

Chapter 4 Managing Marketing Information to Gain Customer Insights

1) Despite the data glut that marketing managers receive, they frequently complain that they lack

_____.

- A) enough information of the right kind
- B) timely information
- C) accurate information
- D) reliable information
- E) valid information

Answer: A

Diff: 2 Page Ref: 100

AACSB: Communication

Skill: Concept

Objective: 4-1

2) Which of the following statements is NOT true regarding information collected for marketers?

- A) Many managers lack information of the *right* kind.
- B) Most managers do not need more information.
- C) Most managers need *better* information.
- D) Many managers are burdened by data overload.
- E) Managers have enough of the right information.

Answer: E

Diff: 3 Page Ref: 100

AACSB: Communication

Skill: Concept

Objective: 4-1

3) A marketing information system (MIS) consists of people and procedures to assess information needs, _____, and help decision makers analyze and use the information.

- A) experiment to develop information
- B) test market the information
- C) develop the needed information
- D) critique the needed information
- E) question the needed information

Answer: C

Diff: 1 Page Ref: 101

AACSB: Communication

Skill: Concept

Objective: 4-1

4) A good MIS balances the information users would _____ against what they really _____ and what is _____.

- A) need; like; feasible
- B) like; can afford; needed
- C) like to have; need; feasible to offer
- D) need; can afford; useful
- E) use; have to use; available

Answer: C

Diff: 3 Page Ref: 102

Skill: Concept

Objective: 4-2

5) Marketers must weigh carefully the costs of additional information against the _____ resulting from it.

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

Answer: B

Diff: 1 Page Ref: 102

Skill: Concept

Objective: 4-2

6) Four common sources of internal data include the accounting department, operations, the sales force, and the _____.

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

Answer: C

Diff: 2 Page Ref: 103

AACSB: Communication

Skill: Concept

Objective: 4-2

7) Marketing information from which type of database usually can be accessed more quickly and cheaply than other information sources?

- A) external
- B) LexisNexis
- C) Dun & Bradstreet's
- D) internal
- E) Hoover's

Answer: D

Diff: 1 Page Ref: 103

AACSB: Use of IT

Skill: Concept

Objective: 4-2

8) _____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.

- A) Marketing data
- B) Marketing intelligence
- C) Sales management
- D) Customer intelligence
- E) Competitive intelligence

Answer: B

Diff: 1 Page Ref: 103

Skill: Concept

Objective: 4-2

9) Which of the following statements regarding marketing intelligence is true?

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

Answer: D

Diff: 2 Page Ref: 103

Skill: Concept

Objective: 4-2

10) Which of the following is NOT considered a source of marketing intelligence?

- A) suppliers
- B) resellers
- C) key customers
- D) causal research
- E) activities of competitors

Answer: D

Diff: 2 Page Ref: 104

Skill: Concept

Objective: 4-2

11) Which of the following is NOT a potential source for marketing intelligence?

- A) looking through competitors' garbage
- B) purchasing competitors' products
- C) monitoring competitors' sales
- D) collecting primary data
- E) talking with purchasing agents

Answer: D

Diff: 2 Page Ref: 104

Skill: Concept

Objective: 4-2

12) Through which of these sources of information is a competitor LEAST likely to reveal intelligence information?

- A) annual reports
- B) trade show exhibits
- C) Web pages
- D) press releases
- E) internal marketing conferences

Answer: E

Diff: 1 Page Ref: 104-105

AACSB: Communication

Skill: Concept

Objective: 4-2

13) To combat marketing intelligence efforts by competitors, Unilever Corporation is now providing _____ to employees.

- A) competitive intelligence training
- B) privacy blocks
- C) protection
- D) less information
- E) a code of ethics

Answer: A

Diff: 2 Page Ref: 105

Skill: Concept

Objective: 4-2

14) Which of the following is an example of a free online database that a company could access in order to develop marketing intelligence?

