

Chapter 02

The Marketing Research Process and Proposals

Multiple Choice Questions

1. _____ is information collected specifically for a current research problem or opportunity.
 - A. Primary data
 - B. Alternate data
 - C. Secondary data
 - D. Warehouse data
 - E. Backup data
2. Gatekeeper technologies are used to _____.
 - A. prevent the introduction of new and creative marketing strategies
 - B. help market researchers track the behavior of internet users
 - C. protect one's privacy against intrusive marketing practices
 - D. allow marketers to use traditional methods for contacting people
 - E. simplify the process of getting user information using telemarketing
3. Which of the following statements is true about the information research process?
 - A. It narrows the applicability of the research process in solving organizational problems and creating opportunities.
 - B. A more appropriate name for the information research process is now the traditional marketing research process.
 - C. It is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
 - D. It is especially useful when costs outweigh the value of the research.
 - E. It serves as a written contract between the decision maker and the researcher.
4. Unlike management decision-makers, marketing researchers _____.
 - A. focus on information about past behaviors
 - B. want information that allows certainty
 - C. tend to reject the information when they are surprised
 - D. are not results oriented
 - E. are not cost conscious with additional information

5. Which of the following is a characteristic of management decision makers?
- A. Their dominant concern is market performance.
 - B. They prefer abstractions over information that allows for certainty.
 - C. They tend to readily accept the information when they are surprised.
 - D. Their dominant concern is to conduct continuous inquiries into market component changes.
 - E. Their dominant concern is to ensure completeness by conducting prolonged investigations.
6. Marilyn Castillo is a marketing manager at Gordon Corp. She debates whether or not to conduct a marketing research study before commercializing a product. After a brief analysis, she realizes that conducting the study will cost approximately \$100,000. If she launches the product without conducting the study and the product fails, her firm could suffer a loss of \$2 million. In this scenario, Marilyn conducts a(n) ____.
- A. assessment on time availability
 - B. cost-benefit assessment
 - C. assessment on research designs
 - D. assessment on information availability
 - E. market-sensitivity assessment
7. Felix Corp. is a cookware manufacturer. It conducts market testing for a new appliance. JK Corp., a competitor of Felix, reduces its prices during the market test to prevent Felix from collecting accurate information. In this scenario, JK Corp. is engaging in a practice called ____.
- A. scaling
 - B. pretesting
 - C. clustering
 - D. jamming
 - E. positioning
8. The first task in the information research process is to ____.
- A. specify research objectives and confirm the information value
 - B. identify and clarify information needs
 - C. determine measurement issues and scales
 - D. develop the sampling plan and sample size
 - E. determine the research design and data sources

9. Zephyr, a hotel chain, hires Symphony Inc., a market research firm, to analyze the customer reviews and identify ways to improve the brand image. To familiarize itself with the overall complexity of the problem, the market research team from Symphony decides to gather and synthesize background information including events and factors that led to the current problem at Zephyr. In this scenario, Symphony Inc. is conducting a _____.

- A. situation analysis
- B. symptomatic analysis
- C. variable analysis
- D. sampling analysis
- E. screening analysis

10. The iceberg principle helps researchers _____.

- A. distinguish between the symptoms and the causes of a problem
- B. select the appropriate research design for a problem
- C. execute a research design
- D. conduct a review of the literature
- E. determine the types of data that will best answer each research question

11. In the context of marketing research, the iceberg principle states that:

- A. a researcher must determine the types of data that will best answer each research question before redefining a problem into research questions.
- B. data becomes knowledge when someone, either a researcher or a decision maker, interprets the data and attaches meaning.
- C. managers are aware of just a small portion of the true problem, and this small portion is generally the visible symptom of a bigger underlying problem.
- D. 80 percent of the marketing research budget of a company is typically spent on solving 20 percent of the problems facing the company.
- E. the importance of marketing research is often underestimated in organizations, and what people see is only a small part of a much bigger support system.

12. _____ specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.

