

Name \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 1) Most marketers today believe they still lack a sufficient quantity of research data to make high-quality decisions. 1) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 2) Which step in the four-step marketing research process has been left out of the following list: defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings? 2) \_\_\_\_\_  
A) choosing the research method  
B) comparing and contrasting primary and secondary data  
C) choosing the research agency  
D) developing the research plan  
E) developing the research budget
- 3) Which of the following is true about customer relationship management (CRM)? 3) \_\_\_\_\_  
A) Its aim is to maximize profit margins.  
B) It relies on information produced through primary research.  
C) It is only a technology and software solution.  
D) Its aim is to maximize customer loyalty.  
E) Most companies who first implemented CRM have greatly benefited from the results.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 4) You want to determine whether no-smoking policies have impacted employee morale in Egypt among workers in companies that employ fewer than 50 workers in Alexandria. Are any secondary data likely to be available? Why? 4) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 5) Mo'men Sandwich came out with a new chicken sandwich and released it in two different cities with two different price points. Marketers at Mo'men Sandwich then analyzed the different levels of purchase made at the two different price points, planning on using the information to help them set a nationwide price for the new offering. This is an example of \_\_\_\_\_. 5) \_\_\_\_\_  
A) behavioral research  
B) observational research  
C) survey research  
D) experimental research  
E) qualitative research

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 6) Explain whether exploratory research, descriptive research, or causal research would be the best method for determining whether shoppers in Abu Dhabi are more sensitive to a price increase for laundry soap than shoppers in Dubai are. 6) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 7) ABC Interior Designs wants to collect research data through mechanical observation. The three typical methods are video cameras, checkout scanners, and Internet surveys. 7) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 8) Marketing information from which type of database usually can be accessed more quickly and cheaply than other information sources? 8) \_\_\_\_\_
- A) external
  - B) IPSOS
  - C) LexisNexis
  - D) Hoover's Inc.
  - E) internal

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 9) Open-ended survey questions are particularly useful in exploratory research. 9) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 10) You are about to test hypotheses about decreasing sales in certain markets and their causes. You are involved in what type of research? 10) \_\_\_\_\_
- A) exploratory
  - B) focus group
  - C) descriptive
  - D) ethnographic
  - E) causal
- 11) The objective of \_\_\_\_\_ research is to gather preliminary information that will help define the problem and suggest hypotheses. 11) \_\_\_\_\_
- A) causal
  - B) primary
  - C) secondary
  - D) exploratory
  - E) descriptive

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 12) Discuss the makeup and functions of a marketing information system (MIS).

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 13) The most common research instrument used is the \_\_\_\_\_. 13) \_\_\_\_\_
- A) people meter
  - B) mechanical device
  - C) questionnaire
  - D) focus group
  - E) live interviewer

- 14) Which of the following is a disadvantage of online focus groups? 14) \_\_\_\_\_
- A) The Internet format can restrict respondents' expressiveness.
  - B) Participants must be in a central location.
  - C) Results take longer to tabulate and analyze.
  - D) The cost of online focus groups is greater than that of most other qualitative research methods.
  - E) The format of focus groups can be varied.

- 15) Marketing researchers usually draw conclusions about large groups of consumers by studying a small \_\_\_\_\_ of the total consumer population. 15) \_\_\_\_\_
- A) audience
  - B) target group
  - C) population
  - D) sample
  - E) group

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 16) You want to determine whether no-smoking policies have impacted employee morale in the United States in the past two decades. Are any secondary data likely available? Why? 16) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 17) Briefly compare the three different types of research approaches for gathering primary data.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 18) Which form of data below can usually be obtained more quickly and at a lower cost than the others? 18) \_\_\_\_\_
- A) observational research
  - B) primary
  - C) secondary
  - D) experimental research
  - E) survey research
- 19) Causal research is used to \_\_\_\_\_. 19) \_\_\_\_\_
- A) generate fresh customer and market insights
  - B) gather preliminary information that will help define problems
  - C) test hypotheses about cause-and-effect relationships
  - D) quantify observations that produce insights unobtainable through other forms of research
  - E) describe marketing problems or situations

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 20) After conducting formal marketing research for your department, you make an oral presentation with notes to management. You are following the normal order of marketing research steps. 20) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 21) Through which of these sources of information is a competitor LEAST likely to reveal intelligence information? 21) \_\_\_\_\_  
A) press releases  
B) annual reports  
C) trade show exhibits  
D) web pages  
E) internal marketing conferences
- 22) Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide? 22) \_\_\_\_\_  
A) focus groups  
B) survey  
C) observation  
D) questionnaire  
E) personal interviews
- 23) A consumer is most likely to be paid a small fee for participating in which of the following? 23) \_\_\_\_\_  
A) an observational interview  
B) a telephone interview  
C) a focus group interview  
D) a mail-in survey  
E) an Internet survey
- 24) A good MIS balances the information users would \_\_\_\_\_ against what they really \_\_\_\_\_ and what is \_\_\_\_\_. 24) \_\_\_\_\_  
A) use; have to use; available  
B) need; like; feasible  
C) like to have; need; feasible to offer  
D) like; can afford; needed  
E) need; can afford; useful
- 25) What is the purpose of a data warehouse? 25) \_\_\_\_\_  
A) to interpret data  
B) to organize internal and external data by relevance  
C) to analyze data  
D) to identify and discard outdated data  
E) to gather and integrate information that a company already has

