

Chapter 2

Student: _____

1. A marketing researcher feels that her job is becoming more and more challenging. All of these factors could make the job of a marketing researcher more challenging, EXCEPT:
 - A. people are using gatekeeper technologies more extensively.
 - B. newer technologies are radically changing the way marketing research information is collected, processed, and distributed.
 - C. the marketing researcher's firm has recently ventured into several foreign markets.
 - D. advances in statistical software have made it difficult to do data analysis.
 - E. marketing research is playing a more important role in strategy development.
2. Information research process:
 - A. helps understand the value of the research compared to the cost.
 - B. gathers and synthesizes background information to familiarize the researcher with the overall complexity of the problem.
 - C. is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
 - D. specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.
 - E. serves as a written contract between the decision maker and the researcher.
3. In contrast to marketing researchers, management decision-makers are more focused on:
 - A. scientific and technical analysis of emerging phenomenon.
 - B. abstractions rather than concrete findings.
 - C. market performance.
 - D. proactive research.
 - E. long-term strategic investigation of the marketplace.

4. John and Bill work for CompTech Solutions. Bill often comments that John is a typical "marketing researcher" whereas he (Bill) is a "management decision-maker." Assuming that Bill's characterization of John is correct, identify which of the following statements will most likely be false about John?
- A. John tends to be a scientific, technical, and an analytical thinker.
 - B. John accepts prolonged investigations to ensure completeness.
 - C. John is sensitive to the cost of obtaining additional information.
 - D. John loves surprises.
 - E. John advocates proactive inquiry into the ever-changing marketplace.
5. A Marketing manager wants to do a market study before launching a new product. The research study will take three months to complete. Just two weeks before starting the study, she learns that their competitor is about to launch a product that will compete directly against her company's new product. Given this new development, she decides to cancel the research study and launch the product immediately. The reason for NOT conducting the study is:
- A. the problem can be resolved using existing information.
 - B. the problem is not of strategic or tactical importance.
 - C. adequate information is available in the company's internal records to resolve the problem.
 - D. time constraints associated with the problem make it impossible to conduct the study.
 - E. the cost of conducting the study outweighs the benefit of additional information.
6. Marilyn Castillo is a Marketing manager with a major firm. She is debating whether to conduct a marketing research study before commercializing a product. She believes that she will spend about \$100,000 to conduct the study. If she launches the product without conducting the study and the product fails, her firm could suffer a loss of \$2 million. One can say that Marilyn is doing:
- A. an assessment of the research problem.
 - B. a cost-benefit assessment.
 - C. an assessment of the research design.
 - D. a time availability analysis for doing the research.
 - E. market sensitivity analysis of her options.

7. A scientific research procedure should include all the following characteristics except being:
- A. logical.
 - B. subjective.
 - C. systematic.
 - D. reliable.
 - E. valid.
8. The first task in the information research process is to:
- A. redefine the decision problems as research problems.
 - B. identify and clarify management's information needs.
 - C. determine the measurement issues and scales.
 - D. determine the sample plan and sample size.
 - E. establish research objectives and determine the value of the information.
9. Symphony, a market research firm has formed a team to study a problem. In order to familiarize with the overall complexity of the problem, the market research team decides to gather and synthesize background information including events and factors that led to the current problem. This research team is engaged in doing a(n):
- A. situation analysis.
 - B. symptomatic analysis.
 - C. unit of analysis.
 - D. pre-screening analysis.
 - E. screen-test analysis.
10. At which stage of the research process is the Iceberg principle generally applicable?
- A. Determination of the research problem
 - B. Selection of the appropriate research design
 - C. Execution of the research design
 - D. Communication of the research results
 - E. Interpretation of data to create knowledge

11. According to the Iceberg principle:

- A. one can often get blindsided by problems that could otherwise have been easily anticipated by proactive marketing research.
- B. problems are not readily "visible" until they become crises; marketing research can help identify problems in their early stages.
- C. mostly, managers are aware of just a small portion of the true problem; this small portion is generally the visible symptoms of the bigger underlying problem.
- D. 80 percent of marketing research budget is typically spent on solving 20 percent of all the problems facing a company.
- E. the importance of marketing research is often underestimated in organizations; what people see is a small "public" aspect of a much bigger support apparatus.