- A. Situation analysis
- B. Cost-benefit analysis
- C. The unit of analysis
- D. Symptom analysis
- E. Integrated analysis

13. Kiara, a market researcher, wants to study the relationship between childhood obesity and socioeconomic status. She has to decide whether to collect data on income from individuals or from a husband and wife representing the household. In this scenario, Kiara has to determine the _____.

- A. unit of analysis
- B. sampling technique
- C. secondary sources of data
- D. type of research method
- E. method of literature review

14. While designing a study, a researcher is wondering if she should ask the respondents their age and gender. She is not sure if she would need that information 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

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

- A. Exploratory research
- B. Descriptive research
- C. Causal research
- D. Demographic research
- E. Narrative research

16. Which of the following data collection techniques is used in exploratory research studies?

- A. Image assessment surveys
- B. Customer satisfaction surveys
- C. Narrative surveys
- D. Cause-and-effect studies
- E. Pilot studies

17. Causal research is most useful in _____.

- A. generating insights that help in defining a problem situation
- B. understanding consumer motivations and behavior that are not easy to access using other research methods
- C. understanding which variables result in the movement of a dependent variable
- D. analyzing historical data that has been previously collected for some research situation other than the current situation
- E. collecting quantitative data to answer research questions such as who, what, when, where, and how

18. In a census, a researcher attempts to _____.

- A. use the probability sampling technique
- B. define the known chance of selecting a subject
- C. use a small representative sample to generalize about a target population
- D. collect data from a small set of people from a target population
- E. question or observe all the members of a defined target population

19. Which of the following is true about research based on a sample?

- A. It involves a small number of members of a target population from which a researcher collects data.
- B. It involves selecting each member from a target population for observation.
- C. It is the best approach for small populations.
- D. It eliminates the need to identify a target population.
- E. It limits the generalizability of the research findings as probability sampling plans cannot measure sampling errors.

20. In the information research process, examining measurement issues and scales involves _____.

- A. examining quantitative data to answer a research question and measure the sampling errors
- B. determining if the population represented by the secondary data is relevant to the current research problem
- C. identifying the concepts to study and measuring the variables related to a research problem
- D. specifying the research objectives and confirming the information value
- E. selecting the correct type, sequence, and format of questions

21. _____ obtains information from people representative of those who will be questioned in an actual survey.

- A. Random-digit dialing
- B. Jamming
- C. Positioning
- D. Scaling
- E. Pretesting

22. While collecting and preparing data, a difference between questioning and observation is that questioning approaches _____.

A. need fewer researchers than observation approaches
B. need not examine data for data-entry errors and inconsistencies
C. do not allow researchers to collect information about factors such as motivation and past behavior
D. enable researchers to collect a wider array of data
E. focus on collecting data that does not need coding
23. In a research proposal, which of the following sections discusses the types of scales to be used for data collection?

A. Definition of the target population
B. Sample design
C. Data collection method
D. Specific research instruments
E. Definition of the sample size
24. Katie, a researcher, submits a specific document to Sayeed, the marketing manager of GK Corp. The document serves as a written contract between Katie and Sayeed and lists the activities that will be undertaken by Katie to develop the needed information, the research deliverables, how long it will take, and what it will cost. In this scenario, Katie has most likely submitted _____.

A. a methodology transcript
B. a questionnaire design
C. a research proposal
D. the final research report
E. the research design
25. Liam, a market researcher, is preparing a research proposal. He wants to mention that he will use exploratory techniques and collect primary data for the study. In the context of the sections in a research proposal, Liam is most likely to include this information under _____.