- A) LexisNexis
- B) ProQuest
- C) Dialog
- D) the U.S. Security and Exchange Commission's database
- E) Hoover's

Answer: D

Diff: 2 Page Ref: 104-105

AACSB: Use of IT

Skill: Concept

Objective: 4-2

15) _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.

- A) The marketing information system
- B) Marketing intelligence
- C) Marketing research
- D) Competitive intelligence
- E) Causal research

Answer: C

Diff: 1 Page Ref: 105

Skill: Concept

Objective: 4-3

16) What is the first step in the marketing research process?

- A) developing a marketing information system
- B) defining the problem and research objectives
- C) developing the research plan for collecting information
- D) implementing the research plan
- E) hiring an outside research specialist

Answer: B

Diff: 2 Page Ref: 105

Skill: Concept

Objective: 4-3

17) 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?

- A) developing the research budget
- B) choosing the research agency
- C) choosing the research method
- D) developing the research plan
- E) comparing and contrasting primary and secondary data

Answer: D

Diff: 2 Page Ref: 105

Skill: Concept

Objective: 4-3

18) Causal research is used to _____.

- A) test hypotheses about cause-and-effect relationships
- B) gather preliminary information that will help define problems
- C) uncover information at the outset in an unstructured way
- D) describe marketing problems or situations
- E) quantify observations that produce insights unobtainable through other forms of research

Answer: A

Diff: 1 Page Ref: 106

Skill: Concept

Objective: 4-3

19) Managers often start with _____ research and later follow with _____ research.

- A) exploratory; causal
- B) descriptive; causal
- C) descriptive; exploratory
- D) causal; descriptive
- E) causal; exploratory

Answer: A

Diff: 3 Page Ref: 106

Skill: Concept

Objective: 4-3

20) 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.

- 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

Answer: C

Diff: 2 Page Ref: 106

Skill: Concept

Objective: 4-3

21) The objective of _____ research is to gather preliminary information that will help define the problem and suggest hypotheses.

- A) exploratory
- B) descriptive
- C) causal
- D) primary
- E) secondary

Answer: A

Diff: 1 Page Ref: 106

Skill: Concept

Objective: 4-3

22) In the second step of the marketing research process, research objectives should be translated into specific _____.

- A) marketing goals
- B) information needs
- C) dollar amounts
- D) research methods
- E) information sources

Answer: B

Diff: 1 Page Ref: 106

Skill: Concept

Objective: 4-3

23) Secondary data consists of information _____.

- A) that already exists somewhere but is outdated
- B) that does not currently exist in an organized form
- C) that already exists but was collected for a different purpose
- D) used by competitors
- E) that researchers can only obtain through surveys and observation

Answer: C

Diff: 1 Page Ref: 107

Skill: Concept

Objective: 4-3

24) Information collected from online databases is an example of _____ data.

- A) primary
- B) secondary
- C) observational
- D) experimental
- E) ethnographic

Answer: B

Diff: 2 Page Ref: 107

AACSB: Use of IT

Skill: Concept

Objective: 4-3

25) Which form of data below can usually be obtained more quickly and at a lower cost than the others?

- A) primary
- B) survey research
- C) experimental research
- D) secondary
- E) observational research

Answer: D

Diff: 2 Page Ref: 108

Skill: Concept

Objective: 4-3

26) Secondary data are _____.

- A) collected mostly via surveys
- B) expensive to obtain
- C) never purchased from outside suppliers
- D) always necessary to support primary data
- E) not always very usable

Answer: E

Diff: 2 Page Ref: 109

Skill: Concept

Objective: 4-3

27) 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?

- A) It may not exist.
- B) It may not be relevant.
- C) It is generally more expensive to obtain than primary data.
- D) It may not be current.
- E) It may not be impartial.

Answer: C

Diff: 3 Page Ref: 109

Skill: Concept

Objective: 4-3

28) For primary data to be useful to marketers, it must be relevant, current, unbiased, and _____.

