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| 1. The general purpose of exploratory research is to gain \_\_\_\_\_\_\_\_\_ so that problems and opportunities can be more clearly defined.   |  |  |  | | --- | --- | --- | |  | a. | insights and ideas | |  | b. | facts and figures | |  | c. | buy-in and support | |  | d. | definitive data | |  | e. | tactical advantage |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Exploratory research is primarily used to gain insights and ideas so that problems and opportunities can be more clearly defined. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/20/2017 5:09 AM | | *DATE MODIFIED:* | 7/20/2017 5:10 AM | |

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| 2. Which of the following is NOT what exploratory research is used for?   |  |  |  | | --- | --- | --- | |  | a. | Better formulating the manager’s decision problem | |  | b. | Getting a definitive answer | |  | c. | Increasing the researcher’s familiarity with the problem | |  | d. | Clarifying concepts | |  | e. | None of these statements are false; they are all true. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of the above are uses of exploratory research except reaching a conclusive answer. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/20/2017 5:12 AM | | *DATE MODIFIED:* | 7/20/2017 5:13 AM | |

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| 3. A hypothesis   |  |  |  | | --- | --- | --- | |  | a. | is a broad, vague problem statement. | |  | b. | cannot be discovered during research. | |  | c. | is only found in causal research. | |  | d. | is an educated guess about how two or more variables are related. | |  | e. | does not have clear implications for testing the relationship between variables. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | A statement that specifies how two or more measurable variables are related is known as a hypothesis. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/20/2017 5:18 AM | | *DATE MODIFIED:* | 7/20/2017 5:19 AM | |

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| 4. Exploratory studies typically   |  |  |  | | --- | --- | --- | |  | a. | consume most of the research budget. | |  | b. | are large-scale and highly structured. | |  | c. | are small-scale and flexible. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Typically, exploratory studies are both small-scale and flexible. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.02 - Specify the key characteristics of exploratory research. | | *DATE CREATED:* | 7/20/2017 5:35 AM | | *DATE MODIFIED:* | 9/20/2017 1:49 PM | |

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| 5. Which of the following is one of the quickest and least costly ways to conduct exploratory research?   |  |  |  | | --- | --- | --- | |  | a. | Focus group | |  | b. | Data mining | |  | c. | Benchmarking | |  | d. | Literature search | |  | e. | Case analysis |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | One of the quickest and least costly forms of exploratory research is literature search. See 4-1: Literature Search. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:38 AM | | *DATE MODIFIED:* | 7/20/2017 5:39 AM | |

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| 6. Capitol Brewing Inc.'s management is very concerned with declining sales of their major product, a dark ale, and has asked for help understanding the reasons. The most appropriate way to begin is with   |  |  |  | | --- | --- | --- | |  | a. | causal research. | |  | b. | descriptive research. | |  | c. | exploratory research. | |  | d. | exploratory and causal research. | |  | e. | descriptive and causal research. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | To understand the reasons for this problem, exploratory research should be used. See 4-1: Literature Search. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:43 AM | | *DATE MODIFIED:* | 7/20/2017 5:44 AM | |

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| 7. Exploratory research for Capitol Brewing seems to indicate that sales for dark lager are down for all breweries. This is an example of which kind of problem?   |  |  |  | | --- | --- | --- | |  | a. | A firm problem | |  | b. | A consumer problem | |  | c. | A perception problem | |  | d. | An industry problem | |  | e. | An ethical problem |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Problems with all firms in an industry indicates an industry problem. See 4-1: Literature Search. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:48 AM | | *DATE MODIFIED:* | 7/20/2017 5:50 AM | |

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| 8. Finding answers and drawing conclusions is better left to more \_\_\_\_\_\_ research.   |  |  |  | | --- | --- | --- | |  | a. | informal | |  | b. | formal | |  | c. | exploratory | |  | d. | consumer | |  | e. | scientific |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Unlike exploratory research, formal research is better at finding definitive answers and conclusions for a problem. See 4-1: Literature Search. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:51 AM | | *DATE MODIFIED:* | 7/20/2017 5:52 AM | |