A. definition of the target population
B. specific research instruments
C. purpose of the study
D. type of study
E. profile of the company capabilities

True / False Questions

26. Secondary data is information collected for a current research problem or opportunity.

True False

27. Advances in gatekeeper technologies are used to protect one's privacy against intrusive marketing practices.
- True False
28. Caller ID and answering devices are gatekeeper technologies.
- True False
29. Marketing research plays a critical role in developing competitive intelligence.
- True False
30. The initial recognition of the existence of a problem or opportunity should be the primary responsibility of a researcher.
- True False
31. A cost-benefit assessment examines if there is enough time to conduct the necessary research before the final managerial decision must be made.
- True False
32. Accurately determining the cost of doing marketing research is easier than determining the true value of the expected information.
- True False
33. In order to do a situation analysis, a marketing researcher must depend solely on the information provided by a client.
- True False
34. Factors like demographics and brand attitudes are called units of analysis.
- True False
35. In the context of the research process, the variables that need to be studied are also known as constructs.
- True False
36. Relevant variables specify whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.
- True False
37. In the context of research designs, literature review is an example of descriptive research methods.
- True False
38. Exploratory research collects quantitative data to answer research questions such as who, what, when, where, and how.
- True False

39. Image assessment surveys are an example of causal research designs.
- True False
40. Causal research enables a decision maker to make "If-then" statements about the variables.
- True False
41. In a census, a researcher attempts to question or observe a small sample representative of a defined target population.
- True False
42. In probability sampling, each member of a defined target population has a known chance of being selected.
- True False
43. Probability sampling gives a researcher the opportunity to assess sampling error.
- True False
44. Measurement and scaling issues are relevant only in primary research.
- True False
45. Observational research can collect information about attitudes, intentions, motivations, and past behavior, which are usually invisible in the questioning approach.
- True False
46. Procedures such as summary statistics and simple frequency distributions are used while designing and pretesting a questionnaire.
- True False
47. In the research process, knowledge is created through engaged and careful interpretation of results.
- True False
48. The last phase of the research process is reporting the research findings to management.
- True False
49. A research proposal includes a brief profile of the researchers and their qualifications.
- True False
50. The research proposal is also called the final research report.
- True False

Essay Questions

51. Differentiate between primary and secondary data.

52. List the questions a decision maker must ask to determine the need for information research.

53. Discuss the iceberg principle.

54. Compare the descriptive and the causal research approaches.

55. Explain the process of collecting data using a census and a sample.

56. Discuss the importance of pretesting a questionnaire.

Chapter 02 The Marketing Research Process and Proposals **Answer Key**

Multiple Choice Questions

1. _____ is information collected specifically for a current research problem or opportunity.

- A.** Primary data
- B. Alternate data
- C. Secondary data
- D. Warehouse data
- E. Backup data

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

2. Gatekeeper technologies are used to _____.

- A. prevent the introduction of new and creative marketing strategies
- B. help market researchers track the behavior of internet users
- C.** protect one's privacy against intrusive marketing practices
- D. allow marketers to use traditional methods for contacting people
- E. simplify the process of getting user information using telemarketing

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

3. Which of the following statements is true about the information research process?

- A. It narrows the applicability of the research process in solving organizational problems and creating opportunities.
- B. A more appropriate name for the information research process is now the traditional marketing research process.
- C.** It is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
- D. It is especially useful when costs outweigh the value of the research.
- E. It serves as a written contract between the decision maker and the researcher.

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

4. Unlike management decision-makers, marketing researchers _____.

- A. focus on information about past behaviors
- B. want information that allows certainty
- C. tend to reject the information when they are surprised
- D. are not results oriented
- E. are not cost conscious with additional information**

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

5. Which of the following is a characteristic of management decision makers?

- A. Their dominant concern is market performance.**
- B. They prefer abstractions over information that allows for certainty.
- C. They tend to readily accept the information when they are surprised.
- D. Their dominant concern is to conduct continuous inquiries into market component changes.
- E. Their dominant concern is to ensure completeness by conducting prolonged investigations.

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

6. Marilynn Castillo is a marketing manager at Gordon Corp. She debates whether or not to conduct a marketing research study before commercializing a product. After a brief analysis, she realizes that conducting the study will cost approximately \$100,000. If she launches the product without conducting the study and the product fails, her firm could suffer a loss of \$2 million. In this scenario, Marilynn conducts a(n) _____.