12. In identifying and clarifying information needs, which of the following component provides direction for activities such as scale development and sampling?

- A. Determination of the correct unit of analysis.
- B. Conducting of a situation assessment.
- C. Determination of the relevant variables.
- D. Identification and separation of symptoms.
- E. Determination of the research purpose.

13. When designing a study, a researcher is wondering if she should ask respondents their age. She is not sure if she would need that information to do any analysis later in the research process. She is trying to:

- A. determine the correct unit of analysis for her study.
- B. conduct a situation assessment for her study.
- C. determine the relevant variables for her study.
- D. identify the symptoms and underlying problems for her study.
- E. confirm the information value.

14. Which of the data collection technique is used in exploratory research studies?

- A. Image assessment surveys
- B. Customer satisfaction surveys
- C. Narrative surveys
- D. Patronage behavior surveys
- E. Pilot studies

15. Which of the following helps generate insights that will help define the problem situation confronting the researcher?

- A. Exploratory research
- B. Descriptive research
- C. Causal research
- D. Assessment research
- E. Pilot research

16. Causal research is most appropriate when:

- A. generating insights to help define the problem situation confronting the researcher.
- B. improving the understanding of consumer motivations, attitudes, and behavior that are not easy to access using other research methods.
- C. it enables the decision maker to make "If-then" statements about the variables.
- D. using historical data structures of variables that have been previously collected and assembled for some research problem or opportunity situation other than the current situation.
- E. collecting quantitative data to answer research questions such as who, what, when, where, and how.

17. A census refers to:

- A. a situation where marketing performance can be significantly improved by undertaking new activities.
- B. building complex models of cause-effect relationships.
- C. formalized research procedures that can be characterized as logical, objective, systematic, reliable, valid, impersonal, and on going in nature.
- D. raw data and structures that have yet to receive any type of meaningful interpretation.
- E. a researcher's decision that it is important to contact and question or observe all members of a target population.

18. All of the following are true about a sample, EXCEPT:
- A. it is best suited when the target population is large.
 - B. researchers use a representative sample of the population if they wish to generalize the findings.
 - C. serves as the blueprint for defining the appropriate target population.
 - D. sample size affects the accuracy and generalizability of research results.
 - E. nonprobability sampling plans measure sampling error.
19. Which step in the research process is important for descriptive and causal designs?
- A. Step 3
 - B. Step 5
 - C. Step 7
 - D. Step 4
 - E. Step 6
20. A researcher finds that respondents will probably misinterpret the term "salient" used in a couple of survey questions. If the research is conducted in a scientific manner, this problem will most likely get caught at which stage of the research process?
- A. Step 2 - specification of research questions
 - B. Step 4 - determine the research design
 - C. Step 7 - pretest the questionnaire
 - D. Step 9 - data analysis
 - E. Step 10 - instrument problem identification
21. Data entry errors are typically caught in which stage of the research process?
- A. Step 7 (pretest the questionnaire)
 - B. Step 8 (collect and prepare data)
 - C. Step 9 (analyze data)
 - D. Step 10 (interpret data)
 - E. Step 6 (measuring the variables related to the research problem)