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 26) The combination of Facebook's global consumer reach with Nielsen's market research expertise is expected to provide global marketers with better insight and information. It will enable these marketers to measure the effectiveness of their Facebook advertising. 26) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 27) Discuss several ways in which smaller organizations can use marketing research techniques at little or no expense.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 28) What source of marketing information provides those within the company ready access to research information, stored reports, shared work documents, contact information for employees and other stakeholders, and more? 28) \_\_\_\_\_  
A) marketing intelligence  
B) marketing research  
C) an extranet  
D) the Internet  
E) an intranet
- 29) To combat marketing intelligence efforts by competitors, Unilever Corporation is now providing \_\_\_\_\_ to employees. 29) \_\_\_\_\_  
A) less information  
B) competitive intelligence training  
C) privacy blocks  
D) protection  
E) a code of ethics
- 30) You want to observe how often consumers listen to music throughout their day and what different audio devices they use. You are also interested in how consumers store and access their own music collections. You should conduct \_\_\_\_\_ research. 30) \_\_\_\_\_  
A) exploratory  
B) experimental  
C) causal  
D) survey  
E) secondary
- 31) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering \_\_\_\_\_ information. 31) \_\_\_\_\_  
A) causal  
B) creative  
C) exploratory  
D) descriptive  
E) interpersonal
- 32) Because of the scarcity of good secondary data, international researchers often must collect their own primary data. An initial problem with this collection is developing good \_\_\_\_\_. 32) \_\_\_\_\_  
A) samples  
B) research firms  
C) analytical models  
D) customer relationships with nationals  
E) relations with channel members

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 33) Briefly explain the following statement: "Too much information can be as harmful as too little." 33) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 34) Ideally, a sample should be representative so that the researcher can make accurate estimates of the thoughts and behaviors of the larger population. 34) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 35) Which of the following is good advice about creating research questionnaires for Mark Mansour, research specialist at *Pan-Arab Data*, to follow? 35) \_\_\_\_\_
- A) Ask difficult questions in the beginning to get rid of uninterested respondents.
  - B) Use care in the wording and ordering of questions.
  - C) Use impressive vocabulary to convey the importance of the questionnaire.
  - D) Ask personal questions in the middle of the instrument.
  - E) Questions do not have to be arranged in any given order.
- 36) \_\_\_\_\_ is an example of a free online database that a company could access in order to develop marketing intelligence? 36) \_\_\_\_\_
- A) nielsen
  - B) Experian Consumer Research (Simmons)
  - C) Dialog
  - D) American Chamber of Commerce in the MENA Region (AMCHAMMENA)
  - E) ProQuest

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 37) A marketer of ready-to-serve frozen meals has decided to collect consumer feedback via a focus group interview. How might the marketer use the focus group interview to determine whether peas or corn should be included with the roasted chicken meal? 37) \_\_\_\_\_

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 38) When you collect information from your company's accounting and sales records stored in the company's computer system, you are developing an internal database. 38) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 39) Which of the following is true of ethnographic research? 39) \_\_\_\_\_
- A) It is conducted within traditional focus groups.
  - B) It is a research option when observation is not possible.
  - C) It provides greater insight into customer behavior than interviews do.
  - D) It provides researchers with secondary data.
  - E) It is most popular in the service sector.
- 40) Managers often start with \_\_\_\_\_ research and later follow with \_\_\_\_\_ research. 40) \_\_\_\_\_
- A) descriptive; exploratory
  - B) causal; exploratory
  - C) causal; descriptive
  - D) descriptive; causal
  - E) exploratory; causal

41) Focus group interviewing has become one of the major marketing research tools for getting insight into consumer thoughts and feelings. However, if the sample size is too small, it is likely to be difficult to \_\_\_\_\_. 41) \_\_\_\_\_

- A) generalize from the results
- B) orchestrate cooperation among participants
- C) find enough secondary data to support the findings
- D) find a representative sample
- E) encourage honest responses to questions

42) The Career and Placement office at your university wants to check whether the time span between graduation and finding a job differs by gender (i.e. whether it takes females longer than males to find a job after graduation.) The office will most likely use a \_\_\_\_\_ to collect its data. 42) \_\_\_\_\_

- A) mechanical device
- B) cluster sample
- C) stratified random sample
- D) simple random sample
- E) convenience sample

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43) Marketing researchers can conduct their own searches of secondary data sources today by using commercial online databases. 43) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

44) Anna Moussa has just read a report about international research involving 25 countries. What would the report most likely conclude about international research involving these countries? 44) \_\_\_\_\_

- A) There is a lack of qualified research personnel.
- B) Despite the costs of international research, the costs of not doing it are higher.
- C) The costs are higher than the benefits.
- D) Interpretations of marketing research use are consistent among different countries.
- E) It is on the decrease due to high costs.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

45) Why is it difficult to obtain relevant and reliable secondary data when conducting international marketing research? 45) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

46) \_\_\_\_\_ research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference. 46) \_\_\_\_\_

- A) Experimental
- B) Exploratory
- C) Causal
- D) Secondary
- E) Descriptive

- 47) ABC Company has decided to use mail questionnaires to collect data. Management recognizes this method has all the following advantages EXCEPT which one? 47) \_\_\_\_\_
- A) no interviewer to bias respondents' answers
  - B) has an average response rate
  - C) may encourage more honest answers
  - D) low cost per respondent
  - E) can collect large amounts of information

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 48) Focus groups use no interviewer to bias the answers, may produce more honest answers, and can be used to collect large amounts of data at a low cost per respondent. 48) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 49) You have decided to use only open-ended questions on your survey. Which of the following questions would NOT be found on your survey? 49) \_\_\_\_\_
- A) How many cars does your family own?
  - B) What are the most important qualities in a friend?
  - C) Where did you spend your last vacation?
  - D) Why is voting important to you?
  - E) What is your best childhood memory?
- 50) Cultural differences, especially those involving language, can add to research costs in foreign markets and can increase \_\_\_\_\_. 50) \_\_\_\_\_
- A) the reliance on primary data
  - B) the risk of error
  - C) foreign trade
  - D) the likelihood of using a smaller sample
  - E) the response rate
- 51) Ethnographic research \_\_\_\_\_. 51) \_\_\_\_\_
- A) is most popular in the service sector
  - B) is gathered where people live and work
  - C) provides data to marketers when observation is impossible
  - D) comes from traditional focus groups
  - E) provides secondary data

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 52) Give two ways that a researcher should evaluate information in on online databases. 52) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 53) Which of the following is NOT considered a source of marketing intelligence? 53) \_\_\_\_\_
- A) resellers
  - B) activities of competitors
  - C) key customers
  - D) causal research
  - E) suppliers