- A. assessment on time availability
- B. cost-benefit assessment**
- C. assessment on research designs
- D. assessment on information availability
- E. market-sensitivity assessment

Accessibility: Keyboard Navigation

Difficulty: 3 Hard

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

7. Felix Corp. is a cookware manufacturer. It conducts market testing for a new appliance. JK Corp., a competitor of Felix, reduces its prices during the market test to prevent Felix from collecting accurate information. In this scenario, JK Corp. is engaging in a practice called _____.

A. scaling
B. pretesting
C. clustering
D. jamming
E. positioning

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

8. The first task in the information research process is to _____.

A. specify research objectives and confirm the information value
B. identify and clarify information needs
C. determine measurement issues and scales
D. develop the sampling plan and sample size
E. determine the research design and data sources

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

9. Zephyr, a hotel chain, hires Symphony Inc., a market research firm, to analyze the customer reviews and identify ways to improve the brand image. To familiarize itself with the overall complexity of the problem, the market research team from Symphony decides to gather and synthesize background information including events and factors that led to the current problem at Zephyr. In this scenario, Symphony Inc. is conducting a _____.

A. situation analysis
B. symptomatic analysis
C. variable analysis
D. sampling analysis
E. screening analysis

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.2 Discuss the research process and explain the various steps.

10. The iceberg principle helps researchers _____.

- A.** distinguish between the symptoms and the causes of a problem
- B. select the appropriate research design for a problem
- C. execute a research design
- D. conduct a review of the literature
- E. determine the types of data that will best answer each research question

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.2 Discuss the research process and explain the various steps.

11. In the context of marketing research, the iceberg principle states that:

- A. a researcher must determine the types of data that will best answer each research question before redefining a problem into research questions.
- B. data becomes knowledge when someone, either a researcher or a decision maker, interprets the data and attaches meaning.
- C.** managers are aware of just a small portion of the true problem, and this small portion is generally the visible symptom of a bigger underlying problem.
- D. 80 percent of the marketing research budget of a company is typically spent on solving 20 percent of the problems facing the company.
- E. the importance of marketing research is often underestimated in organizations, and what people see is only a small part of a much bigger support system.

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.2 Discuss the research process and explain the various steps.

12. _____ specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.

- A. Situation analysis
- B. Cost-benefit analysis
- C.** The unit of analysis
- D. Symptom analysis
- E. Integrated analysis

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

13. Kiara, a market researcher, wants to study the relationship between childhood obesity and socioeconomic status. She has to decide whether to collect data on income from individuals or from a husband and wife representing the household. In this scenario, Kiara has to determine the _____.

A. unit of analysis
B. sampling technique
C. secondary sources of data
D. type of research method
E. method of literature review

Accessibility: Keyboard Navigation

Difficulty: 3 Hard

Learning Objective: 2.2 Discuss the research process and explain the various steps.

14. While designing a study, a researcher is wondering if she should ask the respondents their age and gender. She is not sure if she would need that information 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

Accessibility: Keyboard Navigation

Difficulty: 3 Hard

Learning Objective: 2.2 Discuss the research process and explain the various steps.

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

A. Exploratory research
B. Descriptive research
C. Causal research
D. Demographic research
E. Narrative research

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

16. Which of the following data collection techniques is used in exploratory research studies?

A. Image assessment surveys
B. Customer satisfaction surveys
C. Narrative surveys
D. Cause-and-effect studies
E. Pilot studies

Accessibility: Keyboard Navigation

17. Causal research is most useful in ____.
- A. generating insights that help in defining a problem situation
 - B. understanding consumer motivations and behavior that are not easy to access using other research methods
 - C.** understanding which variables result in the movement of a dependent variable
 - D. analyzing historical data that has been previously collected for some research situation other than the current situation
 - E. collecting quantitative data to answer research questions such as who, what, when, where, and how

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

18. In a census, a researcher attempts to ____.
- A. use the probability sampling technique
 - B. define the known chance of selecting a subject
 - C. use a small representative sample to generalize about a target population
 - D. collect data from a small set of people from a target population
 - E.** question or observe all the members of a defined target population

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

19. Which of the following is true about research based on a sample?
- A.** It involves a small number of members of a target population from which a researcher collects data.
 - B. It involves selecting each member from a target population for observation.
 - C. It is the best approach for small populations.
 - D. It eliminates the need to identify a target population.
 - E. It limits the generalizability of the research findings as probability sampling plans cannot measure sampling errors.