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| 9. Exploratory research that attempts to draw from the knowledge and experience of those who have relevant information to the issue driving the research is an example of   |  |  |  | | --- | --- | --- | |  | a. | focus groups. | |  | b. | data mining. | |  | c. | nominal groups. | |  | d. | case analyses. | |  | e. | depth interviews. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | A depth interview is exploratory research that attempts to draw from the knowledge and experience of those who have relevant information to the issue driving the research. See 4-2: Depth Interviews. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:53 AM | | *DATE MODIFIED:* | 7/20/2017 5:55 AM | |

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| 10. Candidates for depth interviews could include   |  |  |  | | --- | --- | --- | |  | a. | current customers. | |  | b. | members of the target market. | |  | c. | executives and managers of the company. | |  | d. | wholesalers and retailers. | |  | e. | All of these are candidates for depth interviews. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are candidates for depth interviews. See 4-2: Depth Interviews. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:56 AM | | *DATE MODIFIED:* | 7/20/2017 5:57 AM | |

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| 11. Which of the following statements about depth interviews in NOT true?   |  |  |  | | --- | --- | --- | |  | a. | They are used to conduct exploratory research. | |  | b. | They don't require a random sample. | |  | c. | They are usually informal. | |  | d. | They often yield a final, conclusive answer to the problem. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of the above statements are true about depth interviews except that they yield a final, conclusive answer to the problem. See 4-2: Depth Interviews. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 5:58 AM | | *DATE MODIFIED:* | 7/20/2017 5:59 AM | |

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| 12. A \_\_\_\_\_\_\_ brings together a small number of individuals to talk about a topic of interest to the researcher.   |  |  |  | | --- | --- | --- | |  | a. | depth interview | |  | b. | focus group | |  | c. | data mining | |  | d. | case analysis | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Focus groups bring together a small number of individuals to talk about a topic of interest to the researcher. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 6:04 AM | | *DATE MODIFIED:* | 7/20/2017 6:05 AM | |

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| 13. The key feature that distinguishes focus groups from depth interviews is   |  |  |  | | --- | --- | --- | |  | a. | group interaction. | |  | b. | the presence of a researcher. | |  | c. | the expertise of the participant(s). | |  | d. | the time required to do one. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The key feature that distinguishes focus groups from depth interviews is the group interaction. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 6:07 AM | | *DATE MODIFIED:* | 7/20/2017 6:09 AM | |

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| 14. Although focus groups vary in size, most consist of \_\_\_\_\_\_ members.   |  |  |  | | --- | --- | --- | |  | a. | 1–2 | |  | b. | 3–4 | |  | c. | 8–12 | |  | d. | 15–18 | |  | e. | 20 or more |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Typically, focus groups should consist of 8–12 members. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 6:18 AM | | *DATE MODIFIED:* | 7/20/2017 6:21 AM | |

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| 15. The time to stop having focus groups is when   |  |  |  | | --- | --- | --- | |  | a. | the research budget has been exhausted. | |  | b. | they show diminishing returns. | |  | c. | you get definitive answers to your research problem. | |  | d. | you’ve completed five focus groups. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Once focus groups start to show diminishing returns, it should be stopped. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 6:23 AM | | *DATE MODIFIED:* | 7/20/2017 6:25 AM | |

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| 16. Which of the following best represents the objective of the moderator in conducting a focus group?   |  |  |  | | --- | --- | --- | |  | a. | Strictly following the moderator’s guidebook | |  | b. | Allowing for a free-flow of ideas that are unrestricted and therefore more conducive to creativity | |  | c. | Striking a balance between stimulating natural discussions while ensuring the group does not wander too far from the topic | |  | d. | To include as many people as possible in a particular group; this enables the results to be more representative | |  | e. | The moderator must be completely unfamiliar with the purpose of the research. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The moderator of a focus group should seek to strike a balance between stimulating natural discussions while ensuring the group does not wander too far from the topic. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.04 - Identify the key person in a focus group. | | *DATE CREATED:* | 7/20/2017 6:28 AM | | *DATE MODIFIED:* | 7/20/2017 6:29 AM | |