- A) complete
- B) accurate
- C) inexpensive
- D) collected before secondary data
- E) experimental

Answer: B

Diff: 2 Page Ref: 109

Skill: Concept

Objective: 4-3

29) Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?

- A) observational
- B) survey
- C) questionnaire
- D) focus groups
- E) personal interviews

Answer: A

Diff: 2 Page Ref: 109

AACSB: Communication

Skill: Concept

Objective: 4-3

30) Ethnographic research _____.

- A) comes from traditional focus groups
- B) is gathered where people live and work
- C) provides secondary data
- D) is most popular in the service sector
- E) provides data to marketers when observation is impossible

Answer: B

Diff: 2 Page Ref: 110

AACSB: Communication

Skill: Concept

Objective: 4-3

31) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.

- A) interpersonal
- B) causal
- C) exploratory
- D) descriptive
- E) creative

Answer: D

Diff: 2 Page Ref: 110

AACSB: Communication

Skill: Concept

Objective: 4-3

32) Fredia Pellerano has just discovered the major advantage of survey research. She reports to her supervisor that the major advantage is its _____.

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

Answer: A

Diff: 2 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

33) Survey research is least likely to be conducted through which of the following?

- A) the Web _____
- B) the mail
- C) the telephone
- D) in person
- E) observation

Answer: E

Diff: 2 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

34) Experimental research is best suited for gathering _____ information.

- A) exploratory
- B) causal
- C) interactive
- D) preferential
- E) descriptive

Answer: B

Diff: 2 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

35) Observational research is best suited for gathering _____ information.

- A) exploratory
- B) causal
- C) interactive
- D) preferential
- E) descriptive

Answer: A

Diff: 3 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

36) Which of the following is true of ethnographic research?

- A) It is conducted within traditional focus groups.
- B) It provides greater insight into customer behavior than interviews do.
- C) It provides researchers with secondary data.
- D) It is most popular in the service sector.
- E) It is a research option when observation is not possible.

Answer: B

Diff: 3 Page Ref: 109

Skill: Concept

Objective: 4-3

37) ABC Company has decided to use mail questionnaires to collect data. Management recognizes this method has all the following advantages EXCEPT which one?

- A) low cost per respondent
- B) may encourage more honest answers
- C) has an average response rate
- D) no interviewer to bias respondents' answers
- E) can collect large amounts of information

Answer: C

Diff: 3 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

38) Which of the following contact methods has the poorest response rate?

- A) mail
- B) telephone
- C) personal
- D) online
- E) individual

Answer: A

Diff: 2 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

39) Which of the following has the highest rating for speed of data collection and compilation?

- A) open-ended questionnaires
- B) personal interviews
- C) mail surveys
- D) Internet surveys
- E) ethnographic research

Answer: D

Diff: 2 Page Ref: 111

AACSB: Use of IT

Skill: Concept

Objective: 4-3

40) Which of the following is NOT a disadvantage of telephone interviews?

- A) They are more expensive to conduct than mail questionnaires.
- B) Interviewer bias is introduced.
- C) Under time pressures, some interviewers might cheat.
- D) Interviewers can explain some questions and probe more deeply on others.
- E) Potential respondents may refuse to participate.

Answer: D

Diff: 3 Page Ref: 112

AACSB: Communication

Skill: Concept

Objective: 4-3

41) Which of the following contact methods is generally the LEAST flexible?

- A) mail
- B) telephone
- C) Internet surveys
- D) online panels
- E) personal

Answer: A

Diff: 2 Page Ref: 111

AACSB: Communication

Skill: Concept

Objective: 4-3

42) Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements?

- A) individual interviewing
- B) Internet surveys
- C) telephone surveys
- D) ethnographic research
- E) observational research

Answer: A

Diff: 2 Page Ref: 112

AACSB: Communication

Skill: Concept

Objective: 4-3

43) A consumer is most likely to be paid a small fee for participating in which of the following?

- A) a telephone interview
- B) a mail-in survey
- C) an Internet survey
- D) a focus group interview
- E) an observational interview

Answer: D

Diff: 2 Page Ref: 112

Skill: Concept

Objective: 4-3

44) 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 _____.

