problem Definition
- e. Data Analysis

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

8. Communicating research results to appropriate managers is part of which phase of the Marketing Research Process?

- a. Data Collection
- b. Research Configuration
- c. Information Reporting
- d. Problem Definition
- e. Data Analysis

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

9. The marketing manager at Widgets R Us became aware that a leading competitor was conducting an extensive customer survey. Somewhat alarmed, this manager directed the marketing staff to construct and administer a customer survey immediately. What phase of the Marketing Research Process has this manager likely skipped?

- a. Data Collection
- b. Research Configuration
- c. Information Reporting
- d. Problem Definition
- e. Data Analysis

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

10. Which of the following statements about the Problem Definition phase of the Marketing Research Process is TRUE?
- a. It results in specifying the Decision Problem.
 - b. It results in specifying one or more Research Problems.
 - c. No further steps should be taken until A and B are stated explicitly.
 - d. The Research Requests Agreement states the problem the research will address.
 - e. All of the above are true.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

11. What type of research is used when the problem to be solved is broad or vague?
- a. Exploratory research.
 - b. Secondary research.
 - c. Primary research.
 - d. All of the above.
 - e. None of the above.

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

12. The goal of exploratory research is:
- a. To cost justify a larger marketing research project.
 - b. To learn the skills needed to properly conduct real marketing research.
 - c. To understand exactly what information is needed by managers to make important decisions.
 - d. To find out if research can solve the problem under consideration.
 - e. All of the above are true.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

13. Globex Corporation has been receiving an unusually high number of negative customer comments on its Facebook page. From this, management realizes some sort of customer satisfaction problem exists, but otherwise knows little about the dissatisfaction problem. What kind of research should Globex initially conduct in an effort to address the problem?
- a. Secondary research.
 - b. Exploratory research.
 - c. Primary research.
 - d. Product research.
 - e. Customer research

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

14. Dunder Mifflin paper company already has data within the company that will help it make some routine decisions. How will the Dunder Mifflin marketing research team likely access this data?
- a. Conduct primary research.
 - b. Submit a request for data to the Information Technology department.
 - c. Use the corporate Decision Support System (DSS).
 - d. Use Google to search for sources of online data.
 - e. All of the above.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

15. Generating primary data is generally a _____ process.
- a. Time consuming, inexpensive
 - b. Quick, expensive
 - c. Quick, inexpensive
 - d. Time consuming, expensive
 - e. None of the choices above are correct

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

16. Which kind of research uses experiments to identify cause-and-effect relationships between variables?

- a. Descriptive
- b. Exploratory
- c. Primary
- d. Secondary
- e. Causal

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

17. Which of the following would NOT benefit from causal research?

- a. Measuring customer satisfaction.
- b. Determining which version of a product to offer.
- c. Identifying which package design to use.
- d. Determining which advertising campaign is most effective.
- e. Deciding which price to charge.

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

18. What kind of research focuses on describing a population, often emphasizing the frequency with which something occurs or the extent to which two variables are related?

- a. Descriptive
- b. Exploratory
- c. Primary
- d. Secondary
- e. Causal

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

19. The marketing team at Hudsucker Industries wants to determine which of two prices on a new version of a product will produce greatest revenues. What kind of research should it use to determine this?
- a. Descriptive
 - b. Causal
 - c. Market
 - d. Competitive
 - e. Exploratory

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

20. The particular subset of the population chosen for study is known as a _____.
- a. Subset
 - b. Sub-population
 - c. Sample
 - d. Data set
 - e. Survey group

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

21. In designing the sample, researchers must specify:
- a. Sampling frame.
 - b. Type of sampling plan to be used.
 - c. The size of the sample.
 - d. All of the above.
 - e. Both A and C above.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

22. During data analysis, the process of scanning data collection forms to ensure they are complete and consistent, and that the instructions were followed is called:
- a. Analyzing
 - b. Coding
 - c. Checking
 - d. Verifying
 - e. Editing

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

23. During data analysis, the process of assigning numbers to each answer on a data collection form so that the answers can be analyzed by a computer is called:
- a. Analyzing
 - b. Coding
 - c. Checking
 - d. Verifying
 - e. Editing

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

24. Sometimes research calls for a deeper look at the data by looking for differences or relationships across groups, a technique known as _____.
- a. Cross-tabulation
 - b. Cross-analysis
 - c. Cross-comparison
 - d. Cross-footing
 - e. Cross-calculation

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

25. The _____ is often all that many executives will see of the research effort.

- a. Research Request Agreement
- b. Data collection forms
- c. Written research report
- d. Decision Support System
- e. All of the above

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

26. No matter how well you've performed all the previous steps in the research, a project is often no more successful than the _____.

- a. Data collection
- b. Data analysis
- c. Problem definition
- d. Survey administration
- e. Research report

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

27. While a goal of the research process is to minimize total error, even the best projects contain error of one kind or another. Error can enter at _____ of the process.

