

Marketing Research: An Applied Orientation, 7e (Malhotra)
Chapter 1 Introduction to Marketing Research

1) Boeing commissioned Harris Interactive, Inc. to conduct a study to determine the aircraft preferences of fliers. Boeing did this because they understood the importance of continuously monitoring the dynamic marketplace and understanding the needs and priorities of Boeing customers.

Answer: TRUE

Diff: 2 Page Ref: 3

AACSB: Reflective thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

2) Satmetrix capitalizes on the need for "recent" marketing research by providing clients with data on a weekly basis.

Answer: FALSE

Diff: 3 Page Ref: 4

AACSB: Analytical thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

3) Quick-Track® is a syndicated market research project conducted quarterly to track key consumer behavioral and attitudinal measures for all major fast food and pizza chains in individual markets.

Answer: TRUE

Diff: 3 Page Ref: 5

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

4) Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing.

Answer: TRUE

Diff: 1 Page Ref: 6

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of

5) Marketing research is classified into two areas: problem identification and problem solving research.

Answer: TRUE

Diff: 1 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

6) Sales analysis research is a type of problem solving research.

Answer: FALSE

Diff: 3 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

7) Once a problem or opportunity has been identified, market potential research is undertaken to arrive at a solution.

Answer: FALSE

Diff: 2 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

8) Problem identification research provides information about the marketing environment and helps diagnose a problem.

Answer: TRUE

Diff: 2 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

9) The findings of problem solving research are used in making decisions that will solve specific marketing problems.

Answer: TRUE

Diff: 2 Page Ref: 7

AACSB: Reflective thinking

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

10) In the Kellogg's example given in your text, as a result of problem-solving research, Kellogg's found out that it was not being creative in introducing new products to meet the needs of the adult market.

Answer: FALSE

Diff: 3 Page Ref: 8

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

11) The task of marketing research is to assess the information needs and provide management with relevant, accurate, reliable, cheap, and current information.

Answer: FALSE

Diff: 1 Page Ref: 10

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

12) Marketing management decisions are complicated by interactions between the uncontrollable marketing variables and the uncontrollable environmental factors.

Answer: FALSE

Diff: 3 Page Ref: 10

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

13) Marketing researchers are becoming more involved in decision making, whereas marketing managers are not becoming more involved with research.

Answer: FALSE

Diff: 2 Page Ref: 12

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

14) It is best to do marketing research even if the resources are not available to conduct a quality project.

Answer: FALSE

Diff: 2 Page Ref: 12

LO: 1.4 Explain how the decision to conduct marketing research is made.

15) If a firm lacks the resources to implement the findings arising from marketing research, spending the resources to conduct the research may not be warranted.

Answer: TRUE

Diff: 2 Page Ref: 12

LO: 1.4 Explain how the decision to conduct marketing research is made.

16) Marketing research suppliers can be classified as internal or external.

Answer: TRUE

Diff: 1 Page Ref: 13

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

17) Field service organizations are limited service suppliers that specialize in interviewing or specialize in collecting data through the mail or through personal or telephone interviewing.

Answer: TRUE

Diff: 2 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

18) Analytical services include designing and pretesting questionnaires, determining the best means of collecting data, designing sampling plans, and conducting statistical analysis of quantitative data.

Answer: FALSE

Diff: 3 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

19) Branded marketing research products and services are specialized problem identification, data collection and analysis procedures developed to address specific types of marketing research problems.

Answer: TRUE

Diff: 3 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

20) Operational supervisor, project manager, research director, analyst, and statistician/data processing specialist are all positions in the marketing research field.

Answer: TRUE

Diff: 2 Page Ref: 17

LO: 1.6 Describe careers available in marketing research and the backgrounds and skills needed to succeed in them.

21) When conducting international research, the environment prevailing in the countries, cultural units, or international markets that are being researched, influences the way the six steps of the marketing research process should be performed.

Answer: TRUE

Diff: 1 Page Ref: 19

AACSB: Diverse and multicultural work environments

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

22) International marketing research is much simpler to conduct than domestic research.

Answer: FALSE

Diff: 1 Page Ref: 19

AACSB: Diverse and multicultural work environments

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

23) Companies that base their business on the Web do not have international marketing problems.

Answer: FALSE

Diff: 1 Page Ref: 19

AACSB: Information technology

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

24) International marketing research is expected to grow at a faster rate than domestic research.

Answer: TRUE

Diff: 2 Page Ref: 19

AACSB: Diverse and multicultural work environments

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

25) Social media embody social computing tools commonly referred to as Web 1.0.