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

Answer: D

Diff: 2 Page Ref: 112

Skill: Concept

Objective: 4-3

45) Which of the following is a disadvantage of online focus groups?

- A) Participants must be in a central location.
- B) The Internet format can restrict respondents' expressiveness.
- 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.

Answer: B

Diff: 2 Page Ref: 114

AACSB: Use of IT

Skill: Concept

Objective: 4-3

46) Which of the following is NOT an advantage of Web-based research?

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

Answer: D

Diff: 2 Page Ref: 115

AACSB: Use of IT

Skill: Concept

Objective: 4-3

47) Del Monte has created an _____ called "I Love My Dog"; this online community allows company-selected dog enthusiasts to complete product-related polls, chat with product developers, and provide feedback about specific products.

- A) online experiment
- B) online social network
- C) Internet survey
- D) immersion group
- E) expert panel

Answer: B

Diff: 2 Page Ref: 116-117

AACSB: Use of IT

Skill: Concept

Objective: 4-3

48) Marketing researchers usually draw conclusions about large groups of consumers by studying a small _____ of the total consumer population.

- A) group
- B) target group
- C) population
- D) sample
- E) audience

Answer: D

Diff: 1 Page Ref: 115

Skill: Concept

Objective: 4-3

49) You generally need to ask three questions when developing a sampling plan. Which of the questions below is one of these three?

- A) Who should be left out of the sample (sampling exclusion)?
- B) How should we contact the sample (sampling approach)?
- C) Why should respondents be selected (sampling justification)?
- D) How should participants be chosen (sampling procedure)?
- E) none of the above

Answer: D

Diff: 3 Page Ref: 116

Skill: Concept

Objective: 4-3

50) What is a major drawback of probability sampling?

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

Answer: A

Diff: 3 Page Ref: 116

Skill: Concept

Objective: 4-3

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

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

Answer: B

Diff: 1 Page Ref: 118

Skill: Concept

Objective: 4-3

52) The most common research instrument used is the _____.

- A) mechanical device
- B) live interviewer
- C) questionnaire
- D) focus group
- E) people meter

Answer: C

Diff: 2 Page Ref: 118

Skill: Concept

Objective: 4-3

53) In marketing research, the _____ phase is generally the most expensive and most subject to error.

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

Answer: E

Diff: 2 Page Ref: 119

Skill: Concept

Objective: 4-3

54) 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?

- A) contacting respondents
- B) respondents who give biased answers
- C) interviewers who take shortcuts
- D) interpreting and reporting the findings
- E) interviewers who make mistakes

Answer: D

Diff: 2 Page Ref: 119

Skill: Concept

Objective: 4-3

55) 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?

- A) customer satisfaction management
- B) more sophisticated hardware
- C) customer relationship management
- D) decreased marketing intelligence
- E) a marketing information system

Answer: C

Diff: 1 Page Ref: 120

Skill: Concept

Objective: 4-4

56) Which of the following is true about customer relationship management (CRM)?

- A) It relies on information produced through primary research.
- B) Its aim is to maximize profit margins.
- C) Its aim is to increase the efficiency of each customer touchpoint.
- D) Its aim is to maximize customer loyalty.
- E) Most companies who first implemented CRM have greatly benefited from the results.

Answer: D

Diff: 2 Page Ref: 120

AACSB: Communication

Skill: Concept

Objective: 4-4

57) What is the purpose of a data warehouse?

- A) to organize internal and external data by relevance
- B) to gather and integrate information a company already has
- C) to interpret data
- D) to analyze data
- E) to identify and discard outdated data

Answer: B

Diff: 2 Page Ref: 120

AACSB: Use of IT

Skill: Concept

Objective: 4-4

58) In CRM, findings about customers discovered through _____ techniques often lead to marketing opportunities.

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

Answer: B

Diff: 2 Page Ref: 120

AACSB: Use of IT

Skill: Concept

Objective: 4-4

59) 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?

