**Chapter 15: Communicating Analytics and Research Insights**

**Multiple Choice**

1. Which of the following is not an objective of the marketing research report?

a. to explain why the research was done

b. to state the specific research objectives

c. to explain how the research was done

d. to explain how much the project cost the client

e. All of these are objectives of the marketing research report.

Answer: d

1. Which of the following parts of the marketing research report goes at the end?

a. appendices

b. executive summary

c. findings

d. methodology

e. none of these

Answer: a

1. A differential advantage is:

a. a statement of project results.

b. advantage(s) of a specific methodology.

c. a true benefit that cannot be duplicated by competitors.

d. a well-written executive summary.

Answer: c

1. Which statement is not true about marketing research reports?

a. They contain a table of contents and recommendations.

b. They contain information about the methodology of the report.

c. Every fact must be included in detail; report length of the body of the report should not be an issue.

d. Research objectives must be outlined.

e. All statements about marketing research reports are true.

Answer: c

1. Which of the following is not part of the marketing research report appendices?

a. a detailed list of research objectives

b. cross tabulations for every question

c. technical discussion of research procedures

d. clean copy of the questionnaire(s)

e. All are part of the marketing research report appendices.

Answer: a

1. Which of the following best describes the executive summary?

a. a report only for top executives to ensure secrecy

b. a thorough synopsis of the project which explains how the research was done, outlines objectives, and highlights results

c. a detailed report including all technical information regarding the project

d. a presentation to top executives of the marketing researcher’s client

e. none of these

Answer: b

1. Which of the following does a researcher not need to keep in mind when preparing a presentation?

a. What do the data really mean?

b. What impact do the data have?

c. What could make this information more convincing?

d. What could make this information more useful?

e. What do we need to do, given the information we have?

Answer: c

1. A typical marketing research report:

a. is most likely a PowerPoint presentation.

b. contains at least 50 pages of text.

c. contains an appendix and glossary.

d. should be done in whatever style the researcher deems appropriate.

e. should always contain the researcher’s specific recommendations.

Answer: a

1. An effective presentation takes into account all of the following except:

a. the audience’s frame of reference.

b. the audience’s prejudices.

c. the audience’s educational background.

d. the audience’s time constraints.

e. the audience’s expectations.

Answer: e

1. The executive summary:

a. should be a maximum of four pages

b. is often the most difficult part of the report to write

c. is where the researcher lists key findings

d. all of these

e. none of these

Answer: d

1. In the organization of the report, where should the name of the project and other elements, such as the name of the client organization, name of research firm, and date of report, be located?

a. Table of Contents

b. Title Page

c. Executive Summary

d. Appendices

Answer: b

1. Which part of the research report is a quick reference for finding specific information in the report?

a. Table of Contents

b. Title Page

c. Executive Summary

d. Appendices

Answer: a

1. \_\_\_\_\_\_\_\_\_\_\_\_ are conclusions applied to marketing strategies or tactics that focus on a client’s achievement of differential advantage.

a. References

b. Endorsements

c. Approvals

d. Recommendations

Answer: d

1. Recommendations are gained through which of the following?

a. deduction

b. reduction

c. induction

d. construction

e. instruction

Answer: a

1. Which of the following does a presentation of research findings accomplish?

a. provides an opportunity to hear any unexpected events or findings

b. showcases the research conclusion and recommendations

c. helps one to become requainted with research objectives

d. discuss methodology

e. All of these

Answer: e

1. Which of the following is typically the longest section of the report?

a. Executive Summary

b. Background

c. Methodology

d. Findings

e. None of these

Answer: d

1. Which of the following is not consistent with contemporary marketing research reports?

a. detailed paragraphs explaining results

b. liberal use of graphs

c. lots of bulleted information

d. text boxes

e. All of these are consistent with contemporary marketing research reports.

Answer: a

1. Which of the following dominates the presentation software market?

a. Microsoft Word

b. Microsoft PowerPoint

c. Prezi

d. Adobe

e. None of these

Answer: a

1. Which of the following is not a section of a marketing research report?

a. Table of Contents

b. Introduction

c. Executive Summary

d. Methodology

e. Findings

Answer: b

1. Which of the following is not not one of the “fab five” rules for writing a research report?

a. Keep it tight.

b. Keep it simple.

c. Focus on the needs of the audience.

d. Be fully engaged and be engaging.

e. Be risk adverse.

