

Student name: _____

1) Define marketing research. Describe the advantages of marketing research.

2) How does marketing research impact pricing decisions?

3) Explain the different types of marketing research firms.

4) What are the key skills that recruiters look for in candidates for marketing researcher positions?

5) What are some of the major emerging trends in the field of marketing research?

6) Which of the following is true of marketing research?

A) It draws heavily on the social sciences both for methods and theory.

B) It is exclusively used by large businesses.

C) It solely relies on quantitative techniques.

D) It solely relies on qualitative techniques.

E) It involves management of the activities in a supply chain to maximize product value.

7) Test marketing _____.

A) identifies two or more segments within the market for a particular company's products

B) provides information for decisions on product improvements and new-product introductions

C) includes choosing and evaluating locations, channels, and distribution partners

D) focuses on database development through optical scanning at the point of purchase

E) involves understanding how one's target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders

8) Zephyr Corp. manufactures air purifiers. It comes up with an idea for a new range of air purifiers called alpha purifiers. Before launching the range of purifiers, Zephyr lets some people try out the product and then collects feedback from them to identify any problems with it. Which of the

following is best exemplified in this scenario?

A) Curbstoning

- B) Concept testing
- C) Perceptual mapping
- D) Behavioral targeting

E) Branded
"black-box" methodology

9) Which of the following is a technique that is used to picture the relative position of products on two or more product dimensions important to consumer purchase decisions?

- A) Retailing wheel
- B) Optical scanning
- C) Store image studies

D) Perceptual
mapping
E) Behavioral
targeting

10) Which of the following pertains to the creation of a perceptual map?

- A) Retailers focus on database development through optical scanning at the point of purchase.
- B) Marketers have to work on the branding of both new and existing products.
- C) Marketing research considers the total performance of a promotional program as each effort often affects others in the promotional mix.
- D) Consumers have to indicate how similar or

dissimilar a group of
relevant brands or products
is to each other.

E) Consumer
behavior activities
embedded in a cultural
context are studied by
marketers using
ethnographic research.

11) Apex Corp. asks its consumers to determine how they perceive the similarities and dissimilarities among relevant product attributes for a group of competing brands. In this case, Apex Corp. is most likely using the technique of _____.

- A) concept testing

B) behavioral
targeting

- C) perceptual mapping
- D) bivariate regression analysis

E) analysis of variance (ANOVA)

12) Research investigations that focus on topics such as trade area analysis, store image/perception, in-store traffic patterns, and location analysis are collectively called

- A) perceptual mapping.
- B) positioning research.
- C) retailing research.

D) test marketing.
E) focus group research.

13) A new supermarket, The Deluxe Mart, collates its sales data using scanners at the point of purchase. It uses this data to identify the products to stock and the type of content and media to use to attract customers. In this scenario, The

Deluxe Mart is most likely using

- A) perceptual mapping.
- B) test marketing.
- C) retailing research.

D) logistical assessment.
E) concept testing.

14) Sally browses through different articles featured on Pop.com. She notices ads for skirts that she recently viewed on Trendz.com, an online apparel store, being displayed in Pop.com. In this scenario, Trendz.com is using the technique of _____.

- A) perceptual mapping
- B) test marketing
- C) behavioral targeting

D) theoretical sampling
E) concept positioning

15) Marketing to consumers based on research of the entire process consumers go through when making a purchase is termed

- A) shopper marketing.
- B) behavioral targeting.
- C) retailing research.

- D) test marketing.
- E) a benefit and lifestyle study.

16) The three most common research tasks in integrated marketing communications are advertising effectiveness studies, sales tracking, and

- A) in-store traffic patterns.
- B) attitudinal research.
- C) location analysis.

- D) trade area analysis.
- E) store image studies.

17) Research shows that the typical Saturn dirt bike shopper is a middle-aged person with an income of \$75,000

- A) positioning research.
- B) retailing research.
- C) focus group research.

per annum. This is an example of

- D) market segmentation research.
- E) pricing strategy research.

18) In the context of marketing research, which of the following highlights problems and opportunities for marketers that are based on consumers' actual behavior?

- A) Deanonymizing data
- B) Situation analysis

- C) Curbstoning
- D) Sugging
- E) Ethnography

19) In the context of the types of marketing research firms, external research suppliers

- A) are chosen by companies to help gain greater flexibility.
- B) perform very few aspects of marketing research.
- C) are more subject to company politics and regulations than are internal suppliers.

D) are less objective than are internal suppliers.

E) provide specialized, highly tailored services to the client.