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| 17. A weakness of focus groups has to do with how the results are   |  |  |  | | --- | --- | --- | |  | a. | interpreted. | |  | b. | gathered. | |  | c. | used. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A weakness of focus groups can be illustrated through how the results are interpreted. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:10 AM | | *DATE MODIFIED:* | 9/20/2017 1:50 PM | |

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| 18. Benefits of focus groups include   |  |  |  | | --- | --- | --- | |  | a. | ideas that can drop “out of the blue”. | |  | b. | snowballing ideas. | |  | c. | more spontaneous responses than in one-on-one interviews. | |  | d. | easy interpretation of responses. | |  | e. | All of these choices are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are potential benefits of focus groups except the easy interpretation of responses. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:14 AM | | *DATE MODIFIED:* | 7/20/2017 7:15 AM | |

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| 19. The primary difference between nominal groups and focus groups is that nominal groups require   |  |  |  | | --- | --- | --- | |  | a. | more participants. | |  | b. | less time. | |  | c. | little or no moderation. | |  | d. | complete anonymity. | |  | e. | written responses from participants. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Written responses from participants in nominal groups represent the primary difference between nominal groups and focus groups. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:17 AM | | *DATE MODIFIED:* | 7/20/2017 7:18 AM | |

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| 20. A technique for searching for statistical patterns in datasets is   |  |  |  | | --- | --- | --- | |  | a. | ethnography | |  | b. | benchmarking | |  | c. | data mining | |  | d. | projective methods | |  | e. | case analyses |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Data mining is a technique for searching for statistical patterns in datasets. See 4-4: Data Mining. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:20 AM | | *DATE MODIFIED:* | 7/20/2017 7:21 AM | |

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| 21. Using different ads in different geographic areas and investigating which ad generated the highest sales is an example of \_\_\_\_\_\_\_\_ research design.   |  |  |  | | --- | --- | --- | |  | a. | causal | |  | b. | exploratory | |  | c. | longitudinal | |  | d. | descriptive | |  | e. | panel |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Causal research should be used over exploratory research for this problem. See 4-4: Data Mining. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:25 AM | | *DATE MODIFIED:* | 7/20/2017 7:28 AM | |

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| 22. In general, the first step in conducting exploratory research is to   |  |  |  | | --- | --- | --- | |  | a. | assemble a focus group. | |  | b. | perform an experience survey. | |  | c. | conduct a literature search. | |  | d. | perform an analysis of selected cases. | |  | e. | narrow a group of hypotheses to one specific hypothesis for investigation. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Typically, the first step in conducting exploratory research is to conduct a literature search. See 4-1: Literature Search. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:30 AM | | *DATE MODIFIED:* | 7/20/2017 7:31 AM | |

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| 23. The president of the Cola Beverage Company is very concerned with declining sales of the company's flagship beverage and has asked for your assistance in finding the reason for the decline. The most appropriate way to begin this research project is with   |  |  |  | | --- | --- | --- | |  | a. | a survey of consumers. | |  | b. | an experiment in which price is systematically varied. | |  | c. | descriptive research. | |  | d. | exploratory research. | |  | e. | causal research. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This type of problem should warrant exploratory research as the first step in finding a solution. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/20/2017 7:34 AM | | *DATE MODIFIED:* | 7/20/2017 7:36 AM | |

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| 24. The study of selected examples of the phenomenon about which insights are needed is   |  |  |  | | --- | --- | --- | |  | a. | benchmarking. | |  | b. | ethnography. | |  | c. | case analysis. | |  | d. | data mining. | |  | e. | depth interview. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | A case analysis is the study of selected examples of the phenomenon about which insights are needed. See 4-5: Case Analyses. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:39 AM | | *DATE MODIFIED:* | 7/20/2017 7:42 AM | |