- 54) Marketing information is only valuable when it is used to \_\_\_\_\_. 54) \_\_\_\_\_
- A) identify a target market
  - B) please shareholders
  - C) simplify management's job
  - D) make better marketing decisions
  - E) increase efficiencies in the supply chain

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 55) Why is it important for the statement of the problem and the research objectives to guide the entire research process? 55) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 56) Tarek Bakir is in charge of CRM for a company called Bakir Int'l. As a result of his successful efforts in this area, his firm will likely enjoy all of the following EXCEPT \_\_\_\_\_. 56) \_\_\_\_\_
- A) developing deeper customer relationships
  - B) cross-selling products to high-value customers
  - C) creating offers tailored to specific customer requirements
  - D) providing higher levels of customer services
  - E) understanding the competition better
- 57) Which of the following statements is NOT true regarding information collected for marketers? 57) \_\_\_\_\_
- A) Many managers lack information of the *right* kind.
  - B) Most managers do not need more information.
  - C) Managers have enough of the right information.
  - D) Many managers are burdened by data overload.
  - E) Most managers need *better* information.
- 58) All of the following are examples of the misuse of research study findings, EXCEPT \_\_\_\_\_. 58) \_\_\_\_\_
- A) an advertisement made based on openly fixed and arranged research designs
  - B) a research report which stated the sampling procedure used in the study
  - C) a conclusion reached based on "loaded questions" used in a survey
  - D) an advertisement claim made based on slight "stretches" of research findings
  - E) a research survey designed just to help in launching a company's new product.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 59) The real value of marketing research and information lies not in quantity but in the customer insights provided. 59) \_\_\_\_\_
- 60) You have just identified the "touch points" of the 400 best customers in your database. At this point, you want to manage detailed information about each of them to maximize customer loyalty. You should use customer relationship management (CRM). 60) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 61) When managers use small convenience samples, such as asking customers what they think or inviting a small group out to lunch to get reactions, they are using \_\_\_\_\_. 61) \_\_\_\_\_
- A) direct marketing
  - B) informal surveys
  - C) experiments
  - D) observation
  - E) marketing intelligence

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 62) Too much marketing information can be as harmful as too little. 62) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 63) AMF Research Group must guard against problems during the implementation phase of marketing research for its clients. Which of the following is NOT a problem that should be anticipated during this phase? 63) \_\_\_\_\_
- A) respondents who give biased answers
  - B) contacting respondents
  - C) interviewers who take shortcuts
  - D) interviewers who make mistakes
  - E) interpreting and reporting the findings

- 64) Which of the following contact methods has the poorest response rate? 64) \_\_\_\_\_
- A) telephone      B) mail      C) personal      D) individual      E) online

- 65) Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements? 65) \_\_\_\_\_
- A) telephone surveys
  - B) individual interviewing
  - C) observational research
  - D) Internet surveys
  - E) ethnographic research

- 66) Small organizations can obtain, with minimal effort, most \_\_\_\_\_ data available to large businesses. 66) \_\_\_\_\_
- A) experimental
  - B) touch point
  - C) secondary
  - D) observational
  - E) primary

- 67) For primary data to be useful to marketers, it must be relevant, current, unbiased, and \_\_\_\_\_. 67) \_\_\_\_\_
- A) accurate
  - B) inexpensive
  - C) collected before secondary data
  - D) complete
  - E) experimental

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 68) You are the director of the elections campaign of a candidate to the parliament in Lebanon. 68) \_\_\_\_\_  
You want the candidate to pay personal visits to the homes of voters to explain her electoral program. Explain how marketing intelligence plays a role in this scenario.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 69) Because secondary data provide good starting points and often help to define problems and research objectives, most companies do not also need to collect primary data. 69) \_\_\_\_\_
- 70) Samples of less than one percent of a population cannot provide good reliability. 70) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 71) When P&G Egypt wanted to introduce Ariel hand wash in the Egyptian market, managers and researchers spent full days in people's homes observing their cleaning behavior. P&G Egypt was conducting \_\_\_\_\_ research. 71) \_\_\_\_\_  
A) secondary  
B) personal  
C) ethnographic  
D) experimental  
E) survey

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 72) Once the research problems and objectives have been defined, researchers must determine the exact information needed and present it to management. 72) \_\_\_\_\_
- 73) The most important issue facing online researchers is the lack of a broad cross section of consumers who have access to the Internet. 73) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 74) When do marketers need marketing research? 74) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 75) Carrefour sends a trained observer to watch and interact with customers as they shop in a Carrefour store. This is an example of \_\_\_\_\_. 75) \_\_\_\_\_  
A) survey research  
B) ethnographic research  
C) descriptive research  
D) experimental research  
E) secondary research
- 76) Secondary data are \_\_\_\_\_. 76) \_\_\_\_\_  
A) not always very usable  
B) collected mostly via surveys  
C) never purchased from outside suppliers  
D) always necessary to support primary data  
E) expensive to obtain

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

77) Compare and contrast closed-end questions and open-end questions for gathering data.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

78) Frida Shami has just discovered the major advantage of survey research. She reports to her supervisor that the major advantage is its \_\_\_\_\_. 78) \_\_\_\_\_

- A) simplicity
- B) ease and speed to complete
- C) duplicability
- D) interactive design
- E) flexibility

79) Your marketing department is attempting to improve strategic decision making, track competitors' actions, and provide early warning of opportunities and threats. To achieve this goal, \_\_\_\_\_ would be the best for your department to use. 79) \_\_\_\_\_

- A) internal databases
- B) marketing intelligence
- C) external databases only
- D) the Internet
- E) company reports only

80) Which of the following is NOT an advantage of web-based research? 80) \_\_\_\_\_

- A) ease of administration
- B) speed
- C) low costs
- D) almost instantaneous results
- E) control over who respondents are

81) In marketing research, the \_\_\_\_\_ phase is generally the most expensive and most subject to error. 81) \_\_\_\_\_

- A) reporting the findings
- B) interpreting the findings
- C) planning
- D) data collection
- E) exploratory research

82) What is a major drawback of probability sampling? 82) \_\_\_\_\_

- A) The most difficult population from which to obtain information is chosen.
- B) The sampling error cannot be measured.
- C) Marketers must rely on the judgment of the researcher in respondent selection.
- D) Everyone has an equal chance of selection.
- E) It can be time consuming.