Answer: FALSE

Diff: 3 Page Ref: 20

AACSB: Information technology

LO: 1.8 Describe the use of social media as a domain in which to conduct marketing research.

26) Expectations about objectivity among bloggers and other social media users are lower.

Answer: TRUE

Diff: 2 Page Ref: 20

AACSB: Information technology

LO: 1.8 Describe the use of social media as a domain in which to conduct marketing research.

27) The book advocates the use of social media to replace the traditional ways in which research is conducted.

Answer: FALSE

Diff: 3 Page Ref: 20

AACSB: Information technology

LO: 1.8 Describe the use of social media as a domain in which to conduct marketing research.

28) Mobile marketing research can execute the principles of traditional research with reach, scale, and affordability.

Answer: TRUE

Diff: 2 Page Ref: 21

AACSB: Information technology

LO: 1.9 Discuss the developing field of mobile marketing research and its advantages and disadvantages.

29) An advantage of mobile marketing research is that surveys must be kept short and simple.

Answer: FALSE

Diff: 2 Page Ref: 21-22

AACSB: Information technology

LO: 1.9 Discuss the developing field of mobile marketing research and its advantages and disadvantages.

30) Most marketing research is conducted for clients representing commercial firms.

Answer: TRUE

Diff: 2 Page Ref: 22

AACSB: Ethical understanding and reasoning

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.

31) Ethical issues arise when the interests of the stakeholders are in conflict and when one or more of the stakeholders are lacking in their responsibilities.

Answer: TRUE

Diff: 1 Page Ref: 22

AACSB: Ethical understanding and reasoning

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.

32) Marketing research has often been described as having three stakeholders.

Answer: FALSE

Diff: 2 Page Ref: 22

AACSB: Ethical understanding and reasoning

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.

33) NBC utilized Satmetrix services to obtain feedback from viewers. Which of the following is **true** about their relationship?

A) It helps the network to learn what viewers are looking for.

B) NBC created the show "The Voice" as a result of the research results.

C) Viewer feedback has been instrumental in composing and modifying scripts and storylines.

D) all of the above

Answer: D

Diff: 2 Page Ref: 4

AACSB: Analytical thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

34) According to the text, marketing research has become _____.

A) global

B) real time

C) more integrative with marketing and product development

D) all of the above

Answer: D

Diff: 3 Page Ref: 5

AACSB: Analytical thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

35) Marketing Research, as defined by the author, is everything *except* _____.

- A) systematic
- B) politically biased
- C) objective
- D) useful for the purpose of improving decision-making

Answer: B

Diff: 2 Page Ref: 6

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

36) The procedures followed at each stage of marketing research are methodologically sound, well documented, and, as much as possible, planned in advance. The previous statement defines the _____ aspect of the definition of marketing research.

- A) systematic
- B) accuracy
- C) identification of information
- D) collection of information

Answer: A

Diff: 2 Page Ref: 6

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

37) Each phase of the marketing research process is important. If in the first phase of the process the problem is identified, what is done after that but before data is collected?

- A) Determine the solution to the problem, identify relevant information sources and evaluate data collection methods
- B) Determine what information is needed, identify relevant information sources, and evaluate data collection methods
- C) Determine the solution to the problem, determine what information is needed, and identify relevant information sources
- D) Determine what information is needed, evaluate data collection methods, and analyze the data

Answer: B

Diff: 3 Page Ref: 8

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

38) _____ is undertaken to help identify problems that are perhaps not apparent on the surface and yet exist or are likely to arise in the future.

- A) Problem identification research
- B) Segmentation research
- C) Problem solving research
- D) Marketing information systems

Answer: A

Diff: 2 Page Ref: 6

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

39) _____ is a type of problem identification research.

- A) Distribution research
- B) Pricing research
- C) Market characteristics research
- D) Promotion research

Answer: C

Diff: 3 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

40) Which of the issues listed below would be addressed using problem-solving research?

- A) the need to understand market potential
- B) the need to understand current cultural trends
- C) the need to understand changes in consumer behavior
- D) the need to determine where to locate retail outlets

Answer: D

Diff: 3 Page Ref: 7

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

41) In the Kellogg's example given in your text, Kellogg's performed several tasks to identify their problem. Which of the tasks below was **not** used by Kellogg's to identify their problem?

- A) They spoke to decision makers within the company.
- B) They developed and tested several new flavors of cereal using mall intercept interviews with adult customers
- C) They interviewed industry experts.
- D) They surveyed customers about their perceptions and preferences for cereals.