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| 25. The market research team at Initech was asked to discover how to address deficiencies in the TPS reporting process. The team is studying the processes used by Globex, which has a world-class TPS reporting process. The research technique being used in this case is   |  |  |  | | --- | --- | --- | |  | a. | benchmarking. | |  | b. | ethnography. | |  | c. | ethnography. | |  | d. | data mining. | |  | e. | depth interview. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The research technique described here is known as benchmarking. See 4-5: Case Analyses. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/20/2017 7:46 AM | | *DATE MODIFIED:* | 7/20/2017 7:48 AM | |

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| 26. With any form of exploratory research, the usefulness of a technique for generating insights depends on the \_\_\_\_\_\_\_\_\_\_\_\_\_ of the analysis.   |  |  |  | | --- | --- | --- | |  | a. | depth and breadth | |  | b. | subjectivity and maturity | |  | c. | quality and objectivity | |  | d. | cost and duration | |  | e. | cause and effect |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The usefulness of a technique used for exploratory research depends on the quality and objectivity of the analysis. See 4-5: Case Analyses. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.05 - Discuss the two major pitfalls to avoid with focus groups (or any other form of exploratory research). | | *DATE CREATED:* | 7/21/2017 12:40 AM | | *DATE MODIFIED:* | 7/21/2017 12:40 AM | |

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| 27. \_\_\_\_\_\_\_ methods encourage respondents to reveal their own feelings, thoughts, and behaviors by shifting the focus away from the individual through the use of indirect tasks.   |  |  |  | | --- | --- | --- | |  | a. | Proactive | |  | b. | Protective | |  | c. | Pronounced | |  | d. | Prolonged | |  | e. | Projective |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Projective methods encourage respondents to reveal their own feelings, thoughts, and behaviors by shifting the focus away from the individual through the use of indirect tasks. See 4-6: Projective Methods. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 12:41 AM | | *DATE MODIFIED:* | 7/21/2017 12:42 AM | |

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| 28. Which of the following is NOT one of the common projective method techniques?   |  |  |  | | --- | --- | --- | |  | a. | Word association | |  | b. | IQ testing | |  | c. | Sentence completion | |  | d. | Storytelling | |  | e. | Role playing |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of these are common projective method techniques except IQ testing. See 4-6: Projective Methods. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 12:43 AM | | *DATE MODIFIED:* | 7/21/2017 12:44 AM | |

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| 29. One of the major difficulties experienced with projective methods arises   |  |  |  | | --- | --- | --- | |  | a. | in the interpretation of the replies. | |  | b. | when trying to secure the respondent’s cooperation. | |  | c. | in the lack of experience of the respondents with these techniques. | |  | d. | in the distorted frame of reference of the interviewers. | |  | e. | There are no problems with projective methods. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The interpretation of replies is one of the major difficulties experienced with exploratory research. See 4-6: Projective Methods. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 12:45 AM | | *DATE MODIFIED:* | 7/21/2017 12:46 AM | |

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| 30. Exploratory studies do not involve   |  |  |  | | --- | --- | --- | |  | a. | the analysis of selected cases. | |  | b. | probability sampling plans. | |  | c. | experience surveys. | |  | d. | good luck. | |  | e. | a search of published statistics. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of the above are involved in exploratory studies except the probability of sampling plans. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 12:47 AM | | *DATE MODIFIED:* | 7/21/2017 12:48 AM | |

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| 31. You are the product manager for Buckstars Coffee, a nationally distributed brand. Buckstars has been declining in absolute level of sales for the last four consecutive months. You ask the marketing research department to do a study to determine why sales have declined. The most appropriate research strategy is   |  |  |  | | --- | --- | --- | |  | a. | an experimental study. | |  | b. | a field experiment followed by an exploratory study. | |  | c. | an experimental study followed by a descriptive study. | |  | d. | an exploratory study. | |  | e. | a descriptive study involving a field survey of actual and potential customers. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The most appropriate research strategy for this problem is an exploratory study. See 4-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 12:49 AM | | *DATE MODIFIED:* | 7/21/2017 12:50 AM | |