**Refer to the scenario below to answer the following questions.**

Jamil Hassoun, owner of Spotless Cleaning, began his enterprise in 2001. Jamil's primary focus had been on office cleaning for large corporations, but in recent months he has seen a decline in demand. Surprisingly, the competitive environment appears relatively stable with no new competitors. However, he understands that office cleaning is a high-frequency service that is usually performed daily; therefore, competitors must be doing something to attract his customers. Building a competitive advantage seems to be the only option to offset competition. However, as Jamil contemplated his dilemma, he realized that he needed to understand better how customers assess service quality, and what they are looking for in a superior cleaning service, prior to building his competitive advantage.

Jamil developed a research plan. First, he gathered competitor information – primarily through brochures and websites, but also from a few phone calls – to find out exactly what competitors offer in their cleaning packages. In addition, Jamil obtained from the area Chamber of Commerce an updated list of local corporations to which he would send a short survey.

Though the list of corporations contained 141 local company names, Jamil chose to survey 75 of them. To understand customer service expectations between both small and large corporations better, he divided his survey into two categories. The survey questions were designed to extract specific data from respondents with regard to service quality expectations in correlation with service frequency and price.

Jamil awaited the results. Though his primary focus had been on large corporations, he was flexible and would aim his efforts differently if needed.

83) In this scenario, which of the following are examples of marketing intelligence?

83) \_\_\_\_\_

- A) responses to the surveys Jamil sent
- B) competitors' pamphlets
- C) phone calls made to competitors to learn about their offerings
- D) B and C only
- E) all of the above

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

84) Describe the three decisions a researcher must make when designing a sample.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

85) Diana Khaled is currently researching data sources from within her company to make marketing decisions. Diana is making use of \_\_\_\_\_ databases.

85) \_\_\_\_\_

- A) search service
- B) internal
- C) public
- D) online
- E) external

86) The best approach for researchers to take to guard consumer privacy includes all of the following EXCEPT which one?

86) \_\_\_\_\_

- A) Use information responsibly to provide value.
- B) Avoid sharing information without the customer's permission.
- C) Sell the information only when it is financially worthwhile.
- D) Ask only for the information needed.
- E) Fully explain to the respondents how the information will be used.

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

87) Why has consumer resentment toward marketing research been growing?

87) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

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88) In this scenario, which of the following is an example of primary data?

88) \_\_\_\_\_

- A) the list of local corporations from the Chamber of Commerce
- B) responses to the 75 surveys
- C) competitor information gleaned from pamphlets
- D) competitors' websites
- E) the names of the 75 companies that received surveys

89) Marketers must weigh carefully the costs of additional information against the \_\_\_\_\_ results from it.

89) \_\_\_\_\_

- A) cost
- B) organization
- C) creativity
- D) ethical issues
- E) benefits

90) What are the two main types of research instruments used to collect primary data?

90) \_\_\_\_\_

- A) surveys and samples
- B) questionnaires and mechanical devices
- C) focus groups and online databases
- D) personal interviews and online marketing research
- E) online panels and experiments

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 91) Explain why it's important for both the researcher and the marketing manager to interpret the findings of market research. 91) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 92) Secondary data consists of information \_\_\_\_\_. 92) \_\_\_\_\_  
A) that does not currently exist in an organized form  
B) that already exists but was collected for a different purpose  
C) that is more costly and slower to obtain than primary data  
D) that researchers can only obtain through surveys and observation  
E) that is collected for the specific purpose at hand
- 93) Michael Khoury is a customer service agent for a national car rental business. He has access to the company's intranet, which provides performance reports, shared work documents, contact information, and detailed information about customers. Which of the following is this access most likely to enable Michael to do during interactions with customers? 93) \_\_\_\_\_  
A) reward customer loyalty with an upgrade or discount  
B) evaluate marketing intelligence  
C) use data mining techniques  
D) share information with value-network partners  
E) analyze primary data
- 94) Maryam Wardeh is conducting research to determine consumers' personal grooming habits (cleanliness and neatness). Because of the personal nature of the survey questions about this topic, Maryam wants to select the contact method that is most likely to encourage respondents to answer honestly. Which contact method should Maryam select? 94) \_\_\_\_\_  
A) online panels  
B) telephone interviews  
C) focus group interviews  
D) individual interviews  
E) mail questionnaires
- 95) In general, domestic researchers deal with fairly homogeneous markets. Foreign markets present the challenges of varying levels of economic development, cultures and customs, and \_\_\_\_\_. 95) \_\_\_\_\_  
A) dislike of foreign goods  
B) social perceptions  
C) import regulations  
D) language barriers  
E) buying patterns
- 96) Online research can take many forms. Which one of the following is NOT a form of online research? 96) \_\_\_\_\_  
A) A company can use a telephone interviewer who enters the respondents' answers immediately on the computer.  
B) A company can include a questionnaire on its website and offer incentives for completing it.  
C) A company can use email to invite people to answer questions and possibly win a prize.  
D) A company can create online panels that provide regular feedback  
E) A company can offer different product features on different websites or at different times to learn the relative effectiveness of their offer.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

97) A researcher who wants to calculate confidence limits for sampling error would use nonprobability samples. 97) \_\_\_\_\_

98) An effective MIS assesses information needs, develops needed information, and helps decision makers use the information. 98) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

99) Information collected from online databases is an example of \_\_\_\_\_ data. 99) \_\_\_\_\_  
A) secondary  
B) observational  
C) primary  
D) ethnographic  
E) experimental

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

100) A researcher is collecting data from travelers in an airport. Why might a sample be most appropriate? 100) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

101) Afif Ibrahim is conducting marketing research for a company that is investigating the possibility of entering multiple international markets. As Afif plans his research in 30 different countries, upon which of the following is he LEAST likely to rely? 101) \_\_\_\_\_  
A) the same process domestic researchers use  
B) free secondary data  
C) personal interviews  
D) translators  
E) primary data he collected for the purpose of his research