Answer: B

Diff: 3 Page Ref: 8

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

42) _____ is conceptualized as consisting of six steps which include problem definition, developing an approach to the problem, research design formulation, field work, data preparation and analysis, and report generation and presentation.

- A) The marketing research process
- B) Marketing information systems
- C) Marketing research problem
- D) A decision support system

Answer: A

Diff: 2 Page Ref: 8

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

43) Which of the tasks below might be conducted by the researcher during the "problem definition" and the "development of an approach to the problem" steps of the marketing research process?

- A) analysis of secondary data
- B) interviews with industry experts
- C) qualitative research
- D) all of the above

Answer: D

Diff: 3 Page Ref: 8-9

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

44) Which of the tasks below might be conducted by the researcher during the "problem definition," the "development of an approach to the problem," or the "research design formulation" steps of the marketing research process?

- A) analysis of secondary data
- B) interviews with industry experts
- C) qualitative research
- D) all of the above

Answer: D

Diff: 3 Page Ref: 8-9

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

45) The emphasis in marketing is on the identification and satisfaction of _____.

- A) business needs
- B) marketing goals
- C) market needs
- D) customer needs

Answer: D

Diff: 1 Page Ref: 10

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

46) In order to determine customer needs and to implement marketing strategies and programs aimed at satisfying those needs, marketing managers need information about _____.

- A) customers
- B) competitors
- C) other forces in the marketplace
- D) all of the above

Answer: D

Diff: 1 Page Ref: 10-11

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

47) Marketing managers need the information provided by marketing research for many reasons. Which of the following is **not** a reason to need information provided by marketing research?

- A) Firms have become national and international in scope.
- B) Consumers have become more affluent and sophisticated.
- C) Competition has become more intense.
- D) All of the above are reasons to need information provided by marketing research.

Answer: D

Diff: 1 Page Ref: 10-11

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

48) Marketing research helps the marketing manager link the _____ with the _____ and the customer groups.

- A) marketing variables; environment
- B) marketing variables; marketing information system
- C) marketing information system; environment
- D) none of the above

Answer: A

Diff: 3 Page Ref: 11

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

49) _____ may be defined as the process of enhancing marketplace competitiveness through a greater understanding of a firm's competitors and the competitive environment.

- A) Market intelligence
- B) Competitive intelligence
- C) A marketing information system
- D) A decision support system

Answer: B

Diff: 2 Page Ref: 12

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

50) Competitive intelligence _____.

- A) enables senior managers in companies to make informed decisions about everything
- B) consists of integrated systems of hardware, communications networks, and software
- C) is a continuous process involving the legal and ethical collection of information
- D) A and C are both correct

Answer: D

Diff: 3 Page Ref: 12

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

51) The information obtained through marketing research becomes an integral part of the firm' _____ and _____.

- A) marketing information system (MIS); decision support system (DSS)
- B) management information system (MIS); marketing information system (MIS)
- C) decision support system (DSS); Competitive Support System (CIS)
- D) none of the above

Answer: A

Diff: 3 Page Ref: 12

AACSB: Information technology

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

52) Which of the following is **not** a consideration when making the decision to conduct marketing research?

- A) the consumer's attitude toward research
- B) the costs versus the benefits of research
- C) the resources available to conduct the research
- D) the resources available to implement the research findings

Answer: A

Diff: 3 Page Ref: 12-13

LO: 1.4 Explain how the decision to conduct marketing research is made.

53) Which of the following statements is (are) **true** concerning big firms?

- A) Many firms maintain in-house marketing research departments.
- B) The marketing research department's place in the organizational structure may vary considerably.
- C) Firms with in-house research departments never use external research suppliers.
- D) Both A and B are correct.

Answer: D

Diff: 2 Page Ref: 13

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

54) External research suppliers can be classified as _____ and _____.

- A) limited-service; partial-service
- B) full-service; partial-service
- C) full-service; limited-service
- D) none of the above

Answer: C

Diff: 1 Page Ref: 13-14

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

55) Which of the following is **not** an example of a full-service supplier (Figure 1.3 in the text)?

- A) syndicated services
- B) customized services
- C) Internet services
- D) analytical services

Answer: D

Diff: 2 Page Ref: 13-14

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

56) The Nielsen Television Index is a set of information of known commercial value that is provided to multiple clients on a subscription basis. The Nielsen Index is an example of _____.

- A) syndicated services
- B) customized services
- C) standardized services
- D) analytical services

Answer: A

Diff: 3 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

57) Syndicated services _____.