- A) an intranet
- B) an extranet
- C) the Internet
- D) marketing research
- E) marketing intelligence

Answer: A

Diff: 2 Page Ref: 122

AACSB: Use of IT

Skill: Concept

Objective: 4-3

60) Marketing information is only valuable when it is used to _____.

- A) simplify management's job
- B) identify a target market
- C) please shareholders
- D) increase efficiencies in the supply chain
- E) make better marketing decisions

Answer: E

Diff: 2 Page Ref: 122

Skill: Concept

Objective: 4-4

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 _____.

- A) experiments
- B) informal surveys
- C) observation
- D) marketing intelligence
- E) direct marketing

Answer: B

Diff: 2 Page Ref: 123

AACSB: Communication

Skill: Concept

Objective: 4-5

62) Small organizations can obtain, with minimal effort, most of which type of data available to large businesses?

- A) observational
- B) experimental
- C) touch point
- D) primary
- E) secondary

Answer: E

Diff: 2 Page Ref: 123

Skill: Concept

Objective: 4-5

63) You have been asked to locate secondary data for your small organization's research needs. Which of the following is NOT a common source for this type of research?

- A) the local chamber of commerce
- B) the U.S. Census Bureau
- C) competitors' Web sites
- D) online surveys
- E) the Bureau of Economic Analysis

Answer: D

Diff: 2 Page Ref: 123

Skill: Concept

Objective: 4-5

64) The availability of which of the following is most problematic in international marketing research?

- A) primary data
- B) research specialists
- C) secondary data
- D) intelligence limitations
- E) consumers willing to answer survey questions

Answer: C

Diff: 2 Page Ref: 124

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

65) 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 _____.

- A) samples
- B) research firms
- C) customer relationships with nationals
- D) relations with channel members
- E) analytical models

Answer: A

Diff: 2 Page Ref: 124

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

66) What do many researchers encounter when conducting market research in foreign countries?

- A) Some countries have few telephones, limiting access to respondents.
- B) Some countries have poor mail services.
- C) Some countries have poor roads that limit personal contacts.
- D) Some cultures do not value marketing research.
- E) all of the above

Answer: E

Diff: 1 Page Ref: 124-125

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

42) Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements?

- A) individual interviewing
- B) Internet surveys
- C) telephone surveys
- D) ethnographic research
- E) observational research

Answer: A

Diff: 2 Page Ref: 112

AACSB: Communication

Skill: Concept

Objective: 4-3

43) A consumer is most likely to be paid a small fee for participating in which of the following?

- A) a telephone interview
- B) a mail-in survey
- C) an Internet survey
- D) a focus group interview
- E) an observational interview

Answer: D

Diff: 2 Page Ref: 112

Skill: Concept

Objective: 4-3

44) 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 _____.

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

Answer: D

Diff: 2 Page Ref: 112

Skill: Concept

Objective: 4-3

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

45) Which of the following is a disadvantage of online focus groups?

- A) Participants must be in a central location.
- B) The Internet format can restrict respondents' expressiveness.
- 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.

Answer: B

Diff: 2 Page Ref: 114

AACSB: Use of IT

Skill: Concept

Objective: 4-3

46) Which of the following is NOT an advantage of Web-based research?

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

Answer: D

Diff: 2 Page Ref: 115

AACSB: Use of IT

Skill: Concept

Objective: 4-3

47) Del Monte has created an _____ called "I Love My Dog"; this online community allows company-selected dog enthusiasts to complete product-related polls, chat with product developers, and provide feedback about specific products.

- A) online experiment
- B) online social network
- C) Internet survey
- D) immersion group
- E) expert panel

Answer: B

Diff: 2 Page Ref: 116-117

AACSB: Use of IT

Skill: Concept

Objective: 4-3

studying a small _____ of the total consumer population.