102) Which of the following is NOT a disadvantage of telephone interviews? 102) \_\_\_\_\_  
A) Interviewer bias is introduced.  
B) Under time pressures, some interviewers might cheat.  
C) They are more expensive to conduct than mail questionnaires.  
D) Interviewers can explain some questions and probe more deeply on others.  
E) Potential respondents may refuse to participate.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

103) The ability to reach respondents is a major concern in international marketing research. 103) \_\_\_\_\_



**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 104) Tinol Paints sells heavy-duty protective anti-rust coating and paint to contractors and builders and would like to conduct research to determine how customers assess customer service. Which of the following research instruments would be best for this firm? 104) \_\_\_\_\_
- A) people meters
  - B) checkout scanners
  - C) mechanical instruments
  - D) eye cameras
  - E) questionnaires
- 105) Which of the following is NOT a potential source for marketing intelligence? 105) \_\_\_\_\_
- A) talking with purchasing agents
  - B) purchasing competitors' products
  - C) monitoring competitors' parking lots
  - D) monitoring competitors' sales
  - E) collecting primary data
- 106) The availability of \_\_\_\_\_ is most problematic in international marketing research. 106) \_\_\_\_\_
- A) intelligence limitations
  - B) research specialists
  - C) primary data
  - D) secondary data
  - E) consumers willing to answer survey questions
- 107) You have been asked to locate secondary data for your small organization's research needs in Egypt. Which of the following is NOT a common source for this type of research? 107) \_\_\_\_\_
- A) online surveys
  - B) a government agency
  - C) the local chamber of commerce
  - D) the Industrial Modernisation Centre (IMC) in Egypt
  - E) competitors' websites

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 108) It is important to note that data age quickly, so keeping the database current requires a major effort. 108) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 109) Marketers can obtain needed information from internal data, marketing intelligence, and marketing research. Explain some common sources for each of these.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 110) Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is NOT one of them? 110) \_\_\_\_\_
- A) It may not exist.
  - B) It may not be relevant.
  - C) It may not be current.
  - D) It may not be impartial.
  - E) It is generally more expensive to obtain than primary data.

- 111) Choose the statement that is NOT a typical consumer concern about intrusion on consumer privacy. 111) \_\_\_\_\_
- A) Marketers build huge databases full of personal information.
  - B) Protecting personal information is increasingly important.
  - C) Sophisticated researchers probe our deepest feelings.
  - D) Marketers use personal information to manipulate our buying.
  - E) Marketers make too many products and services available, creating unnecessary consumer wants.
- 112) What is the first step in the marketing research process? 112) \_\_\_\_\_
- A) implementing the research plan
  - B) defining the problem and research objectives
  - C) developing a marketing information system
  - D) developing the research plan for collecting information
  - E) hiring an outside research specialist
- 113) Omar is making a presentation to the owners of his company. He is trying to convince them to conduct some current marketing research. Which of the following would he be LEAST likely to emphasize as a benefit or selling point of marketing research? 113) \_\_\_\_\_
- A) understanding customer satisfaction and purchase behavior
  - B) measuring the effectiveness of distribution and promotion activities
  - C) measuring the effectiveness of pricing and accounting
  - D) understanding customer motivation
  - E) assessing market potential and market share

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 114) Your manager asked you to pose as a driver at the taxi company that your major competitor uses, to gather marketing intelligence from the managers who ride the taxi. You will most probably accept the mission, as it is the only legitimate intelligence source now available. 114) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 115) Why would survey research be a better approach than observation research when attempting to assess customer satisfaction? 115) \_\_\_\_\_
- 116) You are trying to determine whether retired people drink more coffee at Starbucks during lunch than they do during dinner. Why is observation research NOT effective in this scenario? 116) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

**Refer to the scenario below to answer the following questions.**

Jamil Hassoun, owner of Spotless Cleaning, began his enterprise in 2001. Jamil's primary focus had been on office cleaning for large corporations, but in recent months he has seen a decline in demand. Surprisingly, the competitive environment appears relatively stable with no new competitors. However, he understands that office cleaning is a high-frequency service that is usually performed daily; therefore, competitors must be doing something to attract his customers. Building a competitive advantage seems to be the only option to offset competition. However, as Jamil contemplated his dilemma, he realized that he needed to understand better how customers assess service quality, and what they are looking for in a superior cleaning service, prior to building his competitive advantage.

Jamil developed a research plan. First, he gathered competitor information – primarily through brochures and websites, but also from a few phone calls – to find out exactly what competitors offer in their cleaning packages. In addition, Jamil obtained from the area Chamber of Commerce an updated list of local corporations to which he would send a short survey.

Though the list of corporations contained 141 local company names, Jamil chose to survey 75 of them. To understand customer service expectations between both small and large corporations better, he divided his survey into two categories. The survey questions were designed to extract specific data from respondents with regard to service quality expectations in correlation with service frequency and price.

Jamil awaited the results. Though his primary focus had been on large corporations, he was flexible and would aim his efforts differently if needed.

- 117) Of the 141 companies on the list, Jamil chose to survey only 75 of them. He sent surveys to both small and large companies. If he selected survey recipients randomly from the groups of small companies and large companies, he was using a \_\_\_\_\_ sample. 117) \_\_\_\_\_
- A) convenience
  - B) judgment
  - C) quota
  - D) simple random
  - E) stratified random

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 118) Interpretation of market research data should be the responsibility of the researchers, not the marketing managers. 118) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 119) Consumers are more willing to provide research information if researchers provide \_\_\_\_\_ in return. 119) \_\_\_\_\_
- A) rebates
  - B) coupons
  - C) prizes
  - D) social network membership
  - E) value

