

Chapter 2 Problem definition and the research process

TRUE/FALSE

1. In market research, a researcher can list the objectives without an understanding of the decision situation.

ANS: F PTS: 1 TOP: The nature of marketing problems

2. Research objectives cannot be developed until managers and researchers agree upon the 'business problem' that will be addressed through research.

ANS: T PTS: 1 TOP: The nature of marketing problems

3. Careful attention to the problem definition allows the researcher to set the proper research objectives.

ANS: T PTS: 1 TOP: The importance of proper problem definition

4. Determining solution is often more essential than defining a problem.

ANS: F PTS: 1 TOP: The importance of proper problem definition

5. The quantitative research process can begin without defining a problem.

ANS: F PTS: 1 TOP: The importance of proper problem definition

6. The first step in defining a problem is to identify relevant variables?

ANS: F PTS: 1 TOP: The process of defining a problem

7. The first step in defining a problem is to ascertain the decision-maker's objectives?

ANS: T PTS: 1 TOP: The process of defining a problem

8. The iceberg principle illustrates that many marketing problems are neither visible nor understood by marketing managers.

ANS: T PTS: 1 TOP: Ascertain the decision-makers' objectives

9. A situation analysis involves the marketing managers to analyse the relevant information.

ANS: F PTS: 1 TOP: Understand the background of the problem

10. Gaining an awareness of marketplace conditions often requires causal research.

ANS: F PTS: 1 TOP: Understand the background of the problem

11. As a rule, researchers should first look for new research to solve the problem.

ANS: F PTS: 1 TOP: Previous research

12. A directed search of published work is called as literature review.

ANS: T PTS: 1 TOP: Literature review

13. When developing literature review, it is enough to summarise other research studies.

ANS: F PTS: 1 TOP: Literature review

14. A small scale research project that collects data from respondents as planned in the full study, as a sort of dry run is called sampling.

ANS: F PTS: 1 TOP: Pilot studies

15. A pilot study cannot be based on interviews.

ANS: F PTS: 1 TOP: Pilot studies

16. Exploratory studies always follow a structured design.

ANS: F PTS: 1 TOP: Pilot studies

17. An old fashioned package influence the taste perception is an example of a symptom.

ANS: F PTS: 1 TOP: Isolate and identify the problem, not the symptoms.

18. Distributors complaint that the prices are too high is an example of a true problem.

ANS: F PTS: 1 TOP: Isolate and identify the problem, not the symptoms.

19. Distributors do not have adequate product knowledge to communicate the product's value is an example of a true problem.

ANS: T PTS: 1 TOP: Isolate and identify the problem, not the symptoms.

20. Anything that may assume different numerical or categorical value is called unit of analysis.

ANS: F PTS: 1 TOP: Determining the relevant variables

21. Anything that may assume different numerical or categorical value is called variable.

ANS: T PTS: 1 TOP: Determining the relevant variables objectives

22. A variable that has infinite number of possible values is called as independent variable.

ANS: F PTS: 1 TOP: Determining the relevant variables objectives

23. An unproven proposition is known as theory.

ANS: F PTS: 1 TOP: What is the hypothesis

24. 'In what ways we can price our new product?' is an example of a decision statement.

ANS: T PTS: 1 TOP: What is the hypothesis

25. A proposal is a written statement of a research design that includes a statement explaining the purpose of the study and a systemic outline of procedure associated with a particular research methodology.

ANS: T PTS: 1 TOP: The research proposal

26. The overall evaluation of a research design includes cost and time frame.

ANS: T PTS: 1 TOP: Basic questions typically asked when planning a research design

27. Sampling often includes data collection.

ANS: F PTS: 1 TOP: Basic questions typically asked when planning a research design

28. Selection of a sampling procedure deals with the source of data.

ANS: T PTS: 1 TOP: Basic questions typically asked when planning a research design

29. Dummy tables are representations of actual tables that appears in the research proposal.

ANS: F PTS: 1 TOP: The research proposal

30. A research proposal has nine stages.

ANS: F PTS: 1 TOP: The research proposal

31. A researcher's version of a marketing problem is called hypothesis.

ANS: F PTS: 1 TOP: Decision-oriented research objectives

32. A research objective defines what research should accomplish.

ANS: T PTS: 1 TOP: Decision-oriented research objectives

33. Problem statements and research questions are similar.

ANS: F PTS: 1 TOP: What is the hypothesis?

MULTIPLE CHOICE

1. Which of the following is not part of defining a problem?

- A. Ascertain decision-maker's objectives
- B. Understand background of the problem
- C. Determine the unit of analysis
- D. Determine the sampling procedure

ANS: D

PTS: 1

TOP: The nature of marketing problems

2. In the problem definition process, which stage precedes specifying the research questions?

- A. Determining the relevant variables
- B. Understanding the background of the problem
- C. Ascertain the decision-maker's objectives
- D. Determine the unit of analysis

ANS: A

PTS: 1

TOP: The process of problem definition

3. After identifying the problem, the next stage of the problem definition process involves:

- A. stating the hypotheses and research objectives.
- B. isolating and identifying the problem.
- C. determining the unit of analysis.
- D. understanding the background of the problem.

ANS: C

PTS: 1

TOP: The process of defining the problem

4. According to the analogy in the iceberg principle, the portion of a problem that extends above the water reveals the:

- A. marketing problems.
- B. symptoms.
- C. hypotheses.
- D. problem background.