- A) group
- B) target group
- C) population
- D) sample
- E) audience

Answer: D

Diff: 1 Page Ref: 115

Skill: Concept

Objective: 4-3

49) You generally need to ask three questions when developing a sampling plan. Which of the questions below is one of these three?

- A) Who should be left out of the sample (sampling exclusion)?
- B) How should we contact the sample (sampling approach)?
- C) Why should respondents be selected (sampling justification)?
- D) How should participants be chosen (sampling procedure)?
- E) none of the above

Answer: D

Diff: 3 Page Ref: 116

Skill: Concept

Objective: 4-3

50) What is a major drawback of probability sampling?

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

Answer: A

Diff: 3 Page Ref: 116

Skill: Concept

Objective: 4-3

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

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

Answer: B

Diff: 1 Page Ref: 118

Skill: Concept

Objective: 4-3

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

52) The most common research instrument used is the _____.

- A) mechanical device
- B) live interviewer
- C) questionnaire
- D) focus group
- E) people meter

Answer: C

Diff: 2 Page Ref: 118

Skill: Concept

Objective: 4-3

53) In marketing research, the _____ phase is generally the most expensive and most subject to error.

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

Answer: E

Diff: 2 Page Ref: 119

Skill: Concept

Objective: 4-3

54) 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?

A) contacting respondents

B) respondents who give biased answers

C) interviewers who take shortcuts

D) interpreting and reporting the findings

E) interviewers who make mistakes

Answer: D

Diff: 2 Page Ref: 119

Skill: Concept

Objective: 4-3

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

55) 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?

- A) customer satisfaction management
- B) more sophisticated hardware
- C) customer relationship management
- D) decreased marketing intelligence
- E) a marketing information system

Answer: C

Diff: 1 Page Ref: 120

Skill: Concept

Objective: 4-4

56) Which of the following is true about customer relationship management (CRM)?

- A) It relies on information produced through primary research.
- B) Its aim is to maximize profit margins.
- C) Its aim is to increase the efficiency of each customer touchpoint.
- D) Its aim is to maximize customer loyalty.
- E) Most companies who first implemented CRM have greatly benefited from the results.

Answer: D

Diff: 2 Page Ref: 120

AACSB: Communication

Skill: Concept

Objective: 4-4

57) What is the purpose of a data warehouse?

- A) to organize internal and external data by relevance
- B) to gather and integrate information a company already has
- C) to interpret data
- D) to analyze data
- E) to identify and discard outdated data

Answer: B

Diff: 2 Page Ref: 120

AACSB: Use of IT

Skill: Concept

58) In CRM, findings about customers discovered through _____ techniques often lead to marketing opportunities.

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

Answer: B

Diff: 2 Page Ref: 120

AACSB: Use of IT

Skill: Concept

Objective: 4-4

59) 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?

- A) an intranet
- B) an extranet
- C) the Internet
- D) marketing research
- E) marketing intelligence

Answer: A

Diff: 2 Page Ref: 122

AACSB: Use of IT

Skill: Concept

Objective: 4-3

60) Marketing information is only valuable when it is used to _____.

- A) simplify management's job
- B) identify a target market
- C) please shareholders
- D) increase efficiencies in the supply chain
- E) make better marketing decisions

Answer: E

Diff: 2 Page Ref: 122

Skill: Concept

Objective: 4-4

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

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 _____.

- A) experiments
- B) informal surveys
- C) observation
- D) marketing intelligence
- E) direct marketing

Answer: B

Diff: 2 Page Ref: 123

AACSB: Communication

Skill: Concept

Objective: 4-5

62) Small organizations can obtain, with minimal effort, most of which type of data available to large businesses?

- A) observational
- B) experimental
- C) touch point
- D) primary
- E) secondary

Answer: E

Diff: 2 Page Ref: 123

Skill: Concept

Objective: 4-5

63) You have been asked to locate secondary data for your small organization's research needs. Which of the following is NOT a common source for this type of research?

