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| 1. Which of the following is an example of secondary data?   |  |  |  | | --- | --- | --- | |  | a. | An online survey to gather demographic information on product purchasers | |  | b. | Existing data compiled from product warranty registration cards | |  | c. | Neither of these are correct. | |  | d. | Both of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | An example of secondary data is either existing data compiled from product warranty registration cards or published industry statistics. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/21/2017 4:37 AM | | *DATE MODIFIED:* | 9/20/2017 1:55 PM | |

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| 2. Which of the following is a general rule of marketing research data sources?   |  |  |  | | --- | --- | --- | |  | a. | Secondary data should only be used when it is impossible to collect primary data. | |  | b. | Primary data should always be collected. | |  | c. | Look for secondary prior to collecting primary data. | |  | d. | Primary AND secondary data should always be used. | |  | e. | None of these statements are true. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/21/2017 4:41 AM | | *DATE MODIFIED:* | 7/21/2017 4:42 AM | |

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| 3. Putting systems in place that provide marketing research data on an ongoing basis is called   |  |  |  | | --- | --- | --- | |  | a. | the project approach. | |  | b. | the systems approach. | |  | c. | the automated approach. | |  | d. | the repetitive approach. | |  | e. | the scientific approach. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/21/2017 4:53 AM | | *DATE MODIFIED:* | 7/21/2017 4:55 AM | |

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| 4. Secondary data can exist   |  |  |  | | --- | --- | --- | |  | a. | inside the organization only. | |  | b. | outside the organization only. | |  | c. | inside or outside the organization. | |  | d. | from government agencies only, such as the Census Bureau. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Secondary data can exist inside or outside the organization. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/21/2017 4:57 AM | | *DATE MODIFIED:* | 7/21/2017 4:58 AM | |

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| 5. Once a problem has been carefully defined, research projects should begin with   |  |  |  | | --- | --- | --- | |  | a. | a careful search for a marketing research agency. | |  | b. | a comprehensive primary data collection effort. | |  | c. | a careful search for existing secondary data. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Once a problem or opportunity has been defined, the first consideration should be whether or not the information needed to address the issue already exists. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/21/2017 6:12 AM | | *DATE MODIFIED:* | 7/21/2017 6:14 AM | |

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| 6. Which of the following is TRUE?   |  |  |  | | --- | --- | --- | |  | a. | Secondary data is always available. | |  | b. | You should only resort to secondary data if primary data is unavailable. | |  | c. | Primary data collection saves time and money. | |  | d. | Some types of marketing research rely almost exclusively on secondary data. | |  | e. | Any needed secondary data can be found on the internet. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Some types of marketing research rely almost exclusively on secondary data. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/21/2017 6:15 AM | | *DATE MODIFIED:* | 7/21/2017 6:17 AM | |

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| 7. With secondary data, who incurs the expense of collecting it?   |  |  |  | | --- | --- | --- | |  | a. | The user of the secondary data | |  | b. | The government | |  | c. | No one—secondary data by definition is always free. | |  | d. | Taxpayers | |  | e. | The original compiler of the information |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | The original compiler of secondary data will incur the expense of collecting it. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:16 AM | | *DATE MODIFIED:* | 7/25/2017 2:17 AM | |

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| 8. Which of the following statements are TRUE about the problems that commonly arise with secondary data?   |  |  |  | | --- | --- | --- | |  | a. | They are never available when you need it. | |  | b. | They do not completely fit the problem. | |  | c. | They are too expensive to collect and they are never available when you need it. | |  | d. | They are not totally accurate. | |  | e. | They do not completely fit the problem and they are not totally accurate. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Secondary data could potentially not completely fit the problem or be entirely accurate. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:19 AM | | *DATE MODIFIED:* | 9/20/2017 1:56 PM | |

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| 9. Poor fit of secondary data is usually due to which of the following problems?   |  |  |  | | --- | --- | --- | |  | a. | Different units of measurement | |  | b. | Different class definitions | |  | c. | Age of the data | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Secondary data’s poor fit can be attributed to all of these. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:21 AM | | *DATE MODIFIED:* | 7/25/2017 2:21 AM | |