22. An advantage of questioning over observation (as a way of collecting data) is that:
- A. questioning needs fewer researchers in the field.
 - B. questioning allows for a large sample size.
 - C. questioning is more scientific.
 - D. questioning allows you to collect data on variables such as intentions and attitudes that are usually invisible.
 - E. questioning generates data that are error free.
23. A researcher collected data by conducting surveys in two cities - Los Angeles and New York. After the primary data had been collected, and before moving to the next step of data analysis, the researcher must perform all of the following activities, EXCEPT:
- A. interpret data to create knowledge.
 - B. assign numerical descriptors to all response categories.
 - C. enter data from the Los Angeles survey into the database.
 - D. enter data from the New York survey into the database.
 - E. examine data for coding and data-entry error.
24. Which of the following section in a research proposal discusses the method used to collect the needed data, including the various types of scales?
- A. Definition of the target population
 - B. Sample design
 - C. Data collection method
 - D. Specific research instruments
 - E. Definition of the sample size
25. A research report would include all the following, EXCEPT:
- A. discussing the type of research design with justification of choice.
 - B. describing the incentive plans and justifications.
 - C. including the study's limitation.
 - D. the profile of all research company capabilities.
 - E. description of the problem and research objectives.

26. Advances in gatekeeper technologies help marketers to easily reach respondents.

True False

27. Marketing research plays a critical role in developing competitive intelligence.

True False

28. The initial recognition of the existence of a problem or opportunity should be the primary responsibility of the researcher.

True False

29. While the cost of doing marketing research can be estimated accurately, determining the true value of the expected information remains difficult.

True False

30. Data becomes knowledge when someone, either the researcher or the decision-maker, interprets the data and attaches meaning.

True False

31. The information research process is comprised of four phases and eleven steps. These phases and steps always proceed in a linear fashion (from step 1 to step 11).

True False

32. Secondary data is also called "off-the-shelf" research studies.

True False

33. In order to do a situation analysis, a marketing researcher must depend solely on the information provided by the client.

True False

34. According to the Iceberg principle, given the submerged (hidden) nature of a large part of a problem, it is not possible to include those portions of the problem in the problem definition and research design.

True False

35. Image assessment surveys are an example of causal research designs.

True False

36. In most cases, research should be conducted only when the expected value of the information to be obtained exceeds the cost of the research.

True False

37. The statement "If I increase my advertising budget by 15 percent, then overall sales volume should increase by 20 percent." is indicative of using the causal research method.

True False

38. Causal research designs can be complex, expensive, and time-consuming.

True False

39. Researchers must use a representative sample of the population if they wish to generalize the findings.

True False

40. Measurement and scaling issues are relevant only in primary research.

True False

41. Nonprobability sampling plans limit the generalizability of the research findings.

True False

42. Observational research can collect information about attitudes, intentions, motivations, and past behavior, which are usually invisible in the questioning approach.

True False

43. A research proposal should present a brief profile of the researchers and their qualifications.

True False

44. The research report must be written in a technical, research-oriented fashion, so that the statistical sophistication of the analysis can be highlighted.

True False

45. The research proposal and the final research report are the same.

True False

46. Is it necessary or advisable to always conduct marketing research in order to support decision-making? Under what conditions may you decide against doing marketing research?

47. Discuss the Iceberg principle.

48. Discuss when descriptive research designs and causal research designs are most appropriate.

49. Describe the two fundamental dimensions for classifying data as either secondary or primary in nature.

50. Discuss the importance of pretesting a questionnaire.

c2 Key

1. A marketing researcher feels that her job is becoming more and more challenging. All of these factors could make the job of a marketing researcher more challenging, EXCEPT:
(p. 26-27)

- A. people are using gatekeeper technologies more extensively.
- B. newer technologies are radically changing the way marketing research information is collected, processed, and distributed.
- C. the marketing researcher's firm has recently ventured into several foreign markets.
- D. advances in statistical software have made it difficult to do data analysis.
- E. marketing research is playing a more important role in strategy development.

Difficulty: Medium
Hair - Chapter 02 #1

2. Information research process:
(p. 27)

- A. helps understand the value of the research compared to the cost.
- B. gathers and synthesizes background information to familiarize the researcher with the overall complexity of the problem.
- C. is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
- D. specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.
- E. serves as a written contract between the decision maker and the researcher.