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| 32. A small group of people brought together to discuss a topic of interest to researchers is known as a(n)   |  |  |  | | --- | --- | --- | |  | a. | task force. | |  | b. | guidance committee. | |  | c. | experience group. | |  | d. | focus group. | |  | e. | development group. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | A focus group is a small group of people brought together to discuss a topic of interest to researchers. See 4-3: Focus Groups. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 12:52 AM | | *DATE MODIFIED:* | 7/21/2017 12:52 AM | |

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| 33. In general, exploratory research is appropriate for any problem about which much is known.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 12:53 AM | | *DATE MODIFIED:* | 7/21/2017 12:54 AM | |

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| 34. Researchers can't afford to devote the bulk of the research budget to exploratory research.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 12:56 AM | | *DATE MODIFIED:* | 7/21/2017 12:56 AM | |

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| 35. Exploratory studies are very inflexible with regard to methods.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.02 - Specify the key characteristics of exploratory research. | | *DATE CREATED:* | 7/21/2017 12:57 AM | | *DATE MODIFIED:* | 7/21/2017 12:59 AM | |

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| 36. Research investigators often follow their intuition in an exploratory study.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 1:00 AM | | *DATE MODIFIED:* | 7/21/2017 1:02 AM | |

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| 37. When conducting depth interviews, the questions should be general.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:03 AM | | *DATE MODIFIED:* | 7/21/2017 1:04 AM | |

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| 38. Focus group respondents are usually selected so that the group is relatively homogeneous.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:16 AM | | *DATE MODIFIED:* | 7/21/2017 1:16 AM | |

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| 39. Focus groups are less susceptible to executive and researcher biases than most other exploratory techniques.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:17 AM | | *DATE MODIFIED:* | 7/21/2017 1:18 AM | |

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| 40. Like focus groups, nominal groups are a terrific technique for generating new ideas.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:19 AM | | *DATE MODIFIED:* | 7/21/2017 1:19 AM | |

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| 41. In case analysis, cases that reflect extremes of behavior are bad candidates for study.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:20 AM | | *DATE MODIFIED:* | 7/21/2017 1:20 AM | |

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| 42. The goal of exploratory research is to discover facts and figures.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 1:21 AM | | *DATE MODIFIED:* | 7/21/2017 1:22 AM | |

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| 43. A hypothesis is a statement that specifies how two or more measurable variables are related.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.01 - Describe the basic uses of exploratory research. | | *DATE CREATED:* | 7/21/2017 1:23 AM | | *DATE MODIFIED:* | 7/21/2017 1:23 AM | |

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| 44. Almost all marketing research projects should start with a literature search.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:24 AM | | *DATE MODIFIED:* | 7/21/2017 1:25 AM | |

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| 45. Group interaction is the key aspect that distinguishes focus groups interviews from depth interviews.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:25 AM | | *DATE MODIFIED:* | 7/21/2017 1:26 AM | |

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| 46. A projective technique involves the use of a vague hypothesis that an individual is asked to describe, expand upon, or build a structure around.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:27 AM | | *DATE MODIFIED:* | 7/21/2017 1:27 AM | |

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| 47. The success of the case analysis approach depends upon the researcher's ability to interpret the diverse mass of information that is collected across cases.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:28 AM | | *DATE MODIFIED:* | 7/21/2017 1:28 AM | |

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| 48. Compare and contrast focus and nominal groups   |  |  | | --- | --- | | *ANSWER:* | Focus groups are moderator-led small group (8–12 people) interviews. The topics are available to the moderator on a rough outline instead of a specific survey format. Group members are relatively homogeneous, and interaction is expected. Participants are exposed to the ideas of the other group members and can respond to those ideas with ones of their own. Nominal groups are similar in all these areas. The key difference is that nominal group moderators ask participants to provide written responses prior to opening group discussion. It is believed this subtle difference does a lot to help avoid "group think". | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 4.03 - Discuss the various types of exploratory research and describe each. | | *DATE CREATED:* | 7/21/2017 1:30 AM | | *DATE MODIFIED:* | 7/21/2017 1:31 AM | |