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

20. In the information research process, examining measurement issues and scales involves _____.

- A. examining quantitative data to answer a research question and measure the sampling errors
- B. determining if the population represented by the secondary data is relevant to the current research problem
- C. identifying the concepts to study and measuring the variables related to a research problem**
- D. specifying the research objectives and confirming the information value
- E. selecting the correct type, sequence, and format of questions

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.2 Discuss the research process and explain the various steps.

21. _____ obtains information from people representative of those who will be questioned in an actual survey.

- A. Random-digit dialing
- B. Jamming
- C. Positioning
- D. Scaling
- E. Pretesting**

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

22. While collecting and preparing data, a difference between questioning and observation is that questioning approaches _____.

- A. need fewer researchers than observation approaches
- B. need not examine data for data-entry errors and inconsistencies
- C. do not allow researchers to collect information about factors such as motivation and past behavior
- D. enable researchers to collect a wider array of data**
- E. focus on collecting data that does not need coding

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.2 Discuss the research process and explain the various steps.

23. In a research proposal, which of the following sections discusses the types of scales to be used for data collection?

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

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.4 Identify and explain the major components of a research proposal.

24. Katie, a researcher, submits a specific document to Sayeed, the marketing manager of GK Corp. The document serves as a written contract between Katie and Sayeed and lists the activities that will be undertaken by Katie to develop the needed information, the research deliverables, how long it will take, and what it will cost. In this scenario, Katie has most likely submitted _____.

- A. a methodology transcript
- B. a questionnaire design
- C. a research proposal**
- D. the final research report
- E. the research design

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.4 Identify and explain the major components of a research proposal.

25. Liam, a market researcher, is preparing a research proposal. He wants to mention that he will use exploratory techniques and collect primary data for the study. In the context of the sections in a research proposal, Liam is most likely to include this information under _____.

- A. definition of the target population
- B. specific research instruments
- C. purpose of the study
- D. type of study**
- E. profile of the company capabilities

Accessibility: Keyboard Navigation

Difficulty: 2 Medium

Learning Objective: 2.4 Identify and explain the major components of a research proposal.

True / False Questions

26. Secondary data is information collected for a current research problem or opportunity.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

27. Advances in gatekeeper technologies are used to protect one's privacy against intrusive marketing practices.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

28. Caller ID and answering devices are gatekeeper technologies.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

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

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

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

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

31. A cost-benefit assessment examines if there is enough time to conduct the necessary research before the final managerial decision must be made.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

32. Accurately determining the cost of doing marketing research is easier than determining the true value of the expected information.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

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

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

34. Factors like demographics and brand attitudes are called units of analysis.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

35. In the context of the research process, the variables that need to be studied are also known as constructs.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

36. Relevant variables specify whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

37. In the context of research designs, literature review is an example of descriptive research methods.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

38. Exploratory research collects quantitative data to answer research questions such as who, what, when, where, and how.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

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

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

40. Causal research enables a decision maker to make "If-then" statements about the variables.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

41. In a census, a researcher attempts to question or observe a small sample representative of a defined target population.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

42. In probability sampling, each member of a defined target population has a known chance of being selected.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

43. Probability sampling gives a researcher the opportunity to assess sampling error.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

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

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

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

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

46. Procedures such as summary statistics and simple frequency distributions are used while designing and pretesting a questionnaire.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

47. In the research process, knowledge is created through engaged and careful interpretation of results.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

48. The last phase of the research process is reporting the research findings to management.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

49. A research proposal includes a brief profile of the researchers and their qualifications.

TRUE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.4 Identify and explain the major components of a research proposal.

50. The research proposal is also called the final research report.

FALSE

Accessibility: Keyboard Navigation

Difficulty: 1 Easy

Learning Objective: 2.4 Identify and explain the major components of a research proposal.

