

TRUE/FALSE

1. The degree of uncertainty faced by the marketing manager influences decisions about the type of research that will be conducted.

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

2. Most marketing decision situations, because of their dynamic nature, are uncertain or absolutely ambiguous.

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

3. No marketing manager can be completely certain about a business situation.

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

4. Formal quantitative research procedures can help to define the research problem.

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

5. The problem definition process begins with understanding the background of the problem.

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

6. A useful technique to clarify research objectives is to ask the marketing manager directly, 'What are your objectives for this study?'

ANS: F PTS: 1 TOP: Ascertain the decision-makers' objectives

7. Exploratory research can help to clarify research objectives.

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

8. The iceberg principle illustrates that in many marketing problem situations, the marketing manager only understands 10 per cent of the actual problem, while 90 per cent of it remains submerged.

ANS: F PTS: 1 TOP: Ascertain the decision-makers' objectives

9. A situation analysis involves the informal gathering of background information in order to familiarise researchers or managers with the decision area.

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

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

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

11. A key role of researchers is to isolate and identify the most likely causes of a symptom.

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

12. Specification of the unit of analysis to be used in the research study occurs in the research design stage of the research process.

ANS: F PTS: 1 TOP: Determine the unit of analysis

13. When using a fishbone diagram to identify relevant variables for investigation, each dependent variable is listed on one of its ribs.

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

14. A variable is anything that has a fixed numerical or categorical value.

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

15. A independent variable is a variable that is expected to influence the dependent variable.

ANS: T PTS: 1 TOP: Determine the relevant variables

16. Problem statements are declarative, while hypotheses are interrogative.

ANS: F PTS: 1 TOP: Clarity in research questions and hypotheses

17. Problem statements are typically more specific than hypotheses.

ANS: F PTS: 1 TOP: Clarity in research questions and hypotheses

18. Research objectives are derived from the marketing problem before the research questions or hypotheses have been stated.

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

19. Specific objectives influence decisions about the research design, because they indicate the type of information needed.

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

20. A research objective is considered useless unless it serves as a managerial action standard that specifies the performance criterion to be used.

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

21. Writing down the research questions and research objectives are important in clarifying any ambiguity about what the research hopes to accomplish.

ANS: T PTS: 1 TOP: State the research questions and research objectives

22. The process of defining the research problem should be conducted as quickly as possible in order to save time and costs for the data collection stage of the research.

ANS: F PTS: 1 TOP: How much time should be spent defining the problem?

23. A research proposal is an estimate of what will occur in the research and does not need to be specific about issues such as sample size.

ANS: F

PTS: 1

TOP: The research proposal

MULTIPLE CHOICE

1. Which of the following is not typical of an ambiguous decision-making situation?
- A. Research objectives are vague
 - B. Alternative decisions are difficult to define
 - C. The nature of the problem is unclear
 - D. Information about decision alternatives is incomplete

ANS: D

PTS: 1

TOP: The nature of marketing problems

2. In the problem definition process, which stage precedes specifying the relevant variables?
- A. Determining the unit of analysis
 - B. Understanding the background of the problem
 - C. Ascertaining the decision-maker's objectives
 - D. Stating the research hypotheses

ANS: A

PTS: 1

TOP: The process of defining the problem

3. After the decision-maker's objectives have been verified, 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: D

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. 'Distributors do not have adequate product knowledge to communicate the product's value.' 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

6. Informal gathering of background information to gain an awareness of marketplace conditions often requires:
- A. exploratory research.
 - B. descriptive research.
 - C. causal research.

D. market testing.

ANS: A

PTS: 1

TOP: Understand the background of the problem

7. A preliminary investigation designed to gain an awareness of marketplace conditions is known as:
- A. test marketing.
 - B. situation analysis.
 - C. unit analysis.
 - D. problem definition .

ANS: B

PTS: 1

TOP: Understand the background of the problem

8. Specifying whether the research data should be gathered from individuals or from households occurs at which stage of the problem definition process?
- A. Determining the relevant variables
 - B. Determining the decision-maker's objectives
 - C. Determining the unit of analysis
 - D. Determining the research hypotheses

ANS: C

PTS: 1

TOP: Determine the unit of analysis

9. The statement, 'Old-fashioned packaging influences consumers' taste perceptions' is an example of a:
- A. symptom.
 - B. hypothesis.
 - C. true problem.
 - D. research inquiry.