Difficulty: Easy
Hair - Chapter 02 #2

3. In contrast to marketing researchers, management decision-makers are more focused on:
(p. 28)

- A. scientific and technical analysis of emerging phenomenon.
- B. abstractions rather than concrete findings.
- C. market performance.
- D. proactive research.
- E. long-term strategic investigation of the marketplace.

Difficulty: Medium
Hair - Chapter 02 #3

4. (p. 28) John and Bill work for CompTech Solutions. Bill often comments that John is a typical "marketing researcher" whereas he (Bill) is a "management decision-maker." Assuming that Bill's characterization of John is correct, identify which of the following statements will most likely be false about John?

- A. John tends to be a scientific, technical, and an analytical thinker.
- B. John accepts prolonged investigations to ensure completeness.
- C.** John is sensitive to the cost of obtaining additional information.
- D. John loves surprises.
- E. John advocates proactive inquiry into the ever-changing marketplace.

Difficulty: Medium
Hair - Chapter 02 #4

5. (p. 28) A Marketing manager wants to do a market study before launching a new product. The research study will take three months to complete. Just two weeks before starting the study, she learns that their competitor is about to launch a product that will compete directly against her company's new product. Given this new development, she decides to cancel the research study and launch the product immediately. The reason for NOT conducting the study is:

- A. the problem can be resolved using existing information.
- B. the problem is not of strategic or tactical importance.
- C. adequate information is available in the company's internal records to resolve the problem.
- D.** time constraints associated with the problem make it impossible to conduct the study.
- E. the cost of conducting the study outweighs the benefit of additional information.

Difficulty: Medium
Hair - Chapter 02 #5

6. (p. 29) Marilynn Castillo is a Marketing manager with a major firm. She is debating whether to conduct a marketing research study before commercializing a product. She believes that she will spend about \$100,000 to conduct the study. If she launches the product without conducting the study and the product fails, her firm could suffer a loss of \$2 million. One can say that Marilynn is doing:

- A. an assessment of the research problem.
- B.** a cost-benefit assessment.
- C. an assessment of the research design.
- D. a time availability analysis for doing the research.
- E. market sensitivity analysis of her options.

Difficulty: Medium
Hair - Chapter 02 #6

7. A scientific research procedure should include all the following characteristics except being:
(p. 30)

- A. logical.
- B. subjective.**
- C. systematic.
- D. reliable.
- E. valid.

Difficulty: Easy
Hair - Chapter 02 #7

8. The first task in the information research process is to:
(p. 31)

- A. redefine the decision problems as research problems.
- B. identify and clarify management's information needs.**
- C. determine the measurement issues and scales.
- D. determine the sample plan and sample size.
- E. establish research objectives and determine the value of the information.

Difficulty: Easy
Hair - Chapter 02 #8

9. Symphony, a market research firm has formed a team to study a problem. In order to familiarize with the overall complexity of the problem, the market research team decides to gather and synthesize background information including events and factors that led to the current problem. This research team is engaged in doing a(n):
(p. 32)

- A. situation analysis.**
- B. symptomatic analysis.
- C. unit of analysis.
- D. pre-screening analysis.
- E. screen-test analysis.

Difficulty: Easy
Hair - Chapter 02 #9

10. At which stage of the research process is the Iceberg principle generally applicable?

(p. 32)

- A.** Determination of the research problem
- B. Selection of the appropriate research design
- C. Execution of the research design
- D. Communication of the research results
- E. Interpretation of data to create knowledge

Difficulty: Easy
Hair - Chapter 02 #10

11. According to the Iceberg principle:

(p. 32)

- A. one can often get blindsided by problems that could otherwise have been easily anticipated by proactive marketing research.
- B. problems are not readily "visible" until they become crises; marketing research can help identify problems in their early stages.
- C.** mostly, managers are aware of just a small portion of the true problem; this small portion is generally the visible symptoms of the bigger underlying problem.
- D. 80 percent of marketing research budget is typically spent on solving 20 percent of all the problems facing a company.
- E. the importance of marketing research is often underestimated in organizations; what people see is a small "public" aspect of a much bigger support apparatus.