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| 10. Which of the following is NOT a useful means of assessing the accuracy of secondary data?   |  |  |  | | --- | --- | --- | |  | a. | The cost of the data | |  | b. | The source of the data | |  | c. | The sponsor of the research | |  | d. | The data collection methods | |  | e. | The presentation of the data |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these are useful means of assessing the accuracy of secondary data except the cost of the data. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:23 AM | | *DATE MODIFIED:* | 7/25/2017 2:24 AM | |

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| 11. Research that has been collected in such a way that the results will support a particular position is often referred to as \_\_\_\_\_\_ research.   |  |  |  | | --- | --- | --- | |  | a. | sponsored | |  | b. | biased | |  | c. | advocacy | |  | d. | persuasive | |  | e. | supporting |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Advocacy research is research that has been collected in such a way that the results will support a particular position. See 5-1: Secondary Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:27 AM | | *DATE MODIFIED:* | 7/25/2017 2:27 AM | |

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| 12. Which of the following are ways to judge the accuracy of secondary data?   |  |  |  | | --- | --- | --- | |  | a. | Consider the source of the data | |  | b. | Look at the sponsor of the research that yielded the secondary data | |  | c. | Look for evidence that the research was done properly | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are ways to judge the accuracy of secondary data. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:30 AM | | *DATE MODIFIED:* | 9/20/2017 3:31 PM | |

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| 13. Sales and cost data are promising internal secondary data for many research problems. In B2B con-texts, the \_\_\_\_\_\_ is a gold mine of information.   |  |  |  | | --- | --- | --- | |  | a. | sales invoice | |  | b. | packing slip | |  | c. | inventory report | |  | d. | general ledger | |  | e. | accounts payable report |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | A sales invoice contains sales and cost data which are promising internal secondary data for many research problems. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:47 AM | | *DATE MODIFIED:* | 7/25/2017 2:48 AM | |

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| 14. Which of the following is NOT an example of internal secondary data?   |  |  |  | | --- | --- | --- | |  | a. | Customer inquiries | |  | b. | Customer complaints | |  | c. | U.S. Department of Commerce reports | |  | d. | Sales invoices | |  | e. | Product registration card data |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these are examples of internal secondary data except U.S. Department of Commerce reports. See 5-1: Secondary Data. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.02 - List the advantages and disadvantages of working with secondary data. | | *DATE CREATED:* | 7/25/2017 2:58 AM | | *DATE MODIFIED:* | 7/25/2017 2:59 AM | |

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| 15. Marketing Information Systems (MIS) produce \_\_\_\_\_\_\_\_\_\_\_ reports based on data held in an organization's database(s).   |  |  |  | | --- | --- | --- | |  | a. | regular, customized | |  | b. | regular, standardized | |  | c. | random, customized | |  | d. | random, standardized | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Marketing Information Systems produce regular, standardized reports based on data held in an organization’s database(s). See 5-1: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:00 AM | | *DATE MODIFIED:* | 7/25/2017 3:01 AM | |

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| 16. A big advantage of the systems approach over the project approach is   |  |  |  | | --- | --- | --- | |  | a. | current information is available when managers need it. | |  | b. | systems automatically gather all needed information. | |  | c. | The systems approach requires no special software or programming. | |  | d. | The project approach yields less accurate data. | |  | e. | The systems approach better anticipates future informational needs. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Current information is available when managers need it with the systems approach. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:03 AM | | *DATE MODIFIED:* | 7/25/2017 3:04 AM | |

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| 17. The systems approach to marketing research is most accurately compared to a   |  |  |  | | --- | --- | --- | |  | a. | flashbulb. | |  | b. | candle. | |  | c. | strobe light. | |  | d. | lantern. | |  | e. | flame. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The systems approach to marketing research can be compared to a candle. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:05 AM | | *DATE MODIFIED:* | 7/25/2017 3:06 AM | |