ANS: C

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

10. The statement, 'Consumers prefer the taste of a competitor's brand' is an example of a:
- A. hypothesis.
 - B. symptom.
 - C. marketing problem.
 - D. research objective.

ANS: B

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

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, 'Years of sales experience is an important variable in influencing average sales compensation.' Which types of variables are 'years of sales experience' and 'average sales compensation', 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. An independent variable that influences the dependent variable is also known as a(n) _____.
A. factor.
B. outcome.
C. hypothesis.
D. criterion.

ANS: A

PTS: 1

TOP: Determine the relevant variables

15. The researcher's translation of the marketing problem into a specific inquiry is called a(n):
A. intuitive statement.
B. research objective.
C. research question.
D. research hypothesis.

ANS: C

PTS: 1

TOP: Clarity in research questions and hypotheses

16. The statement, 'Consumers will experience cognitive dissonance after the decision to purchase an LCD television rather than an LED widescreen television.' is an example of a:
A. symptom isolation.
B. problem identification.
C. research objective.
D. hypothesis.

ANS: D

PTS: 1

TOP: Clarity in research questions and hypotheses

17. Problem statements and hypotheses are similar because both:
A. state relationships
B. are interrogative
C. are declarative
D. are intuitive

ANS: A

PTS: 1

TOP: Clarity in research questions and hypotheses

18. The statement, 'Opinion leaders are more affected by mass-media communication sources than are non-leaders.' is an example of a:
A. hypothesis.
B. dependent variable.
C. problem definition.
D. research objective.

ANS: A

PTS: 1

TOP: Clarity in research questions and hypotheses

19. 'Sales are lower for salespeople in regions that receive less advertising support.' This statement is an example of a:
A. management problem.
B. market symptom.
C. research hypothesis.
D. research objective.

ANS: C

PTS: 1

TOP: Clarity in research questions and hypotheses

20. The components of a research proposal include all of the following, except:
- A. a statement explaining the purpose of the study.
 - B. the research methodology.
 - C. a schedule of costs.
 - D. tables of findings.

ANS: D

PTS: 1

TOP: The research proposal

21. The research proposal is complete when:
- A. the marketing problem is translated into research objectives.
 - B. the appropriate research design and sample are proposed.
 - C. all ambiguities about why and how the research will be carried out have been clarified.
 - D. all requisite data analysis and evaluation procedures have been considered.

ANS: C

PTS: 1

TOP: The research proposal

22. The question, 'In which of the several possible forms should the service be offered?' is an example of a:
- A. management problem.
 - B. managerial action standard.
 - C. research question.
 - D. research objective.

ANS: A

PTS: 1

TOP: Decision-oriented research objectives

23. Which of the following questions is *not* typically asked in the data analysis and evaluation stage of planning a research design?
- A. What is the nature of the data?
 - B. Will computer or hand tabulation be used?
 - C. What are the criteria for performance evaluation?
 - D. What is the source of the data?

ANS: D

PTS: 1

TOP: The research proposal

24. Which of the following questions is *not* typically asked in the problem definition stage when planning a research design?
- A. How much is already known?
 - B. What questions need to be answered?
 - C. Can a hypothesis be developed?
 - D. What is the purpose of the study?

ANS: B

PTS: 1

TOP: The research proposal

25. Which type of marketing decision needs to be made to answer the question, 'What is to be measured?'
- A. Sample selection
 - B. Data-gathering
 - C. Problem definition
 - D. Data analysis

ANS: C

PTS: 1

TOP: The research proposal

26. Which type of marketing decision needs to be made to answer the question, 'Can the data be made available?'
- A. Problem definition

- B. Data analysis
- C. Data-gathering
- D. Sample selection

ANS: A

PTS: 1

TOP: The research proposal

27. 'Who or what is the source of the data?' is a fundamental question typically asked at which planning stage of a research design?
- A. Selection of research design
 - B. Sample selection
 - C. Data analysis and evaluation
 - D. Problem definition

ANS: B

PTS: 1

TOP: The research proposal

28. 'How will the data be categorised?' is a fundamental question typically asked at which planning stage of a research design?
- A. Problem definition
 - B. Data-gathering
 - C. Data analysis and evaluation
 - D. Sample selection

ANS: C

PTS: 1

TOP: The research proposal

29. Which type of marketing decision needs to be made to answer the question, 'How much will this research study cost?'
- A. Data analysis
 - B. Problem definition
 - C. Data-gathering
 - D. Overall evaluation

ANS: D

PTS: 1

TOP: The research proposal

30. The purpose of including a dummy table in the research proposal is to:
- A. help the manager decide on the sample size and selection.
 - B. help the manager evaluate details of the proposed research design.
 - C. help the manager to gain a better understanding of the actual outcome of the research.
 - D. help the manager to determine the unit of analysis for the research.

