

Chapter 2: The Marketing Research Process

Multiple Choice

1. According to the text, which of the following is not one of the three major types of research designs?

- A) Exploratory
- B) Descriptive
- C) Causal
- *D) Predictive

2. The goal of exploratory research includes helping researchers understand:

- A) the situation and the problem being faced
- B) some possible solutions
- *C) Both of the above
- D) None of the above

3. An exploratory study might seek to:

- A) define the marketing research problem
- B) identify parameters or variables to be studied further
- C) generate potential research hypotheses for testing
- *D) all of the above

4. _____ research is often used in the first stage of a more comprehensive research study.

- *A) Exploratory
- B) Descriptive
- C) Causal
- D) Predictive

5. A research _____ states an expected research outcome relevant to one or more variables that seems reasonable in light of existing information.

- *A) hypothesis
- B) construct
- C) theory
- D) parameter

6. Methods of descriptive research include:

- A) case studies
- B) focus groups,
- C) Both of the above
- *D) none of the above

7. Methods of exploratory research include:

- *A) pilot studies

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- B) surveys
- C) Both of the above
- D) none of the above

8. With the _____, researchers talk with a small group of individuals about a specific topic, exploring their thoughts and ideas in detail.

- A) case studies
- *B) focus groups
- C) depth interview
- D) pilot study

9. In a pilot study...

- A) there is a limited number of respondents
- B) a researcher may not know exactly what questions to ask
- *C) both of the above
- D) none of the above

10. In contrast to _____ research, marketers who use _____ research already have a good understanding of the marketing problem or situation.

- A) exploratory, depth interview
- B) depth interview, exploratory
- C) descriptive, exploratory
- *D) exploratory, descriptive

11. In most cases, descriptive studies:

- *A) use numbers which allows for statistical and mathematical relationships to be examined.
- B) can usually be used to prove causality.
- C) Both of the above
- D) none of the above

12. A spurious association means that...

- A) the relationship is truly cause-and-effect
- B) there is a strong correlation between the two variables
- C) Both of the above
- *D) none of the above

13. In determining cause-and-effect, there must be:

- A) temporal sequence
- B) concomitant variation
- *C) both of the above
- D) none of the above

14. Research hypotheses are:

- *A) included only when the researcher has reason to conjecture

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- B) always included
 - C) specify the type of information needed in order to successfully fulfill the research
 - D) all of the above
15. While _____ research will normally provide a higher level of information, it tends to take longer and costs are higher.
- A) Exploratory
 - *B) Descriptive
 - C) Causal
 - D) Predictive
16. The sample selection process begins by:
- *A) defining the population
 - B) determining cost constraints
 - C) designing the sample method
 - D) determining the size of the needed sample
17. _____ research involves unstructured data collection methods that provide results that are subjectively interpreted.
- *A) qualitative
 - B) quantitative
 - C) causal
 - D) predictive
18. Which of the following is the first of the six key steps of the marketing research process:
- A) developing the research design
 - *B) defining the research problem
 - C) determining the sampling plan
 - D) designing the data collection procedures
19. The research questions or objectives:
- A) outline the scope of the research project
 - B) guide the development of the research design
 - *C) Both of the above
 - D) none of the above
20. The sampling plan:
- *A) begins with a determination of the population to be studied
 - B) describes the process by which the survey questions will be selected
 - C) both of the above
 - D) none of the above
21. A request for research proposals (RFPs) typically include all of the following EXCEPT:

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- A) research questions
- B) an overview of the research purpose,
- *C) description of the researchers' experience
- D) description of the target audience for the study

22. Which of the following is NOT true regarding qualitative research?

- A) it involves the use of small sample,
- B) it uses unstructured data collection methods, such as focus groups, personal interviews, case studies, and other techniques
- C) it is subjective and exploratory in nature
- *D) its results should be interpreted as providing definitive answers

23. Quantitative research involves:

- A) using an unstructured process in which data is collected subjectively using techniques such as pilot studies and case studies
- *B) statistical tests and analyses
- C) Both of the above
- D) None of the Above

24. _____ research answers the questions who, what, when, where and how in describing the characteristics of consumers, brands, and other marketing phenomena.

- A) exploratory
- *B) descriptive
- C) predictive
- D) causal

25. _____ broadly specifies the situation, phenomena, opportunity, or problem to be investigated, and guides the creation of research questions and hypotheses.

- *A) research purpose
- B) research question
- C) research design
- D) research overview

26. _____ specifies the type of information needed to fulfill the research purpose, and make managerial decisions.

- A) research purpose
- *B) research question
- C) research design
- D) research overview

27. _____ is the plan to address the research problem and/or hypothesis.

- A) research purpose
- B) research question
- *C) research design
- D) research overview

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28. A(n) _____ is research in which the behaviors of those being studied or the results of their behaviors are observed by researchers.

- *A) observation research
- B) secondary data study
- C) experiment
- D) field experiment

29. A(n) _____ is a research study where all variables are held constant except the one under study.

- A) observation research
- B) secondary data study
- *C) experiment
- D) field experiment

30 _____ is a research process involving brain-image measurements through the tracking of brain activity.