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| 18. A big disadvantage of the systems approach is   |  |  |  | | --- | --- | --- | |  | a. | it takes a manager a long time to get data. | |  | b. | that managers are limited to the information that is available in the database. | |  | c. | that the databases lack historical information. | |  | d. | that collection of data is a manual, time-consuming process. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Managers are limited to the information that is available in the database with the systems approach. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:11 AM | | *DATE MODIFIED:* | 7/25/2017 3:11 AM | |

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| 19. The challenge of having a Marketing Information System (MIS) be effective is   |  |  |  | | --- | --- | --- | |  | a. | to train managers on its use. | |  | b. | to justify the cost of the system. | |  | c. | to protect the data in the system from hackers. | |  | d. | to get accurate reports from the system. | |  | e. | to identify, in advance, the data that managers will need to ensure it gets into the system. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | For a Marketing information System (MIS) to be effective it must seek to identify, in advance, the data that managers will need to ensure it gets into the system. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:12 AM | | *DATE MODIFIED:* | 7/25/2017 3:13 AM | |

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| 20. A key distinction of a Marketing Information System (MIS) is that   |  |  |  | | --- | --- | --- | |  | a. | the information is accurate. | |  | b. | it can only be used by marketing managers. | |  | c. | information is collected on a regular basis. | |  | d. | it does not involve focused reports. | |  | e. | the information is used in making marketing decisions. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Information is collected on a regular basis with a Marketing Information System (MIS). See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:18 AM | | *DATE MODIFIED:* | 7/25/2017 3:19 AM | |

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| 21. Which of the following components is part of a Decision Support System (DSS)?   |  |  |  | | --- | --- | --- | |  | a. | Data System | |  | b. | Model System | |  | c. | Dialog System | |  | d. | All of these are components of a DDS. | |  | e. | Only a and b are part of a DSS. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are components of a Decision Support System. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 3:21 AM | | *DATE MODIFIED:* | 7/25/2017 3:22 AM | |

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| 22. What is the primary difference between a Marketing Information System (MIS) and a Decisions Support System (DSS)?   |  |  |  | | --- | --- | --- | |  | a. | Ease of use | |  | b. | Cost of implementation | |  | c. | A DSS uses software that allows managers to more fully utilize available information to assist in making decisions. | |  | d. | The ability to produce standardized reports | |  | e. | Access to information in a corporate database |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | A DSS uses software that allows managers to more fully utilize available information to assist in making decisions compared to an MIS. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:23 AM | | *DATE MODIFIED:* | 7/25/2017 3:24 AM | |

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| 23. A marketing \_\_\_\_\_\_\_\_\_ is one way of visually presenting relevant marketing information to a manager.   |  |  |  | | --- | --- | --- | |  | a. | guide | |  | b. | book | |  | c. | control panel | |  | d. | dashboard | |  | e. | display |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | One way of visually presenting relevant marketing information to a manager is through the use of a marketing dashboard. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:26 AM | | *DATE MODIFIED:* | 7/25/2017 3:27 AM | |

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| 24. One of the most important uses of a Decision Support System (DSS) in marketing is   |  |  |  | | --- | --- | --- | |  | a. | Accounts Receivable Visualization. | |  | b. | Enterprise Resource Planning (ERP). | |  | c. | Revenue Automation. | |  | d. | Marketing Information Systems (MIS). | |  | e. | Customer Relationship Management (CRM). |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Customer Relationship Management (CRM) is one of the most important uses of a Decision Support System (DSS) in marketing. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 3:28 AM | | *DATE MODIFIED:* | 7/25/2017 3:29 AM | |

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| 25. Which of the following is NOT one of the modules of a typical Decision Support System (DSS)?   |  |  |  | | --- | --- | --- | |  | a. | Customer information | |  | b. | General economic and demographic information | |  | c. | Employee information | |  | d. | Competitor information | |  | e. | Industry information |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these are modules of a typical Decision Support System except employee information. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 3:30 AM | | *DATE MODIFIED:* | 7/25/2017 3:31 AM | |