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 120) You have just extracted sales and cost data used by the accounting department for preparing financial statements. Most likely, this information is complete and in useable form to build an internal marketing database. 120) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 121) Describe the advantages and benefits of each of the contact methods for conducting surveys.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 122) You generally need to ask three questions when developing a sampling plan. Which of the questions below is one of these three? 122) \_\_\_\_\_  
A) Who should be left out of the sample (sampling exclusion)?  
B) Why should respondents be selected (sampling justification)?  
C) How should participants be chosen (sampling procedure)?  
D) How should we contact the sample (sampling approach)?  
E) none of the above
- 123) Observational research is best suited for gathering \_\_\_\_\_ information. 123) \_\_\_\_\_  
A) interactive  
B) exploratory  
C) descriptive  
D) causal  
E) preferential
- 124) Survey research is LEAST likely to be conducted through which of the following? 124) \_\_\_\_\_  
A) the web  
B) in person  
C) observation  
D) the mail  
E) the telephone
- 125) Typically, customer information is buried deep in separate databases, plans, and records of many different company functions and departments. To overcome such problems, which of the following should you try? 125) \_\_\_\_\_  
A) customer satisfaction management  
B) more sophisticated hardware  
C) customer relationship management  
D) a marketing information system  
E) decreased marketing intelligence

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 126) Today, marketing managers view marketing information not only as an input for making internal decisions but also as an input for external partners. 126) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 127) A marketing information system (MIS) consists of people and procedures to assess information needs, \_\_\_\_\_, and help decision makers analyze and use the information. 127) \_\_\_\_\_
- A) develop the needed information
  - B) question the needed information
  - C) test market the information
  - D) experiment to develop information
  - E) critique the needed information
- 128) Hafiza Mahfouz operates a dress shop in a suburban mall. Her research budget is very small, so she utilizes low-cost or no-cost methods to gather research data. One method that works very well for her is to change the themes in her local radio advertising and to watch the result. Hafiza is using \_\_\_\_\_ to gather data for marketing decisions. 128) \_\_\_\_\_
- A) experiments
  - B) logic-directed research
  - C) secondary sources
  - D) guess work
  - E) informal surveys
- 129) What do many researchers encounter when conducting market research in foreign countries? 129) \_\_\_\_\_
- A) Some countries have few telephones, limiting access to respondents.
  - B) Some countries have poor roads that limit personal contacts.
  - C) Some cultures do not value marketing research.
  - D) Some countries have poor mail services.
  - E) all of the above
- 130) Experimental research is best suited for gathering \_\_\_\_\_ information. 130) \_\_\_\_\_
- A) exploratory
  - B) interactive
  - C) causal
  - D) descriptive
  - E) preferential
- 131) \_\_\_\_\_ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment. 131) \_\_\_\_\_
- A) Sales management
  - B) Marketing data
  - C) Customer intelligence
  - D) Marketing intelligence
  - E) Competitive intelligence
- 132) You have decided to use only closed-end questions on your survey. Which of the following questions would NOT be found on your survey? 132) \_\_\_\_\_
- A) Do you like chocolate?
  - B) Do you work full-time or part-time?
  - C) What do you like about your teacher?
  - D) What is your gender?
  - E) In which month do you plant your garden?

- 133) Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with \_\_\_\_\_, which is often the hardest step to take. 133) \_\_\_\_\_
- A) developing the research plan
  - B) determining a research approach
  - C) defining the problem and research objectives
  - D) selecting a research agency
  - E) C and D
- 134) Al-Tamaoun has an online system that provides suppliers with a two-year history of every product's daily sales in every Al-Tamaoun store worldwide, letting them track when and where their products are selling and current inventory levels. This system is known as a(n) \_\_\_\_\_. 134) \_\_\_\_\_
- A) extranet
  - B) online focus group
  - C) online survey
  - D) intranet
  - E) data warehouse

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 135) Describe the basic marketing research process.
- 136) Explain the common problems that international marketing researchers encounter.

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

**Refer to the scenario below to answer the following questions.**

Jamil Hassoun, owner of Spotless Cleaning, began his enterprise in 2001. Jamil's primary focus had been on office cleaning for large corporations, but in recent months he has seen a decline in demand. Surprisingly, the competitive environment appears relatively stable with no new competitors. However, he understands that office cleaning is a high-frequency service that is usually performed daily; therefore, competitors must be doing something to attract his customers. Building a competitive advantage seems to be the only option to offset competition. However, as Jamil contemplated his dilemma, he realized that he needed to understand better how customers assess service quality, and what they are looking for in a superior cleaning service, prior to building his competitive advantage.

Jamil developed a research plan. First, he gathered competitor information – primarily through brochures and websites, but also from a few phone calls – to find out exactly what competitors offer in their cleaning packages. In addition, Jamil obtained from the area Chamber of Commerce an updated list of local corporations to which he would send a short survey.

Though the list of corporations contained 141 local company names, Jamil chose to survey 75 of them. To understand customer service expectations between both small and large corporations better, he divided his survey into two categories. The survey questions were designed to extract specific data from respondents with regard to service quality expectations in correlation with service frequency and price.

Jamil awaited the results. Though his primary focus had been on large corporations, he was flexible and would aim his efforts differently if needed.

137) Jamil wanted to better understand how his customers assess service quality. This is an example of a \_\_\_\_\_ 137) \_\_\_\_\_

- A) research objective
- B) research plan
- C) research approach
- D) marketing research problem
- E) research method

138) Four common sources of internal data include the accounting department, operations, the sales force, and the \_\_\_\_\_. 138) \_\_\_\_\_

- A) owners
- B) competition
- C) web
- D) marketing department
- E) stockholders

139) In CRM, findings about customers discovered through \_\_\_\_\_ techniques often lead to marketing opportunities. 139) \_\_\_\_\_

- A) customer loyalty management
- B) value network
- C) data mining
- D) customer strategy
- E) data warehousing