- A) the local chamber of commerce
- B) the U.S. Census Bureau
- C) competitors' Web sites
- D) online surveys
- E) the Bureau of Economic Analysis

Answer: D

Diff: 2 Page Ref: 123

Skill: Concept

Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

64) The availability of which of the following is most problematic in international marketing research?

- A) primary data
- B) research specialists
- C) secondary data
- D) intelligence limitations
- E) consumers willing to answer survey questions

Answer: C

Diff: 2 Page Ref: 124

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

65) 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 _____.

- A) samples
- B) research firms
- C) customer relationships with nationals
- D) relations with channel members
- E) analytical models

Answer: A

Diff: 2 Page Ref: 124

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

66) What do many researchers encounter when conducting market research in foreign countries?

- A) Some countries have few telephones, limiting access to respondents.

- B) Some countries have poor mail services.
- C) Some countries have poor roads that limit personal contacts.
- D) Some cultures do not value marketing research.
- E) all of the above

Answer: E

Diff: 1 Page Ref: 124-125

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

67) Cultural differences, especially those involving language, can add to research costs in foreign markets and can increase the _____.

- A) risk of error
- B) foreign trade
- C) response rate
- D) likelihood of using a smaller sample
- E) reliance on primary data

Answer: A

Diff: 2 Page Ref: 125

AACSB: Multicultural and Diversity

Skill: Concept

Objective: 4-5

68) Anna Gregory just read a marketing research report about the top 25 countries that purchase American products. What would the report most likely say about international research involving these countries?

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

Answer: D

Diff: 3 Page Ref: 125

Skill: Concept

Objective: 4-5

69) Choose the statement that is NOT a typical consumer concern about intrusion on consumer privacy.

- A) Sophisticated researchers probe our deepest feelings.
- B) Marketers use personal information to manipulate our buying.
- C) Marketers build huge databases full of personal information.
- D) Marketers make too many products and services available, creating unnecessary consumer wants.
- E) Protecting personal information is increasingly important.

Answer: D

Diff: 1 Page Ref: 125-127

AACSB: Ethical Reasoning

Skill: Concept

Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

- 70) Behavioral targeting, the practice of _____, is being used by more and more companies.
- A) tracking customers' activities and rewarding customer loyalty
 - B) managing customer relationships
 - C) mining and analyzing data from data warehouses
 - D) creating a virtual customer profile

D) tracking consumers' online movements and using this information to target ads to them
E) observing and interacting with consumers in their natural environments

Answer: D

Diff: 2 Page Ref: 126

AACSB: Use of IT

Skill: Concept

Objective: 4-5

71) Consumers will be most likely to gladly provide research information when researchers provide _____.

A) coupons

B) value for the exchange

C) prizes

D) rebates

E) social network membership

Answer: B

Diff: 2 Page Ref: 128

AACSB: Communication

Skill: Concept

Objective: 4-5

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

A) Ask only for the information needed.

B) Use information responsibly to provide value.

C) Avoid sharing information without the customer's permission.

D) Sell the information only when it is financially worthwhile.

E) Fully explain to the respondents how the information will be used.

Answer: D

Diff: 1 Page Ref: 128

AACSB: Ethical Reasoning

Skill: Concept

Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

73) Many major companies have created the position of _____ to address concerns about the privacy of customers.

- A) chief customer loyalty manager
- B) chief behavioral analyst
- C) chief privacy officer
- D) ethics manager
- E) data warehouse manager

Answer: C

Diff: 2 Page Ref: 128

AACSB: Ethical Reasoning

Skill: Concept

Objective: 4-5

74) Google and Yahoo! routinely post ads related to a user's keyword searches alongside the searches. This practice is called _____.

- A) using "cookies"
- B) consumer tracking
- C) contextual targeting
- D) cobranding
- E) data mining

Answer: C

Diff: 2 Page Ref: 126
AACSB: Use of IT
Skill: Concept
Objective: 4-5

75) To address concerns about the misuse of research study findings, several highly regarded marketing associations have developed _____.