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| 26. A concern about the expanding number of commercial databases and corporate information systems is the issue of   |  |  |  | | --- | --- | --- | |  | a. | privacy. | |  | b. | accuracy. | |  | c. | cost. | |  | d. | access. | |  | e. | compatibility. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | One of the concerns about the expanding number of commercial databases and corporate information systems is the issue of privacy. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 3:32 AM | | *DATE MODIFIED:* | 7/25/2017 3:33 AM | |

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| 27. A firm might be expected to initiate a specific research project to supplement the DSS in which of the following situations?   |  |  |  | | --- | --- | --- | |  | a. | Information is needed on projected inflation rates over the next five years. | |  | b. | Information is needed on initial consumer response to the introduction of a new product. | |  | c. | Information is needed to evaluate the past performance of one of the company's wholesale distributors. | |  | d. | Information is needed to determine next year's goals for the company sales force. | |  | e. | Information is needed to forecast demographic needs. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | A firm might initiate a specific research project to supplement the DSS if information is needed on initial consumer response to the introduction of a new product. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 4:45 AM | | *DATE MODIFIED:* | 7/25/2017 4:46 AM | |

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| 28. What system relies most on the production of preformatted reports?   |  |  |  | | --- | --- | --- | |  | a. | Decision Support Systems | |  | b. | Marketing Information System | |  | c. | Research project | |  | d. | Intelligence gathering system | |  | e. | Marketing analysis system |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Due to the regular, standardized nature of Marketing Information Systems, preformatted reports are expected. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 4:47 AM | | *DATE MODIFIED:* | 7/25/2017 4:48 AM | |

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| 29. The set of procedures and methods for the regular planned collection, analysis, and presentation of information for use in making marketing decisions. This describes   |  |  |  | | --- | --- | --- | |  | a. | Decision Support Systems | |  | b. | Marketing Information Systems | |  | c. | Research projects | |  | d. | Verbal presentations | |  | e. | Written presentations |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Due to the regular, standardized nature of Marketing Information Systems, a set of procedures and methods for the collection, analysis, and presentation of information is expected. See 5-2: The Systems Approach. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *ACCREDITING STANDARDS:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 4:50 AM | | *DATE MODIFIED:* | 7/25/2017 4:51 AM | |

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| 30. The data system for a Decisions Support System (DSS) would hold data from   |  |  |  | | --- | --- | --- | |  | a. | a standard source in a standard form. | |  | b. | a standard source in a variety of forms. | |  | c. | a variety of sources in a standard form. | |  | d. | a variety of sources in a variety of forms. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The data system for a DSS would hold data from a variety of sources in a variety of forms. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:09 AM | | *DATE MODIFIED:* | 7/25/2017 5:10 AM | |

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| 31. Data systems most commonly hold information relating to   |  |  |  | | --- | --- | --- | |  | a. | existing customers. | |  | b. | prospective customers. | |  | c. | competitors. | |  | d. | suppliers. | |  | e. | All of these may be held in a data system. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these may be held in a data system. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:11 AM | | *DATE MODIFIED:* | 7/25/2017 5:12 AM | |

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| 32. The component of a Decision Support System that allows users to manipulate the data and conduct analysis is known as the   |  |  |  | | --- | --- | --- | |  | a. | data system. | |  | b. | model system. | |  | c. | dialog system. | |  | d. | information system. | |  | e. | research system. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This component of a DSS is known as the model system. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:15 AM | | *DATE MODIFIED:* | 7/25/2017 5:19 AM | |

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| 33. Which of the following is an example of using the modeling system of a DSS?   |  |  |  | | --- | --- | --- | |  | a. | To enable brand managers to make better marketing mix decisions | |  | b. | To help bankers make stronger credit decisions | |  | c. | To guide managers when they make new product development decisions | |  | d. | To assess alternative marketing plans for motion pictures before they are released | |  | e. | All of these are valid examples. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these represent valid examples of using the modeling system of a DSS. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:20 AM | | *DATE MODIFIED:* | 7/25/2017 5:22 AM | |

