|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. The main disadvantage of data furnished by standardized marketing information services over user-collected primary data is standardized data   |  |  |  | | --- | --- | --- | |  | a. | may not always fit the specific needs of the user. | |  | b. | is generally more costly than primary data. | |  | c. | is generally less accurate than primary data. | |  | d. | is hard to locate. | |  | e. | is only available in "hard copy" formats. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | One of the main disadvantages of data furnished by standardized marketing information services over user-collected primary data is that standardized data may not always fit the specific needs of the user. See 7-1: External Secondary Data From Published Sources. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 5:25 AM | | *DATE MODIFIED:* | 7/26/2017 5:28 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. A marketing manager has discovered that relevant, internal secondary data don't exist to support a decision process. The next step the manager should take is to   |  |  |  | | --- | --- | --- | |  | a. | look for external sources for the relevant data. | |  | b. | see if good data can be obtained from published sources. | |  | c. | begin a primary data collection effort. | |  | d. | All of these are correct next steps. | |  | e. | look for external sources and see if good data can be obtained from published sources. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | The manager should both look for external sources for relevant data and see if good data can be obtained from published sources. See 7-1: External Secondary Data From Published Sources. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 5:28 AM | | *DATE MODIFIED:* | 9/20/2017 2:13 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Which of the following are NOT activities typically associated with "geodemographers"?   |  |  |  | | --- | --- | --- | |  | a. | Conducting primary research | |  | b. | Tabulating census and other data for geographic areas | |  | c. | Updating census data through statistical extrapolation | |  | d. | Performing detailed analysis of census data | |  | e. | All of these are typically associated with "geodemographers". |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All of these are typical activities of geodemographers except conducting primary research. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.03 - Define geodemography. | | *DATE CREATED:* | 7/26/2017 5:31 AM | | *DATE MODIFIED:* | 7/26/2017 5:33 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. Which of the following is TRUE?   |  |  |  | | --- | --- | --- | |  | a. | There are more standardized marketing information services available to the consumer goods manufacturer than to the industrial goods manufacturer. | |  | b. | The Dun & Bradstreet global commercial database is popular among industrial goods and service suppliers. | |  | c. | Census Bureau material has proven to be very useful in targeting groups of customers. | |  | d. | Geodemographers are companies that typically combine census data with other sources of data to produce customized reports for clients. | |  | e. | All of these are true statements. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these statements are true. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:34 AM | | *DATE MODIFIED:* | 7/26/2017 5:37 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. Demographically balanced diary panels enable the service provider to   |  |  |  | | --- | --- | --- | |  | a. | save on the cost of assembling the panel. | |  | b. | use the same panel members for all U.S. markets. | |  | c. | assume that all panel members have the same lifestyle. | |  | d. | generalize panel purchasing data to the population as a whole. | |  | e. | disregard the effects of different ethnic backgrounds on purchase data. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Demographically balanced diary panels can enable service providers to generalize panel purchasing data to the population as a whole. See 7-3: Standardized Marketing Information—Measuring Product Sales and Market Share. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 5:37 AM | | *DATE MODIFIED:* | 7/26/2017 5:39 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. The "National Panel Diary" (NPD Group) is   |  |  |  | | --- | --- | --- | |  | a. | concerned with size and nature of the television commercial audience. | |  | b. | an advertisement readership service. | |  | c. | a well-known diary panel concerned with the consumption of various goods and services. | |  | d. | an annual service provided to consumers reporting on the average family's consumption behavior. | |  | e. | a group that primarily tracks food-related trends in the U.S. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | A well-known diary panel concerned with the consumption of various goods and services is the National Panel Diary (NPD Group). See 7-3: Standardized Marketing Information—Measuring Product Sales and Market Share. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 5:40 AM | | *DATE MODIFIED:* | 7/26/2017 5:42 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. When it comes to external secondary data, which of the following statements is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Most people underestimate what is available. | |  | b. | There is likely to be relevant, external secondary data on almost any problem. | |  | c. | The fundamental problem with relevant, external secondary data is availability. | |  | d. | The fundamental problem with relevant, external secondary data is identifying and accessing what is there. | |  | e. | Researchers who know how much valuable secondary data exists may not know how to find it. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of the statements are true except that the fundamental problem with relevant, external secondary data is availability. See 7-1: External Secondary Data From Published Sources. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 5:42 AM | | *DATE MODIFIED:* | 7/26/2017 5:44 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. Although old-fashioned store audits are still used in some markets, the vast majority of consumer products in the United States are now tracked via   |  |  |  | | --- | --- | --- | |  | a. | Geographic Information Systems. | |  | b. | online diary panels. | |  | c. | people meters. | |  | d. | scanners. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The vast majority of consumer products in the U.S. are tracked via scanners. See 7-3: Standardized Marketing Information—Measuring Product Sales and Market Share. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 5:45 AM | | *DATE MODIFIED:* | 9/20/2017 3:35 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. Which of the following is an example of how standardized marketing information can be used?   |  |  |  | | --- | --- | --- | |  | a. | Profiling customers | |  | b. | Measuring product sales and market share | |  | c. | Measuring advertising exposure and effectiveness | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are examples of how standardized marketing information can be used. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:47 AM | | *DATE MODIFIED:* | 9/20/2017 2:13 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Which source of standardized marketing information uses demographic considerations to classify residential neighborhoods?   |  |  |  | | --- | --- | --- | |  | a. | Nielsen's PRIZM | |  | b. | NPD Group's online diary panels | |  | c. | Arbitron | |  | d. | GfK Group's Starch | |  | e. | Nielsen's Digital Voice |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | The Nielsen’s PRIZEM uses demographic considerations to classify residential neighborhoods. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:49 AM | | *DATE MODIFIED:* | 7/26/2017 5:51 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. Comsopolitans", "Boomtown Singles", and "Shotguns and Pickups" are examples of the 66 segments used in which of the following systems?   |  |  |  | | --- | --- | --- | |  | a. | Dun & Bradstreet global commercial database | |  | b. | Standard Industrial Classification system | |  | c. | Nielsen's PRIZM system | |  | d. | NAICS | |  | e. | Arbiton rating system |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | These are all examples of the 66 segments used in Nielsen’s PRIZM system. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:52 AM | | *DATE MODIFIED:* | 7/26/2017 5:54 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. A common segmentation base for firms that takes into account the industry designation or designations of its customers is   |  |  |  | | --- | --- | --- | |  | a. | the Dun & Bradstreet global commercial database. | |  | b. | the Standard Industrial Classification system. | |  | c. | Nielsen's PRIZM system. | |  | d. | the NAICS. | |  | e. | the Arbitron rating system. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This common segmentation base is known as the NAICS. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:54 AM | | *DATE MODIFIED:* | 7/26/2017 5:56 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | Effective segmentation demands that firms group their customers into relatively homogenous groups. | |  | b. | A common segmentation base for firms takes into account the industry designation(s) of its customers. | |  | c. | Firms selling consumer goods normally target individual customers. | |  | d. | The main disadvantage of secondary data over primary data is that the data may not always ideally fit the needs of the user. | |  | e. | Secondary data are typically much less expensive than primary data. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these statements are true except that firms selling consumer goods normally target individual customers. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 5:57 AM | | *DATE MODIFIED:* | 7/26/2017 5:59 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. When using external secondary data from published sources, the fundamental problem is identifying and accessing what is there. The first step in this process should be   |  |  |  | | --- | --- | --- | |  | a. | compiling the literature you have found. | |  | b. | begin the search process. | |  | c. | develop a list of key terms and authors. | |  | d. | identify what you want to know and what you already know about your topic. | |  | e. | enlist the assistance of a reference librarian. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The first step is to identify what you want to know and what you already know about your topic. See 7-1: External Secondary Data From Published Sources. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 5:59 AM | | *DATE MODIFIED:* | 7/26/2017 6:01 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. A specialist that is trained to know the contents of many of the key information sources in a library and on the Web as well as how to search those sources most effectively is known as a   |  |  |  | | --- | --- | --- | |  | a. | search librarian. | |  | b. | research librarian. | |  | c. | reference librarian. | |  | d. | resource librarian. | |  | e. | consulting librarian. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | This specialist is known as a reference librarian. See 7-1: External Secondary Data From Published Sources. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 6:02 AM | | *DATE MODIFIED:* | 7/26/2017 6:04 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. Which of the following statements concerning single-source measurement is TRUE?   |  |  |  | | --- | --- | --- | |  | a. | It combines all the relevant data at the individual consumer or household level. | |  | b. | Much of the single-source data is tightly controlled by retailers. | |  | c. | Many companies that want the advantages of single-source data are not in a position to capture it. | |  | d. | None of these are correct. | |  | e. | All of these are all correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these statements are true about single-source measurement. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.06 - Define single-source data. | | *DATE CREATED:* | 7/26/2017 6:04 AM | | *DATE MODIFIED:* | 9/20/2017 2:14 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. A great deal of commercial information is available for marketers to assess advertising exposure and effectiveness. Services have evolved to measure consumer exposure to which of the following media types?   |  |  |  | | --- | --- | --- | |  | a. | Television and radio | |  | b. | Print media | |  | c. | Internet | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are measurable media types. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:07 AM | | *DATE MODIFIED:* | 9/20/2017 3:36 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. Suppliers of industrial goods advertise most heavily in   |  |  |  | | --- | --- | --- | |  | a. | catalogs. | |  | b. | trade publications. | |  | c. | academic journals. | |  | d. | newspapers. | |  | e. | industrial magazines. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | Suppliers of industrial goods will advertise most heavily in trade publications. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:10 AM | | *DATE MODIFIED:* | 7/26/2017 6:12 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. The organization that produces television ratings designed to provide estimates of the size and nature of audience for a particular television program is   |  |  |  | | --- | --- | --- | |  | a. | Arbitron. | |  | b. | Nielsen. | |  | c. | Dun & Bradstreet. | |  | d. | The Federal Communications Commission (FCC). | |  | e. | GfK Group. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This organization is known as the Nielsen Group. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:12 AM | | *DATE MODIFIED:* | 7/26/2017 6:15 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. One of the oldest services for measuring exposure to, and readership of, print media is   |  |  |  | | --- | --- | --- | |  | a. | Nielsen’s Digital Voice. | |  | b. | Arbitron. | |  | c. | comScore’s Mobile Metrix. | |  | d. | Webtrends. | |  | e. | GfK Group’s Starch Ad Readership Program. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | This service is known as GfK Group’s Starch Ad Readership Program. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:15 AM | | *DATE MODIFIED:* | 7/26/2017 6:17 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. The Nielsen television ratings are computed from data gathered by means of   |  |  |  | | --- | --- | --- | |  | a. | people meters. | |  | b. | telephone surveys of representative viewer sample. | |  | c. | smartphone apps. | |  | d. | gaming consoles that are attached to television sets. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This data is gathered by means of people meters. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:18 AM | | *DATE MODIFIED:* | 7/26/2017 6:20 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. Which of the following is FALSE?   |  |  |  | | --- | --- | --- | |  | a. | People meters attempt to measure the channels to which a television set is tuned and who is watching the television set. | |  | b. | Radio listening statistics are typically obtained through the use of diaries. | |  | c. | It is difficult to count the number of times that a website or web banner ad has been accessed. | |  | d. | All of these are false. | |  | e. | None of these are false. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of the following are true except that it is difficult to count the number of times that a website or web banner ad has been accessed. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:20 AM | | *DATE MODIFIED:* | 9/20/2017 2:15 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. Radio-listening statistics gathered by Arbitron are typically collected using   |  |  |  | | --- | --- | --- | |  | a. | people meters. | |  | b. | telephone surveys of representative listener samples. | |  | c. | audiometers. | |  | d. | diaries placed in a panel of households. | |  | e. | personal interviews. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | These statistics are gathered by diaries placed in a panel of households. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:23 AM | | *DATE MODIFIED:* | 7/26/2017 6:26 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. Starch Readership Service collects data that is useful for assessing changes in which of the following aspects of an ad?   |  |  |  | | --- | --- | --- | |  | a. | Theme | |  | b. | Copy | |  | c. | Layout | |  | d. | Use of color | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are aspects that are assessed. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:26 AM | | *DATE MODIFIED:* | 7/26/2017 6:30 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. The main concern of the Starch Readership Service is to   |  |  |  | | --- | --- | --- | |  | a. | provide information on the demographic characteristics of a particular publication's readership. | |  | b. | provide advertisers with insights concerning the effectiveness of their ads. | |  | c. | determine which magazines carry the most advertising. | |  | d. | evaluate the fit between a magazine's geographic distribution patterns and the type of advertising it carries. | |  | e. | link magazine readership with certain lifestyle characteristics. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The Starch Readership Service seeks to provide advertisers with insights concerning the effectiveness of their ads. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:30 AM | | *DATE MODIFIED:* | 7/26/2017 6:33 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. GfK Group's Starch Ad Readership program could help an advertiser understand if a reader   |  |  |  | | --- | --- | --- | |  | a. | remembered seeing an ad. | |  | b. | saw the advertiser's name in an ad. | |  | c. | read any or all of the ad. | |  | d. | responded to a number of items about the ad, such as taking an action. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are aspects of an ad that the Starch Ad Readership program seeks to help advertisers understand. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:33 AM | | *DATE MODIFIED:* | 7/26/2017 6:36 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. Which of the following represents the greatest challenge when it comes to understanding consumers' online activities?   |  |  |  | | --- | --- | --- | |  | a. | Determining the demographics of visitors to a website | |  | b. | Counting the number of times a website or banner had have been accessed | |  | c. | Counting the revenue from online transactions | |  | d. | All of these are equally challenging. | |  | e. | None of these are the greatest challenge. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | When it comes to understand consumers’ online activities, determining the demographics of visitors to a website is the greatest challenge. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:37 AM | | *DATE MODIFIED:* | 9/20/2017 2:15 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. "Starch Readership Service"   |  |  |  | | --- | --- | --- | |  | a. | is concerned with industrial buying and selling. | |  | b. | is used to produce market profiles. | |  | c. | is used to develop brand loyalty profiles. | |  | d. | represents developments in mathematical modeling. | |  | e. | directly involves the consumer and his or her behavior. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Starch Readership Service directly involves the consumer and his or her behavior. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:46 AM | | *DATE MODIFIED:* | 7/26/2017 6:48 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. An advertiser wishes to compare readership scores for a particular ad against other ads in the same issue of a magazine. A good way to do this would be to use   |  |  |  | | --- | --- | --- | |  | a. | Nielsen’s Digital Voice. | |  | b. | Starch Readership Reports. | |  | c. | comScore’s Mobile Metrix. | |  | d. | Flurry. | |  | e. | There is no good way to do this. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The best way to accomplish this is through the use of Starch Readership Reports. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:48 AM | | *DATE MODIFIED:* | 7/26/2017 6:50 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. An entrepreneur is able to analyze traffic patterns and consumer demographics (including income, ethnicity, age) to identify the best site for her new upscale Italian restaurant. Mapping software, often called \_\_\_\_, allows her to easily combine demographic data with geographic information.   |  |  |  | | --- | --- | --- | |  | a. | Marketing information system | |  | b. | Management information system | |  | c. | Business locator software | |  | d. | Geographic information system | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | This software is called geographic information systems. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.03 - Define geodemography. | | *DATE CREATED:* | 7/26/2017 6:51 AM | | *DATE MODIFIED:* | 7/26/2017 6:52 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. Which of the following activities can be accomplished using GIS?   |  |  |  | | --- | --- | --- | |  | a. | Tailor products, prices, and promotions to meet local customer needs. | |  | b. | Avoid advertising in less promising geographic areas. | |  | c. | Evaluate potential new stores sites and choose the best sites based on sales forecast. | |  | d. | Reducing cannibalization of sales with existing stores. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these activities can be accomplished using GIS. See 7-2: Standardized Marketing Information—Profiling Customers. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.03 - Define geodemography. | | *DATE CREATED:* | 7/26/2017 6:53 AM | | *DATE MODIFIED:* | 7/26/2017 6:54 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. Which term describes the service used by researchers in an attempt to provide an overall assessment of the effectiveness of a marketing campaign across multiple media platforms?   |  |  |  | | --- | --- | --- | |  | a. | Multi-media diaries | |  | b. | Cross platform services | |  | c. | Media-sponsored readership studies | |  | d. | Portable people meters | |  | e. | Google analytics |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This description matches a cross platform service. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 6:55 AM | | *DATE MODIFIED:* | 7/26/2017 6:57 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. As it stands today, achieving a complete, single-source data system would   |  |  |  | | --- | --- | --- | |  | a. | require augmenting secondary data on things like media exposure and purchase behavior. | |  | b. | combine the above with primary data on consumer knowledge, attitudes, motivations, information search, post-purchase reaction, etc. | |  | c. | be cost prohibitive to collect, even if relevant data could be identified. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these statements describe a complete, single-source data system. See 7-4: Standardized Marketing Information—Measuring Advertising Exposure and Effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.06 - Define single-source data. | | *DATE CREATED:* | 7/26/2017 6:57 AM | | *DATE MODIFIED:* | 9/20/2017 2:16 PM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. There is likely to be relevant, external secondary data on almost any problem a marketer might confront.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.01 - Describe the process of searching for published external secondary data. | | *DATE CREATED:* | 7/26/2017 7:00 AM | | *DATE MODIFIED:* | 7/26/2017 7:02 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. The key feature of a diary panel is that a representative group of individuals or households keeps track of purchases or products consumed over a period of time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 7:02 AM | | *DATE MODIFIED:* | 7/26/2017 7:03 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. Media exposure measured by unobtrusive mechanical processes is incredibly inaccurate.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 7:03 AM | | *DATE MODIFIED:* | 7/26/2017 7:05 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. The "National Panel Diary" (NPD) is an advertisement readership service.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 7:05 AM | | *DATE MODIFIED:* | 7/26/2017 7:06 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. No existing system captures all the data that marketers would like to tie to particular consumers or households.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.06 - Define single-source data. | | *DATE CREATED:* | 7/26/2017 7:06 AM | | *DATE MODIFIED:* | 7/26/2017 7:07 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. The majority of retail sales information is based on store audits.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 7:08 AM | | *DATE MODIFIED:* | 7/26/2017 7:09 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. People meters attempt to measure not only the channel to which the set is tuned but also who in the household is watching.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 7:09 AM | | *DATE MODIFIED:* | 7/26/2017 7:10 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. The main concern of the Starch Readership Service is to provide information on the demographic characteristics of a particular publications readership.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 7:10 AM | | *DATE MODIFIED:* | 7/26/2017 7:11 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. The key feature of a diary panel is that a representative group of individuals or households keeps track of purchases made or products consumed over a given period of time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.04 - Describe the use of diary panels and scanner data for assessing product sales. | | *DATE CREATED:* | 7/26/2017 7:12 AM | | *DATE MODIFIED:* | 7/26/2017 7:13 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 43. Effective segmentation demands that firms group their customers into relatively heterogeneous groups.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.03 - Define geodemography. | | *DATE CREATED:* | 7/26/2017 7:13 AM | | *DATE MODIFIED:* | 7/26/2017 7:14 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 44. People meters attempt to measure which household members are watching which television channels at what times.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 7:15 AM | | *DATE MODIFIED:* | 7/26/2017 7:16 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 45. The availability of demographic, consumer-behavior, and lifestyle data by arbitrary geographic boundaries that are typically quite small is called geodemography.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.03 - Define geodemography. | | *DATE CREATED:* | 7/26/2017 7:16 AM | | *DATE MODIFIED:* | 7/26/2017 7:18 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 46. Cross-platform research will play an increasingly important role as researchers begin to harness the different sources of data (internal and external) that are becoming available.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.05 - Discuss the purpose and operation of people meters and portable people meters. | | *DATE CREATED:* | 7/26/2017 7:18 AM | | *DATE MODIFIED:* | 7/26/2017 7:19 AM | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 47. Discuss three common uses of the information supplied by standardized marketing information services.   |  |  | | --- | --- | | *ANSWER:* | The information supplied by standardized marketing information services is commonly used to (1) profile customers, (2) measure product sales and market share, and (3) measure advertising exposure and effectiveness. | | *POINTS:* | 1 | | *DIFFICULTY:* | Medium | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 7.02 - List three common uses of the information supplied by standardized marking information services. | | *DATE CREATED:* | 7/26/2017 7:20 AM | | *DATE MODIFIED:* | 7/26/2017 7:23 AM | |