Difficulty: Easy
Hair - Chapter 02 #11

12. In identifying and clarifying information needs, which of the following component provides direction for activities such as scale development and sampling?

(p. 32)

- A. Determination of the correct unit of analysis.
- B. Conducting of a situation assessment.
- C.** Determination of the relevant variables.
- D. Identification and separation of symptoms.
- E. Determination of the research purpose.

Difficulty: Hard
Hair - Chapter 02 #12

13. When designing a study, a researcher is wondering if she should ask respondents their age. She is not sure if she would need that information to do any analysis later in the research process. She is trying to:

(p. 34)

- A. determine the correct unit of analysis for her study.
- B. conduct a situation assessment for her study.
- C. determine the relevant variables for her study.**
- D. identify the symptoms and underlying problems for her study.
- E. confirm the information value.

Difficulty: Medium
Hair - Chapter 02 #13

14. Which of the data collection technique is used in exploratory research studies?

(p. 36)

- A. Image assessment surveys
- B. Customer satisfaction surveys
- C. Narrative surveys
- D. Patronage behavior surveys
- E. Pilot studies**

Difficulty: Easy
Hair - Chapter 02 #14

15. Which of the following helps generate insights that will help define the problem situation confronting the researcher?

(p. 36)

- A. Exploratory research**
- B. Descriptive research
- C. Causal research
- D. Assessment research
- E. Pilot research

Difficulty: Easy
Hair - Chapter 02 #15

16. Causal research is most appropriate when:

(p. 36-37)

- A. generating insights to help define the problem situation confronting the researcher.
- B. improving the understanding of consumer motivations, attitudes, and behavior that are not easy to access using other research methods.
- C.** it enables the decision maker to make "If-then" statements about the variables.
- D. using historical data structures of variables that have been previously collected and assembled for some research problem or opportunity situation other than the current situation.
- E. collecting quantitative data to answer research questions such as who, what, when, where, and how.

Difficulty: Easy
Hair - Chapter 02 #16

17. A census refers to:

(p. 38)

- A. a situation where marketing performance can be significantly improved by undertaking new activities.
- B. building complex models of cause-effect relationships.
- C. formalized research procedures that can be characterized as logical, objective, systematic, reliable, valid, impersonal, and on going in nature.
- D. raw data and structures that have yet to receive any type of meaningful interpretation.
- E.** a researcher's decision that it is important to contact and question or observe all members of a target population.

Difficulty: Easy
Hair - Chapter 02 #17

18. All of the following are true about a sample, EXCEPT:

(p. 38)

- A. it is best suited when the target population is large.
- B. researchers use a representative sample of the population if they wish to generalize the findings.
- C. serves as the blueprint for defining the appropriate target population.
- D. sample size affects the accuracy and generalizability of research results.
- E.** nonprobability sampling plans measure sampling error.

Difficulty: Medium
Hair - Chapter 02 #18

19. Which step in the research process is important for descriptive and causal designs?

(p. 38)

- A. Step 3
- B. Step 5
- C. Step 7
- D. Step 4
- E. Step 6**

Difficulty: Medium
Hair - Chapter 02 #19

20. A researcher finds that respondents will probably misinterpret the term "salient" used in a couple of survey questions. If the research is conducted in a scientific manner, this problem will most likely get caught at which stage of the research process?