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| 34. The primary purpose of dialog systems is to allow the marketing manager to   |  |  |  | | --- | --- | --- | |  | a. | write programs to control the flow of information between various modules in the DSS. | |  | b. | communicate via electronic mail with her sales team. | |  | c. | interact with the DSS to target and manipulate relevant information contained in the DSS database. | |  | d. | collect data from primary sources and add it to the database. | |  | e. | collect data from secondary sources and add it to the database. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The primary purpose of dialog systems is to allow the marketing manager to interact with the DSS to target and manipulate relevant information contained in the DSS database. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:23 AM | | *DATE MODIFIED:* | 7/25/2017 5:24 AM | |

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| 35. All of the following terms are associated with the dialog system EXCEPT   |  |  |  | | --- | --- | --- | |  | a. | the modeling system | |  | b. | data mining | |  | c. | parallel processing | |  | d. | the language system | |  | e. | All of these terms are associated with the dialog system. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these terms are associated with the dialog system except modeling system. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:25 AM | | *DATE MODIFIED:* | 7/25/2017 5:27 AM | |

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| 36. Data should only be added to a Decision Support System (DSS) database if they   |  |  |  | | --- | --- | --- | |  | a. | do not violate privacy protection. | |  | b. | are relevant marketing data. | |  | c. | can be put into a truly accessible form. | |  | d. | All of these are reasons to add data to a DSS database. | |  | e. | Only b and c are reasons to add data to a DSS database. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are reasons to add data to a DSS database. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:31 AM | | *DATE MODIFIED:* | 7/25/2017 5:36 AM | |

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| 37. While reviewing the customer database, the manager of Arthur's Auto Center has a preconceived idea of how the database works and is able to see the interesting and worthwhile applications of the data. Such an idea is called a(n)   |  |  |  | | --- | --- | --- | |  | a. | hypothesis. | |  | b. | model. | |  | c. | manipulation. | |  | d. | procedure. | |  | e. | system. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This idea is called a model. See 5-3: Components of Decision Support System. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.04 - Identify the components of a decision support system. | | *DATE CREATED:* | 7/25/2017 5:37 AM | | *DATE MODIFIED:* | 7/25/2017 5:38 AM | |

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| 38. Many firms have the position of CIO on their organization charts. The primary role of the person filling this position is to   |  |  |  | | --- | --- | --- | |  | a. | assist the Vice President of Marketing. | |  | b. | concentrate on the technical aspects of programming within the DSS. | |  | c. | gather relevant data for the DSS database. | |  | d. | serve as the liaison between the marketing department and other departments such as finance, production, and accounting. | |  | e. | run the company's information and computer systems like a business. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | The CIO’s primary role is to run the company's information and computer systems like a business. See 5-4: Knowledge Management. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 5:44 AM | | *DATE MODIFIED:* | 7/25/2017 5:45 AM | |

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| 39. Which executive is typically in charge of information to ensure that it is used in support of strategic thinking?   |  |  |  | | --- | --- | --- | |  | a. | CEO | |  | b. | COO | |  | c. | CFO | |  | d. | CIO | |  | e. | CMO |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The CIO is typically in charge of information to ensure that it is used in support of strategic thinking. See 5-4: Knowledge Management. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 5:47 AM | | *DATE MODIFIED:* | 7/25/2017 5:48 AM | |

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| 40. The element of a Decision Support System (DSS) that clearly separates it from a Marketing Information System (MIS) is its   |  |  |  | | --- | --- | --- | |  | a. | data system. | |  | b. | model system. | |  | c. | dialog system. | |  | d. | security system. | |  | e. | backup system. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The dialog system clearly separates a DSS from an MIS. See 5-3: Components of Decision Support Systems. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 5:53 AM | | *DATE MODIFIED:* | 7/25/2017 5:54 AM | |