- A) customer relationship management guidelines
- B) behavioral targeting "Do Not Track" lists
- C) chief privacy officer job descriptions
- D) codes of research ethics
- E) bans against using "cookies"

Answer: D

Diff: 2 Page Ref: 128

AACSB: Ethical Reasoning
Skill: Concept
Objective: 4-5

To download more slides, ebook, solutions and test bank, visit <http://downloadslide.blogspot.com>

76) Diana Dion is currently researching data sources from within her company to make marketing decisions. Diana is making use of _____ databases.

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

Answer: B

Diff: 1 Page Ref: 102

AACSB: Reflective Thinking

Skill: Application

Objective: 4-2

77) 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, which of the following would be the best for your department to use?

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

Answer: D

Diff: 2 Page Ref: 103

AACSB: Reflective Thinking

Skill: Application

Objective: 4-2

78) Patti Lovelace is making a presentation to the owners of her company. She is trying to convince them to conduct some current marketing research. Which of the following would she be LEAST likely to emphasize as a benefit or selling point of marketing research?

- A) assessing market potential and market share
- B) understanding customer satisfaction and purchase behavior
- C) measuring the effectiveness of pricing and accounting
- D) measuring the effectiveness of distribution and promotion activities
- E) understanding customer motivation

Answer: C

Diff: 3 Page Ref: 105

AACSB: Analytic Skills

137) You have decided to run for a local political office. You want to hand-deliver campaign materials in person to the homes of voters. Explain how marketing intelligence plays a role in this scenario.

Answer: 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 your visits.

Diff: 3 Page Ref: 103

AACSB: Analytic Skills

Skill: Application

Objective: 4-2

138) When do marketers need marketing research?

Answer: Marketing research becomes important when marketing intelligence cannot provide the detailed information needed for a specific situation.

Diff: 1 Page Ref: 105

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

139) Explain why exploratory research, descriptive research, or causal research would be the best method for determining whether shoppers in the Midwest are more sensitive to a price increase for laundry soap than shoppers on the East Coast are.

Answer: 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.

Diff: 3 Page Ref: 106

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

140) Why is it important for the statement of the problem and the research objectives to guide the entire research process?

Answer: 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.

Diff: 2 Page Ref: 106

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

141) 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?

Answer: 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.

Diff: 3 Page Ref: 107

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

142) You want to determine whether no-smoking policies have impacted employee morale in the United States among workers in companies that employ fewer than 50 workers in Fort Wayne, Indiana. Are any secondary data likely available? Why?

Answer: Because the data sought are so specific, there will likely not be much, if any, data that specifically answer the question.

Diff: 2 Page Ref: 107

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

143) Give two ways that a researcher should evaluate information in on online databases.

Answer: The researcher should evaluate whether the data are relevant, current, unbiased, and accurately presented.

Diff: 1 Page Ref: 109

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

144) You are trying to determine whether retired people drink more coffee at McDonald's during lunch than they do during dinner. Why is observation research NOT effective in this scenario?

Answer: It is difficult to determine, just by looking, whether people are retired.

Diff: 2 Page Ref: 109

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

145) Why would survey research be a better approach than observation research when attempting to assess customer satisfaction?

Answer: 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.

Diff: 2 Page Ref: 110

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

146) A marketer of frozen dinners 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 green beans should be included with the turkey entrée?

Answer: 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 provided meals.

Diff: 2 Page Ref: 112

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

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

Answer: 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.

Diff: 1 Page Ref: 117

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

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

Answer: 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 marketing manager will lead to the most appropriate interpretation for the given situation.

Diff: 2 Page Ref: 120

AACSB: Analytic Skills

Skill: Application

Objective: 4-3

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

Answer: Unlike the United States, many countries have no or almost no research services; in addition, most international research services operate in only a handful of countries.

Diff: 2 Page Ref: 124

AACSB: Multicultural and Diversity

Skill: Application

Objective: 4-5

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

Answer: 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.

Diff: 2 Page Ref: 127

AACSB: Communication

Skill: Application

Objective: 4-5