(p. 38-39)

- A. Step 2 - specification of research questions
- B. Step 4 - determine the research design
- C. Step 7 - pretest the questionnaire**
- D. Step 9 - data analysis
- E. Step 10 - instrument problem identification

Difficulty: Medium
Hair - Chapter 02 #20

21. Data entry errors are typically caught in which stage of the research process?

(p. 39)

- A. Step 7 (pretest the questionnaire)
- B. Step 8 (collect and prepare data)**
- C. Step 9 (analyze data)
- D. Step 10 (interpret data)
- E. Step 6 (measuring the variables related to the research problem)

Difficulty: Medium
Hair - Chapter 02 #21

22. An advantage of questioning over observation (as a way of collecting data) is that:

(p. 39)

- A. questioning needs fewer researchers in the field.
- B. questioning allows for a large sample size.
- C. questioning is more scientific.
- D.** questioning allows you to collect data on variables such as intentions and attitudes that are usually invisible.
- E. questioning generates data that are error free.

Difficulty: Hard
Hair - Chapter 02 #22

23. A researcher collected data by conducting surveys in two cities - Los Angeles and New York. After the primary data had been collected, and before moving to the next step of data analysis, the researcher must perform all of the following activities, EXCEPT:

(p. 39)

- A.** interpret data to create knowledge.
- B. assign numerical descriptors to all response categories.
- C. enter data from the Los Angeles survey into the database.
- D. enter data from the New York survey into the database.
- E. examine data for coding and data-entry error.

Difficulty: Hard
Hair - Chapter 02 #23

24. Which of the following section in a research proposal discusses the method used to collect the needed data, including the various types of scales?

(p. 40)

- A. Definition of the target population
- B. Sample design
- C. Data collection method
- D.** Specific research instruments
- E. Definition of the sample size

Difficulty: Medium
Hair - Chapter 02 #24

25. A research report would include all the following, EXCEPT:

(p. 41)

- A. discussing the type of research design with justification of choice.
- B. describing the incentive plans and justifications.
- C. including the study's limitation.
- D.** the profile of all research company capabilities.
- E. description of the problem and research objectives.

Difficulty: Medium
Hair - Chapter 02 #25

26. Advances in gatekeeper technologies help marketers to easily reach respondents.

(p. 26)

FALSE

Difficulty: Medium
Hair - Chapter 02 #26

27. Marketing research plays a critical role in developing competitive intelligence.

(p. 27)

TRUE

Difficulty: Easy
Hair - Chapter 02 #27

28. The initial recognition of the existence of a problem or opportunity should be the primary responsibility of the researcher.

(p. 27)

FALSE

Difficulty: Medium
Hair - Chapter 02 #28

29. While the cost of doing marketing research can be estimated accurately, determining the true value of the expected information remains difficult.

(p. 29)

TRUE

Difficulty: Medium
Hair - Chapter 02 #29

30. Data becomes knowledge when someone, either the researcher or the decision-maker, interprets the data and attaches meaning.

(p. 30)

TRUE

Difficulty: Easy
Hair - Chapter 02 #30

31. The information research process is comprised of four phases and eleven steps. These phases and steps always proceed in a linear fashion (from step 1 to step 11).
(p. 31)

FALSE

*Difficulty: Medium
Hair - Chapter 02 #31*

32. Secondary data is also called "off-the-shelf" research studies.
(p. 31)

TRUE

*Difficulty: Easy
Hair - Chapter 02 #32*

33. In order to do a situation analysis, a marketing researcher must depend solely on the information provided by the client.
(p. 32)

FALSE

*Difficulty: Easy
Hair - Chapter 02 #33*

34. According to the Iceberg principle, given the submerged (hidden) nature of a large part of a problem, it is not possible to include those portions of the problem in the problem definition and research design.
(p. 33)

FALSE

*Difficulty: Hard
Hair - Chapter 02 #34*

35. Image assessment surveys are an example of causal research designs.
(p. 36)

FALSE

*Difficulty: Easy
Hair - Chapter 02 #35*

36. In most cases, research should be conducted only when the expected value of the information to be obtained exceeds the cost of the research.
(p. 36)

TRUE

*Difficulty: Easy
Hair - Chapter 02 #36*

37. The statement "If I increase my advertising budget by 15 percent, then overall sales volume should increase by 20 percent." is indicative of using the causal research method.