- 140) Which of the following contact methods is generally the LEAST flexible? 140) \_\_\_\_\_
- A) Internet surveys
  - B) online panels
  - C) mail
  - D) telephone
  - E) personal
- 141) \_\_\_\_\_ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization. 141) \_\_\_\_\_
- A) Marketing intelligence
  - B) Competitive intelligence
  - C) Causal research
  - D) Marketing research
  - E) The marketing information system
- 142) Amir Mohsen has a limited budget for the market research he needs to conduct; however, the sample size for his research is quite large. Which of the following methods of contact would provide Amir with the most cost-effective way to reach a large sample of potential customers? 142) \_\_\_\_\_
- A) focus group interviews
  - B) telephone surveys
  - C) personal interviews
  - D) mail surveys
  - E) Internet surveys
- 143) Despite the data surplus that marketing managers receive, they frequently complain that they lack \_\_\_\_\_. 143) \_\_\_\_\_
- A) timely information
  - B) valid information
  - C) enough information of the right kind
  - D) reliable information
  - E) accurate information

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 144) Good sources of marketing intelligence information include competitors' annual reports, business publications, trade show exhibits, press releases, advertisements, and web pages. 144) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 145) Which of the following has the highest rating for speed of data collection and compilation? 145) \_\_\_\_\_
- A) mail surveys
  - B) open-ended questionnaires
  - C) ethnographic research
  - D) Internet surveys
  - E) personal interviews



- 146) Which of the following statements regarding marketing intelligence is true? 146) \_\_\_\_\_
- A) The advantage of using competitive intelligence is negligible.
  - B) Marketing intelligence relies upon privately held information.
  - C) Marketing intelligence relies upon publicly available information.
  - D) All marketing intelligence is available for free.
  - E) Marketing intelligence gathering is more focused on gaining insights into consumer activities than competitors' activities.

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 147) How can a company overcome the problem of gathering internal data for research purposes when the data is usually scattered widely across the organization?

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 148) Malika Raffoul is organizing marketing research in the Gulf countries for a large American corporation that is interested in expanding its market. The survey Malika is using was written in English and then translated into Arabic for use by Arabic-speaking respondents. Which of the following should Malika do before administering this questionnaire to a sample of the market? 148) \_\_\_\_\_
- A) Decide whether to focus on primary or secondary data.
  - B) Determine which type of research instrument to use.
  - C) Determine whether to focus on descriptive or causal objectives.
  - D) Have the questionnaire translated back into English to check for accuracy.
  - E) Make sure that the survey includes both open-end and closed-end questions.
- 149) In the second step of the marketing research process, research objectives should be translated into specific \_\_\_\_\_. 149) \_\_\_\_\_
- A) marketing goals
  - B) information sources
  - C) dollar amounts
  - D) research methods
  - E) information needs
- 150) Many major companies have created the position of \_\_\_\_\_ to address concerns about the privacy of customers. 150) \_\_\_\_\_
- A) chief behavioral analyst
  - B) chief customer loyalty manager
  - C) data warehouse manager
  - D) chief privacy officer
  - E) ethics manager

## Answer Key

Testname: UNTITLED1

- 1) FALSE
- 2) D
- 3) D
- 4) Though Egypt has international marketing research firms and secondary data might be available, the data sought are so specific, there will likely not be much, if any, data that specifically answer the question.
- 5) D
- 6) Causal research would be most important because it investigates cause-and-effect relationships; causal research would allow the researcher to test a hypothesis about price sensitivity and compare the differences in the two geographic regions.
- 7) FALSE
- 8) E
- 9) TRUE
- 10) E
- 11) D
- 12) A typical MIS consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers. First, it interacts with information users to assess information needs. Next, it gathers the needed information from internal company databases, marketing intelligence activities, and marketing research. Finally, it helps users to analyze and use the information to develop customer insights, make marketing decisions, and manage customer relationships.
- 13) C
- 14) A
- 15) D
- 16) Yes, there are likely to be several studies conducted from which the researcher could extract information because many companies have implemented no-smoking policies in the past twenty years.
- 17) The three research approaches for gathering primary data are observations, surveys, and experiments. Observational research involves watching relevant people, actions, and situations, usually to glean customer insights that can't be obtained through direct questions and answers. Observations can reveal information that people are unwilling or unable to provide in surveys or experiments. Survey research is very flexible, as it can be used to obtain many different kinds of information in many different situations. Mail, telephone, and online surveys have relatively low costs in comparison with observational research. Surveys are also better suited than observations for gathering descriptive information. Experimental research is best suited for gathering causal information.
- 18) C
- 19) C
- 20) FALSE
- 21) E
- 22) C
- 23) C
- 24) C
- 25) E
- 26) TRUE
- 27) Small organizations can use the same marketing research process as larger firms, as well as many of the same methods, such as secondary data collection, observation, surveys, and experiments. There are many sources of free secondary data on the web, and small firms also have access to special help in collecting data from chambers of commerce, government agencies, and other organizations. Managers of small organizations can use observation and conversations with their customers to collect data. Informal surveys with small convenience samples are another tool that smaller organizations can use. As with larger firms, smaller organizations must conduct research systematically for the results to be valid and useful.
- 28) E
- 29) B
- 30) A

## Answer Key

Testname: UNTITLED1

- 31) D
- 32) A
- 33) Too much information may prohibit marketers from clearly applying the data/information to their objectives; excess information may also lead marketers to lose sight of their objectives.
- 34) TRUE
- 35) B
- 36) D
- 37) The group might be given a prepared meal with both vegetable options. Afterward, the marketer can obtain fresh feedback from the respondents or through observation. The marketer could assess respondents' reactions and facial expressions while they eat the provided meals.
- 38) TRUE
- 39) C
- 40) E
- 41) A
- 42) C
- 43) TRUE
- 44) B
- 45) Some countries have almost no research services at all; in addition, most international research services operate in only a handful of countries which makes information received on a country-by-country basis difficult to combine or compare.
- 46) E
- 47) B
- 48) FALSE
- 49) A
- 50) B
- 51) B
- 52) Students could choose from the following ways:
  - 1) check for the **date** when the data presented was collected, to see whether it is current
  - 2) check the **relevancy** of the data to the research at hand
  - 3) check the **credibility** of the source of the data (whether it is unbiased)
  - 4) **cross reference** it with other data to check for accuracy.
- 53) D
- 54) D
- 55) The specific nature of the problem and the research objectives determine which type of research, contact methods, sampling plans, and instruments should be used; without a focus of a specific problem and objectives, the marketing research process would not result in relevant data.
- 56) E
- 57) C
- 58) B
- 59) TRUE
- 60) TRUE
- 61) B
- 62) TRUE
- 63) E
- 64) B
- 65) B
- 66) C