20) Services provided by standardized research firms that include data made or developed from a common data pool or

- A) debriefed
- B) syndicated business
- C) customized

database are called _____ services.

D) highly tailored
E) branded
"black-box"

21) Aura Inc. is a research firm that conducts store audits for a variety of retail stores. It follows an established, common approach in research design so the results of a study conducted for one client can be compared to norms from studies done for other clients. In the context of the types of

- A) customized research firm
- B) internal research provider
- C) standardized research firm

marketing research firms, Aura Inc. is a(n) _____.

D) specialty market research firm
E) brokerage firm

22) The practice of data collection personnel filling out surveys for fake respondents is called _____.

- A) sugging
- B) frugging
- C) curbstoning

D) debriefing
E)
deanonymizing data

23) In the context of marketing research, curbstoning occurs when

- A) a researcher does not maintain respondent confidentiality.
- B) a researcher deanonymizes information on the Internet by combining different publicly available records available at social networks.
- C) a researcher's trained interviewers or observers make up observed respondents' behaviors.
- D) a researcher fully explains to respondents any

deception that was used during research.

E) e-tailers display ads in one website based on a user's previous surfing behavior.

24) Which of the following illustrates the abuse of respondents in marketing research?

- A) Selling unnecessary or unwarranted research services
- B) Not providing the promised incentive for completing interviews or questionnaires
- C) Having friends and relatives fill out surveys
- D) Not using the designated sample of respondents

but rather anyone who is conveniently available to complete a survey

E) Revealing one's clients to the respondents

25) The process of fully explaining to respondents any deception that was used during research is known as

_____.

- A) the practice of sugging
- B) the practice of frugging
- C) rocking-chair interviewing
- D) subject debriefing
- E) deanonymizing data

- A) Sugging
- B) Frugging
- C) Rocking-chair interviewing

- D) Subject debriefing
- E) Deanonymizing data

27) Frugging means

- A) claiming that a survey is for research purposes and then asking for a sale or donation.
- B) fully explaining to respondents any deception that was used during research.
- C) having data collection personnel fill out surveys for fake respondents.
- D) combining different publicly available

information on the Internet to determine consumers' identities.

- E) conducting research below professional standards.

28) Which of the following is true of frugging?

- A) It occurs when research firms do not fully disclose how the methodology works.
- B) It creates a negative impact on the entire industry.
- C) It must be conducted at the end of any study involving deception.
- D) It occurs when anyone who is conveniently

available completes a survey.

- E) It occurs when different publicly available information is combined to determine consumers' identities.

29) Which of the following is true of the guidelines developed by the Marketing Research Association (MRA) for

Internet marketing research issues?

- A) They state that researchers must deanonymize data on the Internet by combining different publicly available records available at social networks.
- B) They encourage the use of digital technologies such as GPS as they do not result in privacy-related issues.
- C) They do not allow clickstream tracking.

- D) They prohibit

the use of cookies.

30) Which of the following is an unethical practice of

A) Requesting detailed research proposals from research providers with the intention of selecting a firm to conduct the research

B) Using the designated sample of respondents instead of using anyone who is available to complete a survey

C) Obtaining first drafts of questionnaires from research providers and using the information to perform the research project themselves

research users?

D) Prohibiting market researchers from deanonymizing data

E) Using clickstream tracking after removing any identifying information from the data file

31) Given the nonlinear nature of marketing research, it is not a very systematic process.

- ☐ true
- ☐ false

32) Marketing research methods are diverse, spanning a wide variety of qualitative and quantitative techniques and borrowing from disciplines such as psychology, sociology, and anthropology.

- ☐ true
- ☐ false

33) Marketers are interested in consumer subcultures, as products are often used to enact and support subculture participation.

- ☐ true
- ☐ false

- 34) The process of identifying people or markets a company wants to serve is
- Ⓐ true
 - Ⓑ false

35) In the field of marketing research, analytics exclusively uses qualitative techniques to determine performance efficiency.

- ☐ true
- ☐ false

36) Creating customer profiles and understanding behavioral characteristics are major focuses of any marketing research project.

- ☐ true
- ☐ false

37) The purpose of marketing theory is to generalize relationships between concepts in a way that is applicable to a

wide variety of business and often other settings.

- ☐ true
- ☐ false

38) The benefits of using internal marketing research providers include research method consistency, shared information across the company, lower research costs, and

ability to produce actionable research results.

- ☐ true
- ☐ false

39) Many companies use internal research suppliers because the suppliers can be more objective and less subject to company politics and regulations than external suppliers.