Answer: e

**True/False**

1. Writing the report always comes after the data has been cross tabulated and statistical testing has been performed.

Answer: True

1. The conclusion should always include at least some statistical information.

Answer: False

1. Most clients today want a copy of the PowerPoint presentation rather than a detailed traditional report.

Answer: True

1. The report methodology section serves as the primary guide for interpreting findings and drawing conclusions.

Answer: False

1. The most difficult task for a student marketing research team is interpreting project findings to arrive at conclusions, and then using the conclusions to formulate recommendations.

Answer: True

1. Recommendations are generalizations that answer the questions raised by the research objectives or otherwise satisfy the objectives.

Answer: False

1. Recommendations are sometimes the tactics that focus on a client’s achievement of a differential advantage.

Answer: True

1. Clients always expect a presentation of the research results.

Answer: False

1. Persuasion should never be used in the personal presentation of a marketing research report.

Answer: False

1. Clients tend to prefer long text-based reports to shorter ones.

Answer: False

1. Presentations on the Internet can be accessed wherever or whenever needed.

Answer: True

1. A typical marketing research report often includes 50 or more pages of text and a handful of graphs as well.

Answer: False

1. By clearly defining research objectives upfront and incorporating them in every phase of the research project, one will produce better results that can then be used as the basis for subsequent projects.

Answer: True

1. It is not that important for the research firm to have a consistent style of reporting.

Answer: False

1. Persuasion does not imply stretching or bending the truth, but rather using research findings to reinforce conclusions and recommendations.

Answer: True

1. In some cases, a market researcher may not be able to make specific recommendations and can only make more general ones.

Answer: True

1. One reason presentations are sometimes inadequate is that the speaker lacks an understanding of the barriers to effective communication.

Answer: True

1. The intial report is the culmination of the research effort.

Answer: False

1. In order to get buyin from the client, the findings section of a report should include a lot of “nice to know” findings.

Answer: False

1. Research presentations are commonly scheduled for two hours.

Answer: False

1. Advanced analytics are some of the easiest parts of a project to present.

Answer: False

1. Marketing research presentations are typically presented to a very broad audience first. This allows them to be refined before being presented to the high level audience.

Answer: False

**Essay Questions**

1. Comment on the following statement: Marketing research reports must be written as eloquently as possible, and include the detail and technical information in the text of the report.

Answer: The marketing research report should be written as follows:

1. concisely and with clarity
2. the flow of the report should revolve around clearly stated research objectives
3. make ample use of graphic and visual aids
4. present the facts
5. present information that will add value to managerial decision making
6. provide an effective executive summary
7. technical information, computer generated printouts and other accessory information should go in appendices at the end of the report
8. List and briefly describe the six major parts of the marketing research report.

Answer: The Title Page, the Table of Contents, the Executive Summary, the Background, the Methodology, the Findings, and the Appendixes.

1. How would you respond to the following statement: “The Executive Summary might be the most important part of the research report.”

Answer: Modern research reports should be written as concisely as possible but still include all pertinent information regarding the research objectives. However, the modern executive is always pushed for time, and may not have time to fully digest even an efficiently written marketing research report. Hence, the Executive Summary explains what the research found, what the data mean, what action, if any, should be taken, based upon the research.

1. How would you respond to the following statement: “The Methodology should explain in detail how the research was done and why it was done.”

Answer: The above statement is partially right regarding “how the research was done and why it was done.” However, the methodology that goes into the body of the report should also be written as concisely as possible – one to two pages maximum. Any technical elements of the methodology that the researcher thinks should be part of the report should be placed in an appendix at the end of the report.

1. Compare and contrast the conclusions and recommendations portions of the research report.

Answer: conclusions and recommendations can sometimes be confused. Basically, conclusions should be presented before recommendations, as they answer the questions raised by the research objectives. In short, the conclusion of a research report should be a statement or series of statements that communicate the results of the study to the reader without the detail included in the data or statistical analysis. Recommendations, on the other hand, result from the application of the conclusion(s) to specific marketing situation(s). They generically focus on how the client can gain a differential advantage, improve their position in a competitive situation, or better accomplish their objectives. Hence, recommendations emanate from the conclusions of the research report.

1. Describe the characteristics of a good presentation.

Answer: an effective presentation is tailored to the audience. It takes into account the receivers’ frame of reference, attitudes, prejudices in relation to the issues under investigation, backgrounds, and time constraints. The speaker must select words, concepts, and illustrative figures to which the audience can relate. A good presentation allows time for questions and discussion, either at the end or during the presentation.