- A) specialize in one or a few phases of the marketing research project
- B) are research studies conducted for different client firms but in a different way
- C) are companies that collect and sell common pools of data designed to serve information needs shared by a number of clients
- D) offer a wide variety of marketing research services customized to suit a client's specific needs

Answer: C

Diff: 3 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

58) Customized services _____.

- A) specialize in one or a few phases of the marketing research project
- B) are research studies conducted for different client firms but in a different way
- C) collect and sell common pools of data designed to serve information needs shared by a number of clients
- D) offer a wide variety of marketing research services tailored to suit a client's specific needs

Answer: D

Diff: 2 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

59) Limited-service suppliers _____.

- A) specialize in one or a few phases of the marketing research project
- B) are research studies conducted for different client firms but in a different way
- C) collect and sell common pools of data designed to serve information needs shared by a number of clients.
- D) offer a wide variety of marketing research services tailored to suit a client's specific needs

Answer: A

Diff: 1 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

60) ORC International (*orcinternational.com*) offers several products under the Caravan® family. The products include both online and telephone survey options among households selected at random from the U.S. population. Clients are charged based on the number of questions they ask. Caravan® is a _____.

- A) field service
- B) branded market research product
- C) data analysis service
- D) analytical service

Answer: B

Diff: 3 Page Ref: 15

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

61) When a firm cannot conduct an entire marketing research project in house, it must select an external supplier for one or more phases of the project. One of the things that the firm does **not** need to consider or do when selecting an external research supplier is _____.

- A) compile a list of prospective suppliers
- B) realize that the cheapest bid is not always the best bid
- C) develop criteria for selecting an outside supplier
- D) All of the above must be considered or done.

Answer: D

Diff: 1 Page Ref: 15-16

LO: 1.5 Discuss the marketing research industry and the types of research suppliers,

62) There are many entry level marketing research positions available for persons with BBAs or MBAs. Which one of the following is **not** an entry-level position?

- A) operational supervisor
- B) senior analyst
- C) junior research analyst
- D) research analyst

Answer: B

Diff: 2 Page Ref: 16-17

LO: 1.6 Describe careers available in marketing research and the backgrounds and skills needed to succeed in them.

63) According to the author of the text, international research refers to which of the following types of research?

- A) foreign research
- B) multinational research
- C) cross-cultural research
- D) all of the above

Answer: D

Diff: 2 Page Ref: 19

AACSB: Diverse and multicultural work environments

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

64) Which of the following is **not** mentioned as a limitation of social media for conducting marketing research?

- A) lower objectivity standards for social media
- B) self-selection bias
- C) advocacy bias
- D) expressive bias
- E) All of these are mentioned as limitations.

Answer: D

Diff: 3 Page Ref: 20

AACSB: Information technology

LO: 1.8 Describe the use of social media as a domain in which to conduct marketing research.

65) Marketing research has often been described as having four stakeholders. These stakeholders have certain responsibilities to each other and to the research project. Which of the following is **not** one of the stakeholders?

- A) the marketing researcher
- B) the respondent
- C) the public
- D) the environment

Answer: D

Diff: 1 Page Ref: 22

AACSB: Ethical understanding and reasoning

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.

66) _____ features statistical programs as integrated statistical packages for data analysis.

- A) SAS
- B) MINITAB
- C) SPSS
- D) EXCEL
- E) SAS and SPSS

Answer: E

Diff: 2 Page Ref: 24

AACSB: Information technology

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.

67) Define and discuss problem identification and problem-solving research. Discuss how the two types of research are related. Develop an example showing the relationship between these two types of research.

Answer: Problem identification research is undertaken to help identify problems that are perhaps not apparent on the surface and yet exist or are likely to exist in the future. Problem-solving research is undertaken to arrive at a solution.

Problem identification research and problem-solving research go hand in hand because once a problem or opportunity has been identified, problem-solving research can be undertaken. A given marketing research project may combine both types of research. This was illustrated in the chapter opening Boeing example. The consumer surveys identified potential demand for smaller planes (problem identification). Subsequent research led to the introduction of the new version of the Boeing 737, which caters to the 100 to 215 seat market (problem solving). The student should supply his/her own similar examples.

Diff: 3 Page Ref: 6-7

AACSB: Analytical thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

68) Define marketing research.

Answer: Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing.

Diff: 2 Page Ref: 6

AACSB: Application of knowledge

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

69) In a short essay, discuss the differences between problem-identification research and problem-solving research. Include a description of situations in which each type of research would be most appropriate.