☐ true

☐ false

40) As marketing research firms expand their geographic scope, many fundamental skill requirements will change and negotiation skills will be replaced by statistical skills.

☐ true

☐ false

41) Individuals who are logical and perceptive about human emotions will find marketing research to be a rewarding career.

☐ true

☐ false

42) Research firms are required to maintain client confidentiality.

☐ true

☐ false

43) If a client is unable to get sufficient insight into a testing method's strengths and weaknesses prior to purchase from a marketing research supplier, the client can choose another supplier.

☐ true

☐ false

44) Subject debriefing

means claiming that a survey is for research purposes and then asking for a sale or donation.

- ☐ true
- ☐ false

45) Frugging leads to consumers turning down legitimate research inquiries because they do not want to be solicited.

- ☐ true
- ☐ false

46) While cookies are usually designed to maintain consumer privacy with respect to identity at least, they still

nevertheless collect and utilize consumer data.

- ☐ true
- ☐ false

47) The Marketing Research Association (MRA) guidelines prohibit clickstream tracking.

- ☐ true
- ☐ false

48) If a research respondent does not want a researcher to find out the truth, it is ethical for the respondent to lie on a survey.

- ☐ true
- ☐ false

49) The Statement of

Ethics for the American Marketing Association applies to all marketing functions, including research.

- ☐ true
- ☐ false

50) One of the recent trends in the marketing research industry is movement away from a data interpretation environment.

- ☐ true
- ☐ false

Answer Key

Test name: Chapter 01 Test Bank Marketing

1) The American Marketing Association defines marketing research as the function that links an organization to its market through the gathering of information. This information facilitates the identification and definition of market-driven opportunities and problems, as well as the development and evaluation of marketing actions. Finally, it enables the monitoring of marketing performance and improved understanding of marketing as a business process. Organizations use marketing research information to identify new product

2) Pricing decisions involve pricing new products, establishing price levels in test marketing, and modifying prices for existing products. Marketing research provides answers to questions such as the following:

1. How large is the demand potential within the target market at various price levels?
2. What are the sales forecasts at various price levels?
3. How sensitive is demand to changes in price levels?

3) Marketing research providers can be classified as either internal or external, custom or standardized, or brokers/facilitators.

opportunities, develop advertising strategies, and implement new data-gathering methods to better understand customers.

4. Are there identifiable segments that have different price sensitivities?

5. Are there opportunities to offer different price lines for different target markets?

Internal research providers are typically

organizational units that reside within a company. The benefits of using internal research providers include research method consistency, shared information across the company, lower research costs, and ability to produce actionable research results. Some firms choose to use external sources for marketing research. External sources, usually referred to as marketing research suppliers, perform all aspects of the research, including study design, questionnaire production, interviewing, data analysis, and report preparation. These firms operate on a fee basis and commonly submit a research proposal to be used by a client for evaluation and decision purposes. Customized research firms provide specialized, highly tailored services to their clients. Many customized research firms concentrate their activities in one specific area such as brand-name testing, test marketing, or new-product development. Standardized research firms provide more general services. These firms also follow an established,

4) The top five skills executives hope to find in candidates for marketing research positions are (1) the ability to understand and interpret secondary data, (2) presentation skills, (3) foreign-language competency, (4) negotiation

5) The general consensus in the marketing

common approach in research design so the results of a study conducted for one client can be compared to norms from studies done for other clients. Many standardized research firms also provide syndicated business services, which include the purchase of diary panels, audits, and advertising recall data made or developed from a common data pool or database.

skills, and (5) information technology proficiency.

research industry is

that five major trends are becoming evident:
(1) increased emphasis on secondary data collection methods; (2) movement toward technology-related data management (optical scanning data, database technology, customer relationship management); (3) expanded use of digital technology for information acquisition and retrieval; (4) a broader

international client base; and (5) movement beyond data analysis toward a data interpretation/information management environment.

6) A

7) B

8) B

9) D

10) D

11) C

12) C

13) C

14) C

15) A

16) B

17) D

18) E

19) A

20) B

- 21) C
- 22) C
- 23) C
- 24) B
- 25) D
- 26) D
- 27) A
- 28) B
- 29) E
- 30) C
- 31) FALSE
- 32) TRUE
- 33) TRUE
- 34) FALSE
- 35) FALSE
- 36) TRUE
- 37) TRUE
- 38) TRUE
- 39) FALSE
- 40) FALSE
- 41) TRUE

- 42) TRUE
- 43) TRUE
- 44) FALSE
- 45) TRUE
- 46) TRUE
- 47) FALSE
- 48) FALSE
- 49) TRUE
- 50) FALSE