- a. The problem definition stage
- b. The data collection stage
- c. The data analysis stage
- d. The information reporting stage
- e. Any stage

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

28. Marketing researchers must make many decisions over the course of a single research project, and throughout the process consider the ethics involved in the choices they make. Ethics are the _____ that govern the way an individual or a group conducts its activities:
- a. Moral principles and values
 - b. Established rules
 - c. Traditional beliefs
 - d. Accepted practices
 - e. Approved methods

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

29. In judging whether a proposed action is ethical or not, it is necessary to adopt one or more moral reasoning frameworks. Which of the following is NOT one of the frameworks presented in chapter 2?
- a. Justice
 - b. Pragmatic
 - c. Utility
 - d. Rights
 - e. All of the frameworks listed above were discussed in chapter 2.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

30. The method of ethical reasoning that focuses on society as the unit of analysis and stresses the consequences of an act on all those directly or indirectly affected by it is called the _____ approach:
- a. Justice.
 - b. Pragmatic.
 - c. Utility.
 - d. Rights.
 - e. None of the above.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

31. The utility approach to ethical reasoning holds that the correct course of action is the one that promotes:
- a. The least negative reaction.
 - b. The greatest good for the greatest number.
 - c. The most benefit to the firm that commissioned the marketing research.
 - d. The most favorable publicity.
 - e. The most practical solution.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

32. The method of ethical reasoning that considers whether or not costs and benefits of a proposed action are distributed fairly among individuals and groups is called the _____ approach:
- a. Justice
 - b. Pragmatic
 - c. Utility
 - d. Rights
 - e. None of the above

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

33. In the justice approach to ethical reasoning, deciding what amounts to fair distribution of benefits and costs boils down to:
- a. The marketing researcher's intuition.
 - b. The Marketing Research Association's code of ethics.
 - c. Societal consensus.
 - d. Regulatory guidelines.
 - e. Moral principles and values.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

34. The method of ethical reasoning in which a proposed action is right or wrong, in and of itself, with less concern about the consequences of the action is called the _____ approach.
- a. Justice
 - b. Pragmatic
 - c. Utility
 - d. Rights
 - e. None of the above

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

35. Researchers following the rights method of ethical reasoning focus on:
- a. The welfare of society and society's rights.
 - b. The welfare of customers and customers' rights.
 - c. The welfare of the individual and individuals' rights.
 - d. The welfare of employees and employees' rights.
 - e. The welfare of the sample population and the sample population's rights.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

36. A restaurant has installed microphones at its tables to secretly record customer reactions to menu items so that the restaurant owner can know which entrees to raise prices on. Under which method of ethical reasoning is this approach considered ethical?
- a. Utility
 - b. Justice
 - c. Rights
 - d. Both A and B.
 - e. It would not be considered ethical under any ethical reasoning framework.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Ethics

37. What type of research is conducted with a goal to support a particular position with pseudoscientific results?

- a. Positional
- b. Pseudo
- c. Expedient
- d. Advocacy
- e. Tertiary

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

38. A product manager is eager to develop a new product idea. To gain approval to do so, the product manager orders the research team to survey a small group of customers that have been briefed on the product concept already and who reacted favorably to it. This type of research effort is known as:

- a. Sugging
- b. Advocacy research
- c. Product research
- d. Consumer research
- e. Focus group research

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

39. Attempting to sell products or services after telling respondents you are conducting marketing research is a practice known as:

- a. Sugging
- b. Probing
- c. Funneling
- d. Posing
- e. Spoofing

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

40. "Death Wish" research can be characterized as:
- a. Research using techniques that offer little in the way of value.
 - b. Quick, low cost research that corroborates what the marketer already thought.
 - c. Research that results in a decision to kill a product idea.
 - d. All of the above.
 - e. Both A and B.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

41. The Taco Hacienda chain of fast food restaurants has clearly defined the decision problem it will address in a marketing research project. As it prepares for the data collection phase of the project, a good first place to look for data might be:
- a. From a primary data collection initiative, such as a customer survey.
 - b. From an external source, such as the Fast Food Franchise Association.
 - c. From the corporate Decision Support System.
 - d. All of these are appropriate places to begin the data collection effort.
 - e. None of these are appropriate places to begin the data collection effort.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

42. In all cases, there is a general marketing research process that managers should follow as they seek information.
- a. True
 - b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

43. Primary data should always be collected, even if the information can be obtained from the company's internal sources or from external sources.
- a. True
 - b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

44. One of the most important characteristics of exploratory research is flexibility.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

45. There can be differences between what is ethical and what is legal.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

46. A proposed research action that is ethical under one method of ethical reasoning is also ethical under the other methods of ethical reasoning.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

47. Sugging is a blatantly unethical use of marketing research.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

48. The only type of research that should be avoided is unethical research.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

49. Research should be avoided when resources such as time and budget are lacking to do the research properly.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

50. The single most important step in the marketing research process is _____.

ANSWER: problem formulation

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

51. If relatively little is known about the phenomenon to be investigated, _____ is often used to clarify the issues.

ANSWER: exploratory research

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

52. In broad terms, two ways marketing research can gather _____ is (1) by collecting data to address specific problems or (2) by putting systems in place that provide data on an ongoing basis.

ANSWER: marketing intelligence

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

53. The types of continuous data that end up in a Decision Support System (DSS) are often referred to as _____.

ANSWER: secondary data

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

54. _____ are the moral principles and values that govern the way an individual or a group conducts its activities.

ANSWER: Ethics

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

55. The _____ approach to ethical reasoning holds that the correct course of action is the one that promotes "the greatest good for the greatest number."

ANSWER: utility

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics

56. Discuss the differences between primary and secondary data, and when each should be used during a research effort.

ANSWER: Secondary research is pre-existing, accessible data that may be sufficient to help address the research problem. When it isn't sufficient or doesn't exist, a primary data collection effort is required. Because primary data collection can be expensive and time consuming, it should be collected only after determining secondary data is insufficient or doesn't exist.

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

57. Present a hypothetical research scenario and discuss why it might be ethical under one method of ethical reasoning but not another.

ANSWER: A number of research scenarios exist in which they are ethical under the utility or justice approach, but not under the rights approach.

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Ethics