Answer: Problem-identification research involves going below the surface to identify the true underlying problem that the marketing manager is facing. It may be designed to estimate market potential, market share, brand or company image, market characteristics, sales analysis, short-range forecasting, long-range forecasting, or to uncover business trends. Problem identification is the more common of the two forms of research and is undertaken by virtually all marketing firms. This type of research is used to assess the environment and diagnose problems. Once a problem or opportunity has been identified, a firm undertakes problem-solving research to address the problem. Problem-solving research addresses many topics, including segmentation, product, pricing, promotion, and distribution. Problem-identification research and problem-solving research go hand in hand, and a given marketing research project may combine both types.

Diff: 2 Page Ref: 6-7

AACSB: Analytical thinking

LO: 1.1 Define marketing research and distinguish between problem-identification research and problem-solving research.

70) Briefly define and discuss the six steps of the marketing research process.

Answer:

Step 1: Problem Definition

In defining the problem, the researcher should take into account the purpose of the study, the relevant background information, the information needed, and how it will be used in decision making. Problem definition involves discussion with the decision makers, interviews with industry experts, analysis of secondary data, and, perhaps, some qualitative research, such as focus groups.

Step 2: Development of an Approach to the Problem

Development of an approach to the problem includes formulating an objective or theoretical framework, analytical models, research questions, and hypotheses and identifying the information needed. This process is guided by discussions with management and industry experts, analysis of secondary data, qualitative research, and pragmatic considerations.

Step 3: Research Design Formulation

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the required information, and its purpose is to design a study that will test the hypotheses of interest, determine possible answers to the research questions, and provide the information needed for decision making. Conducting exploratory research, precisely defining the variables, and designing appropriate scales to measure them are also a part of the research design. The issue of how the data should be obtained from the respondents (for example, by conducting a survey or an experiment) must be addressed. It is also necessary to design a questionnaire and a sampling plan to select respondents for the study.

Step 4: Field Work or Data Collection

Data collection involves a field force or staff that operates either in the field, as in the case of personal interviewing (in-home, mall intercept, or computer-assisted personal interviewing), from an office by telephone (telephone or computer-assisted telephone interviewing), through mail (traditional mail and mail panel surveys with pre-recruited households), or electronically (e-mail or Internet). Proper selection, training, supervision, and evaluation of the field force helps minimize data-collection errors.

Step 5: Data Preparation and Analysis

Data preparation includes the editing, coding, transcription, and verification of data. Each questionnaire or observation form is inspected or edited and, if necessary, corrected. Number or letter codes are assigned to represent each response to each question in the questionnaire. The data from the questionnaires are transcribed or keypunched onto magnetic tape or disks, or input directly into the computer. The data are analyzed to derive information related to the components of the marketing research problem and, thus, provide input to the management decision problem.

Step 6: Report Preparation and Presentation

The entire project should be documented in a written report that addresses the specific research questions identified, describes the approach, the research design, data collection, and data analysis procedures adopted, and presents the results and the major findings. The findings should be presented in a comprehensible format so that management can readily use them in the decision-making process. In addition, an oral presentation should be made to management using tables, figures, and graphs to enhance clarity and impact.

Diff: 3 Page Ref: 8-9

LO: 1.2 Describe a framework for conducting marketing research as well as the six steps of the marketing research process.

71) Traditionally, marketing researchers were responsible for assessing information needs and providing the relevant information, whereas marketing decisions were made by the managers. Discuss why the roles of marketing managers and marketing researchers are changing.

Answer: These roles are changing and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research. This trend can be attributed to better training marketing managers, the Internet and other advances in technology, and a shift in the marketing research paradigm where more and more marketing research is being undertaken on an ongoing basis rather than in response to specific marketing problems or opportunities.

Diff: 3 Page Ref: 12

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

72) What is competitive intelligence and how does it help companies in making their marketing decisions?

Answer: Competitive intelligence may be defined as the process of enhancing marketplace competitiveness through a greater understanding of a firm's competitors and the competitive environment. This process is unequivocally ethical. It involves the legal collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors, conducted by using databases and other "open sources" and through ethical marketing research inquiry.

Competitive intelligence enables senior managers in companies of all sizes to make informed decisions about everything from marketing, R&D, investing tactics to long-term business strategies. It is a crucial part of the emerging knowledge economy. By analyzing rivals' moves, competitive intelligence allows companies to anticipate market developments rather than merely react to them.