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| 41. Effective MIS or DSS systems are often difficult to implement for which of the following reasons?   |  |  |  | | --- | --- | --- | |  | a. | People tend to resist change. | |  | b. | Decision makers don't want to tell others what factors they use. | |  | c. | Decision makers don't want to share how they combine factors to make decisions. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these represent reasons that make MIS or DSS systems difficult to implement. See 5-4: Knowledge Management. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 5:56 AM | | *DATE MODIFIED:* | 7/25/2017 5:57 AM | |

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| 42. There are two basic ways marketing research can gather marketing intelligence.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:00 AM | | *DATE MODIFIED:* | 7/25/2017 6:02 AM | |

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| 43. Primary data make up most of the data included in the systems approach to marketing research.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:02 AM | | *DATE MODIFIED:* | 7/25/2017 6:04 AM | |

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| 44. When using secondary data, the task of assessing accuracy is more difficult.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:05 AM | | *DATE MODIFIED:* | 7/25/2017 6:06 AM | |

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| 45. Looking for evidence that the research was done properly is a way to gauge the accuracy of secondary data.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:07 AM | | *DATE MODIFIED:* | 7/25/2017 6:09 AM | |

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| 46. Sales and cost data compiled in the normal accounting cycle represent a promising source of external secondary data.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:10 AM | | *DATE MODIFIED:* | 7/25/2017 6:12 AM | |

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| 47. A big advantage of the systems approach over the project approach is that current information needed for normal operations is available when managers need it.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 6:13 AM | | *DATE MODIFIED:* | 7/25/2017 6:14 AM | |

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| 48. One of the easiest tasks when designing and implementing a Marketing Information System (MIS) is to identify in advance the data that managers will need so you can get it into the system.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 6:15 AM | | *DATE MODIFIED:* | 7/25/2017 6:16 AM | |

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| 49. Knowledge management is an effort to randomly collect organizational knowledge and make it accessible to others.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 6:19 AM | | *DATE MODIFIED:* | 7/25/2017 6:19 AM | |

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| 50. The CIO serves as liaison between the firm's top management and its information systems department.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 6:21 AM | | *DATE MODIFIED:* | 7/25/2017 6:22 AM | |

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| 51. The most significant advantages of primary data is the time and money they can save.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:23 AM | | *DATE MODIFIED:* | 7/25/2017 6:24 AM | |

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| 52. The common problem with secondary data is that it is sometimes difficult (or impossible) to judge their accuracy.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.01 - Define the difference between secondary data and primary data. | | *DATE CREATED:* | 7/25/2017 6:25 AM | | *DATE MODIFIED:* | 7/25/2017 6:26 AM | |

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| 53. Knowledge that resides inside employees' heads is often referred to as organizational knowledge.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 6:27 AM | | *DATE MODIFIED:* | 7/25/2017 6:28 AM | |

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| 54. One of the most important uses of a Decision Support System in marketing is customer relationship management.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 6:30 AM | | *DATE MODIFIED:* | 7/25/2017 6:30 AM | |

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| 55. Discuss at least four common reasons that have restricted the adoption of a MIS.   |  |  | | --- | --- | | *ANSWER:* | The adoption of Marketing Information Systems (MIS) have tended to be restricted by (1) managers' reluctance to disclose their decision processes, (2) lack of enthusiastic support of high-level management, (3) cost of such systems, and (4) underestimation of time necessary to complete the system. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.05 - Discuss knowledge management. | | *DATE CREATED:* | 7/25/2017 6:32 AM | | *DATE MODIFIED:* | 7/25/2017 6:32 AM | |

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| 56. Compare and contrast DSS and MIS.   |  |  | | --- | --- | | *ANSWER:* | Both are concerned with improving information processing to enable better marketing decisions. A DSS is used interactively; an MIS is not. Non-computer people find DSS easier to use personally than MIS. DSS is focused more on ill-structured decision situations than MIS. MIS is less flexible and adaptable than DSS. DSS responds to managers with answers faster than MIS. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 5.03 - Define what is meant by a marketing information system (MIS) and a decision support system (DSS). | | *DATE CREATED:* | 7/25/2017 6:34 AM | | *DATE MODIFIED:* | 7/25/2017 6:34 AM | |