ANS: C

PTS: 1

TOP: Anticipating outcomes

31. 'Distributors complain prices are too high.' Is an example of a:
- A. hypothesis.
 - B. symptom.
 - C. research objective.
 - D. true problem.

ANS: B

PTS: 1

TOP: Isolate and identify the problem, not the symptoms

32. When a researcher determines that data on water usage should be collected at the household level, they are determining the:
- A. unit of analysis.
 - B. independent variable.
 - C. dependent variable.
 - D. research hypotheses.

ANS: A

PTS: 1

TOP: Determining the unit of analysis

33. Which type of variable is Country of Birth?

- A. Continuous
- B. Dummy
- C. Independent
- D. Categorical

ANS: D

PTS: 1

TOP: Determining the relevant variables

COMPLETION

1. A(n) _____ decision-making situation occurs when the objectives are vague and the alternatives are difficult to define.

ANS: ambiguous

PTS: 1

TOP: The nature of marketing problems

2. Defining the problem requires the researcher to determine the unit of _____.

ANS: analysis

PTS: 1

TOP: Determine the unit of analysis

3. The problem definition process begins with ascertaining the decision-maker's _____.

ANS: objectives

PTS: 1

TOP: The process of defining the problem

4. The idea that an important aspect of a marketing problem is not completely understood by the marketing manager is called the _____ principle.

ANS: iceberg

PTS: 1

TOP: Ascertain the decision-makers' objectives

5. The gathering of background information to gain familiarity with the decision area usually involves _____ research.

ANS: exploratory

PTS: 1

TOP: Understand the background of the problem

6. A representation that shows the important factors that influence the outcome is often called a _____.

ANS: fishbone; diagram

PTS: 1

TOP: Determine the relevant variables

7. Gender (that is, male or female) is a type of _____ variable.

ANS:
categorical

PTS: 1 TOP: Determine the relevant variables

8. Sales volume is a type of _____ variable.

ANS: continuous

PTS: 1 TOP: Determine the relevant variables

9. _____ variables are not directly relevant to the research problem.

ANS: Superfluous

PTS: 1 TOP: Determine the relevant variables

10. The variable that is manipulated in an experiment in order to determine its influence on sales performance is known as the _____ variable.

ANS: independent

PTS: 1 TOP: Determine the relevant variables

11. Consider the statement, 'Sales are lower for salespeople in regions that receive less advertising support.' In this statement, 'sales' represents a(n) _____ variable while 'advertising support' represents a(n) _____ variable.

ANS: dependent; independent

PTS: 1 TOP: Determine the relevant variables

12. An unproven statement that can be empirically tested is called a _____.

ANS: hypothesis

PTS: 1 TOP: Clarity in research questions and hypotheses

13. A performance criterion or objective that expresses specific actions that will be taken if the criterion is achieved is known as a _____.

ANS: managerial; action; standard

PTS: 1 TOP: Decision-oriented research objectives

14. The proposal serves as a communication mechanism to convey to management exactly _____ information will be obtained, and _____ and _____ it will be obtained.

ANS: what; where; how

PTS: 1 TOP: The research proposal

15. A written statement of the research design that defines a specific problem is known as the _____.

ANS: research; proposal

PTS: 1 TOP: The research proposal

16. 'Can the data be made available?' is a typical question asked at the _____ stage when planning a research design.

ANS: problem; definition

PTS: 1 TOP: The research proposal

17. Tables in a research proposal that contain fictitious, but realistic data of the likely outcome of the research study, are referred to as _____ tables.

ANS: dummy

PTS: 1 TOP: Anticipating outcomes

18. _____ explain the purpose of the research in measurable terms and define standard for what the research should accomplish.

ANS: Research; objectives

PTS: 1 TOP: Decision-oriented research objectives

19. A _____ is the researcher's translation of the marketing problem into a specific inquiry.

ANS: research; question

PTS: 1 TOP: Clarity in research questions and hypotheses