(p. 37)

TRUE

*Difficulty: Medium
Hair - Chapter 02 #37*

38. Causal research designs can be complex, expensive, and time-consuming.

(p. 37)

TRUE

*Difficulty: Easy
Hair - Chapter 02 #38*

39. Researchers must use a representative sample of the population if they wish to generalize the findings.

(p. 38)

TRUE

*Difficulty: Medium
Hair - Chapter 02 #39*

40. Measurement and scaling issues are relevant only in primary research.

(p. 38)

FALSE

*Difficulty: Hard
Hair - Chapter 02 #40*

41. Nonprobability sampling plans limit the generalizability of the research findings.

(p. 38)

TRUE

*Difficulty: Medium
Hair - Chapter 02 #41*

42. Observational research can collect information about attitudes, intentions, motivations, and past behavior, which are usually invisible in the questioning approach.

(p. 39)

FALSE

*Difficulty: Medium
Hair - Chapter 02 #42*

43. A research proposal should present a brief profile of the researchers and their qualifications.

(p. 40)

TRUE

*Difficulty: Hard
Hair - Chapter 02 #43*

44. The research report must be written in a technical, research-oriented fashion, so that the statistical sophistication of the analysis can be highlighted.
(p. 40)

FALSE

Difficulty: Easy
Hair - Chapter 02 #44

45. The research proposal and the final research report are the same.
(p. 41)

FALSE

Difficulty: Easy
Hair - Chapter 02 #45

46. Is it necessary or advisable to always conduct marketing research in order to support decision-making? Under what conditions may you decide against doing marketing research?
(p. 28)

One would not conduct marketing research when a) information is already available, b) when the time available to conduct the research is insufficient, c) when there are not enough resources available to conduct the research, and d) when the cost of conducting the research is more than the expected value of the research.

Difficulty: Easy
Hair - Chapter 02 #46

47. Discuss the Iceberg principle.
(p. 32)

The iceberg principle holds that decision-makers are aware of only 10 percent of the true problem. This part of the problem is generally just the visible symptom (e.g., decrease in sales) of the bigger underlying causes (e.g., declining sales force morale, inappropriate delivery system, unethical treatment of customers, etc.) The real problems are submerged below the waterline of observation. If the submerged portions of the problem are omitted from the problem definition and later from the research design, then decisions based on the research may be less than optimal.

Difficulty: Easy
Hair - Chapter 02 #47

48. Discuss when descriptive research designs and causal research designs are most appropriate.
(p. 36-37)

Descriptive research designs are most appropriate when collecting quantitative data to determine the answers to "how", "who", "what", "when", and "where" types of information. They may provide information about competitors, target markets, and environmental factors. Causal research designs are most appropriate when the research objectives include the need to understand which variables cause a dependent variable to move. They provide an opportunity to assess and explain causality among market factors.

Difficulty: Medium
Hair - Chapter 02 #48

49. Describe the two fundamental dimensions for classifying data as either secondary or primary in nature.
(p. 37)

(1) The extent that the data already exists in some type of recognizable format and (2) the extent to which the researcher or decision maker understands the reason(s) why the data was collected and assembled.

Difficulty: Easy
Hair - Chapter 02 #49

50. Discuss the importance of pretesting a questionnaire.
(p. 38-39)

Pretesting the questionnaire with individuals similar to those who will be taking the actual survey can help uncover any potential problems with the survey. For example, one can find through a pretest if the questions and instructions are clear, if the sequence of the questions is appropriate, and if there are any other problems or inaccuracies. This way, you can correct the problems before doing the actual survey.

Difficulty: Easy
Hair - Chapter 02 #50

c2 Summary

<u>Category</u>	<u># of Questions</u>
Difficulty: Easy	23
Difficulty: Hard	6
Difficulty: Medium	21
Hair - Chapter 02	50