Diff: 3 Page Ref: 12

AACSB: Reflective thinking

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

73) Write a short essay explaining the differences between a marketing information system and a decision support system.

Answer: Developed to overcome the limitations of MIS, decision support systems (DSS) enable decision makers to interact directly with databases and analysis models.

Marketing Information System	Decision Support Systems
· Structured Problems	· Unstructured Problems
· Use of Reports	· Use of Models
· Rigid Structure	· User-Friendly Interaction
· Information Displaying Restricted	· Adaptability
· Can Improve Decision Making by Clarifying Raw Data	· Can Improve Decision Making by Using "What If" Analysis

Diff: 3

AACSB: Information technology

LO: 1.3 Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

74) Write a short essay detailing what a person or student should do to prepare for a career in marketing research.

Answer:

- Take all the marketing courses you can.
- Take courses in statistics and quantitative methods.
- Acquire Internet and computer skills. Knowledge of programming languages is an added asset.
- Take courses in psychology and consumer behavior.
- Acquire effective written and verbal communication skills.
- Think creatively. Creativity and common sense command a premium.
- Marketing researchers should be liberally educated so that they can understand the problems confronting managers and address them from a broad perspective.

Diff: 3 Page Ref: 17

AACSB: Reflective thinking

LO: 1.6 Describe careers available in marketing research and the backgrounds and skills needed to succeed in them.

75) In a short essay, describe the stages of developing a career in the marketing research industry. List at least four steps a student should take in order to properly prepare for a career in the marketing research industry.

Answer:

a. A career in research often begins with a supervisory position in fieldwork or data analysis. With experience, the researcher moves up to project management positions, resulting in director and eventually in a vice president-level position. The most common entry-level position in the research industry for people with bachelor's degrees is operational supervisor. Those with MBA or equivalent degrees are likely to be employed as project managers. A researcher entering the profession on the client side would typically begin as a junior research analyst (BBAs) or research analyst (MBAs).

b. To prepare for a career in marketing research, a student should do the following:

- take as many marketing courses as possible
- take courses in statistics and quantitative methods
- acquire computer, social media and Internet skills
- take courses in psychology and consumer behavior
- acquire effective written and verbal communication skills
- think creatively

Diff: 2 Page Ref: 17

AACSB: Reflective thinking

LO: 1.6 Describe careers available in marketing research and the backgrounds and skills needed to succeed in them.

76) Why is international marketing research more complex than domestic marketing research?

Answer: Conducting international marketing research is much more complex than domestic marketing research. The environment prevailing in the countries or international markets that are being researched influences the way the six steps of the marketing research process should be performed. These environmental factors consist of the marketing, government, legal, economic, structural, informational and technological, and the sociocultural environments. The impact of these factors on the marketing research process is discussed in detail in subsequent chapters.

Diff: 3 Page Ref: 18-19

AACSB: Diverse and multicultural work environments

LO: 1.7 Acquire an appreciation of the international dimension and the complexity involved in international marketing research.

77) In a short essay describe the advantages of mobile marketing research (MMR).

Answer: There are many advantages to conducting marketing research by reaching consumers via their mobile device. Mobile marketing research can execute the principles of traditional research with reach, scale, and affordability. MMR has the potential to reach a broader audience, get results faster, lower costs, and elicit higher quality responses. Respondents can answer at their convenience. They are more engaged since surveys are shorter and the interface is easier to use. Global Positioning System (GPS) and other location technologies can deliver surveys to the target audience based on their current or past locations. Thus, feedback can be obtained from shoppers while they are inside the stores (or at other moments of discovery), minimizing the time between experience and feedback and improving the quality of responses. MMR is appealing in many developing economies, where the mobile phone is often the most frequently used information gathering, computing and communication device for consumers and businesses.

Diff: 3 Page Ref: 21

AACSB: Information technology

LO: 1.9 Discuss the developing field of mobile marketing research and its advantages and disadvantages.

78) Describe the stakeholders in marketing research. How do ethical issues arise?

Answer: Marketing research has often been described as having four stakeholders: (1) the marketing researcher, (2) the client, (3) the respondent, and (4) the public (Figure 1.8). These stakeholders have certain responsibilities to each other and to the research project. Ethical issues arise when the interests of these stakeholders are in conflict and when one or more of the stakeholders are lacking in their responsibilities.

Diff: 3 Page Ref: 22-23

AACSB: Ethical understanding and reasoning

LO: 1.10 Gain an understanding of the ethical aspects of marketing research and the responsibilities each of the marketing research stakeholders have to themselves, one another, and the research project.