- *A) cognitive neuroscience
- B) spasmodic reasoning
- C) hierarchical values mapping
- D) catatonic exploration

31. According to the text, honesty and integrity should be the guiding principles of

- A) marketing research firms
- B) client companies
- *C) both of the above
- D) none of the above

32. **Low-ball pricing** is:

- *A) submitting a bid with an extremely low price in order to get the contract, when in fact the firm has no intention of doing the work at the quoted price.
- B) pricing below cost in order to drive competitors out of business
- C) learning what the lowest bid is (usually through competitive intelligence) and then pricing just below it to get the contract
- D) none of the above

33. **Advocacy research** is:

- A) another term for advertising research
- *B) designed to advocate or support a company's position
- C) done more by outside research agencies than with internal marketing research projects
- D) none of the above

34. According to the text, to avoid potential pitfalls in global market research related to ethical beliefs, companies:

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- A) often engage local marketing research firms or international firms with experience in various countries
- B) contract nationals from the country where the research is to be conducted to provide valuable insights into the do's and don'ts of that country or culture
- *C) both of the above
- D) none of the above

35. A _____ states an expected research outcome relevant to one or more variables that seems reasonable in light of existing information.

- *A) research hypothesis
- B) null hypothesis
- C) alternative hypothesis
- D) none of the above

36. Which of the following words is it okay (or even encouraged) to include as part of a research hypothesis?

- A) "prove"
- B) "significant"
- C) both of the above can be included
- *D) none of the can be included

37. According to the text, SPSS allows user to perform:

- A) basic descriptive statistics
- B) non-parametric tests
- *C) both of the above
- D) none of the above

True/False

38. As has already been stated, the purpose of marketing research is to help managers by removing all uncertainty.

- A) True
- *B) False

39. According to the text, the three major types of research designs are Exploratory, Causal, and Predictive.

- A) True
- *B) False

40. The goal of descriptive research includes helping researchers understand the situation and the problem being faced, as well as some possible solutions.

- A) True
- *B) False

41. An exploratory study might seek to define the marketing research problem.

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- *A) True
- B) False

42. An exploratory study might seek to generate potential research hypotheses for testing.

- *A) True
- B) False

43. A research construct states an expected research outcome relevant to one or more variables that seems reasonable in light of existing information.

- A) True
- *B) False

44. Case studies are classified as causal research.

- A) True
- *B) False

45. With the pilot study, researchers talk with a small group of individuals about a specific topic, exploring their thoughts and ideas in detail.

- A) True
- *B) False

46. In a case study, a researcher may not know exactly what questions to ask.

- A) True
- *B) False

47. In most cases, exploratory studies use numbers which allows for statistical and mathematical relationships to be examined and can usually be used to prove causality.

- A) True
- *B) False

48. A spurious association means that the relationship is truly cause-and-effect.

- A) True
- *B) False

49. Market research is often not conducted with a specific purpose in mind.

- A) True
- *B) False

50. Research hypotheses are always included.

- A) True
- *B) False

51. While exploratory research will normally provide a higher level of information, it tends to take longer and costs are higher than descriptive or causal research.

- A) True

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*B) False

52. The sample selection process begins by designing the sample method.

A) True

*B) False

53. Descriptive research is appropriate when attempting to investigate whether a change in one item causes a change to occur in another

A) True

*B) False

54. Quantitative research involves unstructured data collection methods that provide results that are subjectively interpreted.

A) True

*B) False

55. The first of the six key steps of the marketing research process is developing the research design.

A) true

*B) False

56. The sampling plan begins with a determination of the population to be studied.

*A) True

B) False

57. Qualitative research usually involves the use of small sample.

*A) True

B) False

58. According to the text, it is unethical to send out an RFP (request for proposals) to various companies if the decision has already been made about who will do the research.

*A) True

B) False

59. According to the text, it is ethical to send out RFPs for the sole purpose of seeking information on how to do the study.

A) True

*B) False

60. Conducting global marketing research involves fewer concerns and potential ethical situations, which makes planning the research process less critical.

*A) True

B) False

10 Essay Questions

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61. Please compare and contrast the three types of research designs.

Ans: Varies

62. Please give one example of each of the three types of research designs and what are the major differences between the examples.

Ans: Varies

63. Please explain the six steps of the marketing research process and why the order of them is important.

Ans: Varies

64. Please describe the components of a request for research (RFP) and a research proposal.

Ans: Varies

65. What is the difference between qualitative and quantitative research?

Ans: Varies

66. Please recite at least four significant ethical considerations in designing research studies.

Ans: Varies

67. Please describe the difference between an experiment and a field experiment

Ans: Varies

68. What are the terms used to described the two needed conditions to establish causality? And, what do they mean in practical terms?

Ans: Varies

69. Please give a hypothetical example of a possible spurious relationship, and then describe how a researcher could try to determine if it is spurious or not.

Ans: Varies

70. What is a research hypothesis? Which of the three types of research designs uses hypotheses? Which of them do not use hypotheses?

Ans: Varies