ANS: B

PTS: 1

TOP: Ascertain the decision-makers' objectives

5. 'Consumers prefer taste of a competitor's brand.' This statement is an example of a:

- A. true problem.
- B. symptom.
- C. hypothesis.
- D. research objective.

ANS: B

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

6. 'Fitness club gym membership has been declining over the past two years.' This statement is an example of a:

- A. true problem.
- B. symptom.
- C. hypothesis.
- D. research objective.

ANS: B

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

7. 'Older members of the residents no longer swim': This statement is an example of a:
- A. true problem.
 - B. symptom.
 - C. hypothesis.
 - D. research objective.

ANS: A

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

8. Price is affecting sales of the company. In this example, sales of the company are a(n):
- A. independent variable
 - B. dependent variable
 - C. sample
 - D. hypothesis

ANS: B

PTS: 1

TOP: Determine the relevant variables

9. A variable that has a limited number of distinct values is:
- A. categorical
 - B. dependent
 - C. continuous
 - D. independent

ANS: A

PTS: 1

TOP: Determine the relevant variables

10. A variable to be predicted is:
- A. categorical
 - B. dependent
 - C. continuous
 - D. independent

ANS: B

PTS: 1

TOP: Determine the relevant variables

11. Which type of variable is gender?
- A. Continuous
 - B. Dummy
 - C. Dependent
 - D. Categorical

ANS: D

PTS: 1

TOP: Determine the relevant variables

12. Which type of variable is sales volume?
- A. Continuous
 - B. Independent
 - C. Dummy
 - D. Classificatory

ANS: A

PTS: 1

TOP: Determine the relevant variables

13. Consider the statement, 'Social media advertising is driving the sales growth of a new product.' Which types of variables are 'social media advertising' and 'sales growth of a new product', respectively?

- A. dependent; independent
- B. independent; dependent
- C. Both are interdependent variables.
- D. Both are dependent variables.

ANS: B

PTS: 1

TOP: Determine the relevant variables

14. Consider the statement, 'My product choice is based on brand name and price'. Which type of variable is product choice in this case?
- A. independent
 - B. dependent
 - C. inconclusive
 - D. dependent and inconclusive

ANS: B

PTS: 1

TOP: Determine the relevant variables

15. The researcher's unproven proposition is called a(n):
- A. intuitive statement.
 - B. research objective.
 - C. research question.
 - D. research hypothesis.

ANS: D

PTS: 1

TOP: What is the hypothesis?

16. The statement, 'High price has a positive impact on brand image' is an example of a:
- A. symptom isolation.
 - B. research question.
 - C. research objective.
 - D. hypothesis.

ANS: D

PTS: 1

TOP: What is the hypothesis?

17. 'How familiar consumers are with various brands of toothpaste?' is an example of a:
- A. symptom isolation.
 - B. research question.
 - C. research objective.
 - D. hypothesis.

ANS: B

PTS: 1

TOP: What is the hypothesis?

18. 'What attitude consumers have towards different brands of laptops?' is an example of a:
- A. symptom isolation.
 - B. research question.
 - C. research objective.
 - D. hypothesis.

ANS: B

PTS: 1

TOP: What is the hypothesis?

19. 'There is a positive relationship between packaging aesthetics and product quality' This statement is an example of a:
- A. management problem.
 - B. market symptom.
 - C. research hypothesis.
 - D. research objective.

ANS: C

PTS: 1

TOP: What is the hypothesis?

20. To measure the purchase intention is a:

- A. management problem
- B. research question
- C. research objective
- D. research hypothesis

ANS: C

PTS: 1

TOP: Marketing problems translated into research objectives

21. To learn how the price of product is perceived relative to competitor's pricing is a:

- A. management problem
- B. research question
- C. research objective
- D. research hypothesis

ANS: C

PTS: 1

TOP: Marketing problems translated into research objectives

22. What market segments should be target market for a service can be answered through following questions, *except*:

- A. What are the perceived benefits of the service?
- B. Will consumers use the service?
- C. How often consumers use the service?
- D. Does consumption differ for demographics?

ANS: A

PTS: 1

TOP: Marketing problems translated into research objectives

23. The decision for the selection of the sample covers following, *except*:

- A. Can target population be identified?
- B. Who and what is the source of data?
- C. How large a sample is necessary?
- D. Who will gather the data?

ANS: D

PTS: 1

TOP: Basic questions typically asked when planning research design

24. The selection of a basic research design covers all, *except*:

- A. Can a hypothesis be formulated?
- B. What is the source of data?
- C. How should survey questions be worded?
- D. How should experimental manipulations be made?

ANS: A

PTS: 1

TOP: Basic questions typically asked when planning research design

25. The overall evaluation of a research design includes all, *except*:

- A. How much the study will cost?
- B. How will the data be categorized?
- C. Is outside help needed?
- D. Is the time frame acceptable?

ANS: B

PTS: 1

TOP: Basic questions typically asked when planning research design

26. Which of the two are similar?

- A. problem statement and hypothesis
- B. problem statement and research questions
- C. research questions and research objectives
- D. all of the above are unique to one another

ANS: A

PTS: 1

TOP: What is the hypothesis?

27. A formal and logical explanation of an event is:

- A. theory
- B. problem statement
- C. variable
- D. unit of analysis

ANS: A

PTS: 1

TOP: What is theory?