## Answer Key

Testname: UNTITLED1

- 67) A
- 68) You must have a system for knowing where the voters live; merely knocking on every door would be inefficient. You need a list of registered voters and their addresses from which you can plan the visits.
- 69) FALSE
- 70) FALSE
- 71) C
- 72) FALSE
- 73) FALSE
- 74) Marketing research becomes important when marketing intelligence cannot provide the detailed information needed for a specific situation.
- 75) B
- 76) A
- 77) Closed-end questions, which include all possible answers, make it easier for respondents to choose among relevant answers. Examples include multiple-choice questions and scale questions. These types of questions are easier for the researcher to interpret and tabulate. Open-end questions allow respondents to answer in their own words and as such do not limit their choices. Open-ended questions are more difficult to interpret and tabulate, but they are particularly useful in exploratory research.
- 78) E
- 79) B
- 80) E
- 81) D
- 82) E
- 83) D
- 84) First, the researcher must determine who is to be surveyed. Next, a researcher must determine the sample size by deciding how many people need to be surveyed. Third, the sampling procedure should be chosen to know how the respondents should be chosen.
- 85) B
- 86) C
- 87) More individuals are wary of invasion of privacy and want to protect personal information; many also simply resent the intrusion of marketing research and dislike surveys that are too long or too personal.
- 88) B
- 89) E
- 90) B
- 91) Both a marketing manager and a researcher bring important points of view to the task: a marketing manager is an expert in the problem and the decisions that must be made, but also may be biased about the results; a researcher is an expert in statistics. Because findings can be interpreted in many ways, discussions between a researcher and a marketing manager will lead to the most appropriate interpretation for the given situation.
- 92) B
- 93) A
- 94) E
- 95) E
- 96) A
- 97) FALSE
- 98) TRUE
- 99) A
- 100) People in an airport are often in a hurry; not everyone will want to participate in providing data. Therefore, the researcher may be satisfied with collecting data from whoever is willing to provide it.
- 101) B
- 102) D
- 103) TRUE

## Answer Key

Testname: UNTITLED1

- 104) E
- 105) E
- 106) D
- 107) A
- 108) TRUE
- 109) Internal databases are built upon records of consumer and market information data sources within the company network. For example, the accounting department provides records of sales, costs, and cash flows; operations reports on production-related issues; sales and marketing provide data on resellers, competitors, buyer behavior, and the industry; and marketing provides information on customer transactions, demographics, and buying behavior. Internal data are cheaper sources that are easy to access. Marketing intelligence is the collection and analysis of publicly available data about consumers, competitors, and developments in the industry. It can come from quizzing employees, studying competitors' ads and annual reports, analyzing competitors' products, monitoring Internet buzz, and researching the Internet. In addition to internal data and marketing intelligence, marketers often need formal studies of specific situations. To address this need, they conduct marketing research to collect, analyze, and report secondary and primary data to better form decisions.
- 110) E
- 111) E
- 112) B
- 113) C
- 114) FALSE
- 115) Survey research is more effective than observation in measuring customer satisfaction, because observations of smiling customers or armloads of merchandise, for example, do not necessarily indicate customer satisfaction.
- 116) It is difficult to determine, just by looking, whether people are retired.
- 117) E
- 118) FALSE
- 119) E
- 120) FALSE
- 121) Mail questionnaires can be used to collect large amounts of information at a low cost per respondent. Respondents may give more honest answers to more questions by mail than to an unknown interviewer in person or on the phone. Also, no interviewer is involved to bias the answers. Telephone interviewing is one of the best methods for gathering information quickly, and it provides great flexibility. Interviewers can explain difficult questions, skip questions, or probe on other questions. Rates of response tend to be higher than through the mail. Personal and group interviews are flexible and allow interviewers to guide respondents and explore issues as they evolve. Visual aids can be used, products can be demonstrated, and reactions and behaviors can be observed. Online methods allow the interviewee to be more honest, the costs are greatly reduced, the response rate is higher, and reports come back faster.
- 122) C
- 123) B
- 124) C
- 125) C
- 126) TRUE
- 127) A
- 128) A
- 129) E
- 130) C
- 131) D
- 132) C
- 133) C
- 134) A

## Answer Key

Testname: UNTITLED1

- 135) The marketing research process involves four steps: defining the problem and research objectives, developing the plan, implementing the plan, and interpreting and reporting the findings. Managers must know what is wrong in defining the problem. Research objectives may be reached through exploratory, descriptive, or causal research. Next, the information needed and a plan for gathering and presenting is made. Then, secondary and primary data must be collected to compile and analyze. Finally, the important information must be presented to management for decision making.
- 136) International researchers deal with less homogeneous markets in and among countries. The markets often vary greatly in their levels of economic development, cultures and customers, and buying patterns. Good secondary data are difficult to find in many foreign markets. More time and expense is involved in gathering primary data. In addition, choosing representative samples and finding methods of contacting participants can be a formidable task. Cultural and language differences can present obstacles in interpreting the data and drawing realistic conclusions. Consumers' attitudes in other countries may hinder the process of collection.
- 137) A
- 138) D
- 139) C
- 140) C
- 141) D
- 142) E
- 143) C
- 144) TRUE
- 145) D
- 146) C
- 147) Many companies are using customer relationship management (CRM). CRM offers the benefits of managing detailed information about individual customers and carefully managing customer "touch points" in order to maximize customer loyalty. By using sophisticated software and analytical tools, information about customers can be integrated from all sources and analyzed in depth, and the results can be applied to build stronger customer relationships. CRM integrates everything that a company's sales, service, and marketing teams know about individual customers to provide a 360-degree view of the customer relationship. CRM involves creating a data warehouse that can be mined for useful insights about customers.
- 148) D
- 149) E
- 150) D