Essay Questions

51. Differentiate between primary and secondary data.

Secondary data is information previously collected for some other problem or issue. A by-product of the technology advances is the ongoing collection of data that is placed in a data warehouse and is available as secondary data to help understand business problems and to improve decisions. In contrast, primary data is information collected specifically for a current research problem or opportunity. Many large businesses are linking purchase data collected in-store and online with customer profiles already in company databases, thus enhancing their ability to understand shopping behavior and better meet customer needs. But even medium-sized and small companies are building databases of customer information to serve current customers more effectively and to attract new customers.

Difficulty: 1 Easy

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

52. List the questions a decision maker must ask to determine the need for information research.

To determine if research should be used to collect the needed information, the first question a decision maker must ask is: Can the problem and/or opportunity be resolved using existing information and managerial judgment? The focus is on deciding what type of information (secondary or primary) is required to answer the research question(s). With the assistance of the research expert, decision makers face the next question: Is adequate information available within the company's internal record systems to address the problem? If the necessary marketing information is not available in the firm's internal record system, then a customized marketing research project to obtain the information should be considered. With input from a research expert, decision makers must assess the time constraints associated with the problem/opportunity: Is there enough time to conduct the necessary research before the final managerial decision must be made? A cost-benefit assessment should be made of value of the research compared to the cost: Do the benefits of having the additional information outweigh the costs of gathering the information? These types of questions remain a challenge for today's decision makers.

Difficulty: 2 Medium

Learning Objective: 2.1 Describe the major environmental factors influencing marketing research.

53. Discuss the iceberg principle.

The iceberg principle holds that decision makers are aware of only 10 percent of the true problem. Frequently the perceived problem is actually a symptom that is some type of measurable market performance factor, while 90 percent of the problem is not visible to decision makers. For example, the problem may be defined as loss of market share when in fact the problem is ineffective advertising or a poorly trained sales force. The real problems are 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 incorrect. Referring to the iceberg principle helps researchers distinguish between the symptoms and the causes.

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.

54. Compare the descriptive and the causal research approaches.

Descriptive research involves collecting quantitative data to answer research questions. Descriptive information provides answers to who, what, when, where, and how questions. In marketing, examples of descriptive information include consumer attitudes, intentions, preferences, purchase behaviors, evaluations of current marketing mix strategies, and demographics. Descriptive studies may provide information about competitors, target markets, and environmental factors. On the other hand, causal research collects data that enables decision makers to determine cause-and-effect relationships between two or more variables. Causal research designs are most appropriate when the research objectives include the need to understand which variables cause a dependent variable to move. Understanding cause-effect relationships among market performance factors enables the decision maker to make "If-then" statements about the variables. They provide an opportunity to assess and explain causality among market factors.

Difficulty: 2 Medium

Learning Objective: 2.3 Distinguish between exploratory, descriptive, and causal research designs.

55. Explain the process of collecting data using a census and a sample.

In collecting data, researchers can choose between collecting data from a census or a sample. In a census, a researcher attempts to question or observe all the members of a defined target population. For small populations, a census may be the best approach. A second approach, used when the target population is large, involves selection of a sample from a defined target population. Researchers must use a representative sample of the population if they wish to generalize the findings. To achieve this objective, researchers develop a sampling plan as part of the overall research design. A sampling plan serves as the blueprint for defining the appropriate target population, identifying the possible respondents, establishing the procedures for selecting the sample, and determining the appropriate sample size.

Difficulty: 1 Easy

56. Discuss the importance of pretesting a questionnaire.

Designing good questionnaires is difficult. Researchers must select the correct type of questions, consider the sequence and format, and pretest the questionnaire. Pretesting obtains information from people representative of those who will be questioned in an actual survey.

In a pretest, respondents are asked to complete a questionnaire and comment on issues such as clarity of instructions and questions, sequence of the topics and questions, and anything that is potentially difficult or confusing.

Difficulty: 1 Easy

Learning Objective: 2.2 Discuss the research process and explain the various steps.