# Exam 2

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**Attempt 1**

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**Submission View**

Your quiz has been submitted successfully.

| Question 1 | 2 / 2 points |
|---|---|

_____ refers to the ever-increasing quantity and complexity of data that is continuously being produced by various technological sources.

○ 1) Little data

○ 2) Data mining

✓ ◉ 3) Big Data

○ 4) A database

○ 5) Information overload

| Question 2 | 2 / 2 points |
|---|---|

Which of the following types of research is less structured and can employ methods such as surveys and interviews to collect the data?

○ 1) quantitative

✓ ◉ 2) qualitative

○ 3) computational

○ 4) statistical

○ 5) mathematical

## Question 3                                                   2 / 2 points

_____ sampling uses a specific set of procedures to identify individuals from the population to be included in the research.

○ 1) Snowball

○ 2) Convenience

✓◉ 3) Probability

○ 4) Quota

○ 5) Judgment

## Question 4                                                   2 / 2 points

Fred has a sales meeting coming up and he needs to know sales figures by product and by region as quickly as possible so he can direct his managers on their presentations. Fred needs the _____ characteristic of Big Data.

○ 1) volume

✓◉ 2) velocity

○ 3) variety

4) veracity

5) value

## Question 5　　2 / 2 points

What are the three psychological tools that shape perception?

1) selective hearing, selective attention, selective vision

2) selective attention, selective distortion, selective retention

3) selective distortion, selective attention, selective vision

4) selective awareness, selective vision, selective attention

✓ ● 5) selective awareness, selective distortion, selective retention

## Question 6　　2 / 2 points

A disadvantage of online focus groups is that _____.

1) they require someone to transcribe the spoken words into a transcript

2) they provide data in a format that is usually difficult to read and analyze

✓ ● 3) participants can become distracted and environmental factors can affect their concentration

4) they create an environment where participants are required to focus on the questions

5) participants cannot respond from a remote location such as from home or workplace

## Question 7

A(n. _____ is a person's belief that understanding and satisfying customers, whether internal or external to the organization, is central to the proper execution of his or her job.

- ○ 1) personal values system

- ○ 2) organizational buy-in

- ○ 3) consumer practice

- ○ 4) work philosophy

- ✔ ◉ 5) customer mind-set

## Question 8

While writing a customer satisfaction survey, the marketing director for Brand X Bank created a set of questions that customers would answer by circling a number between 1 and 7. The number 1 meant that the customers were very dissatisfied by that aspect of the experience, whereas 7 meant that they were very satisfied. The director is using _____ questions to collect this information.

- ○ 1) behavioral

- ○ 2) open-ended

- ○ 3) observational

- ✔ ◉ 4) closed-ended

- ○ 5) qualitative

## Question 9

**2 / 2 points**

The CFO of BakersMark wasn't sure about using Big Data, and he couldn't justify the expense for collecting and storing it. In this case, he was concerned about the _____ of Big Data.

- ○ 1) volume

- ○ 2) velocity

- ○ 3) variety

- ○ 4) veracity

- ✔ ⦿ 5) value

## Question 10

**2 / 2 points**

_____ fulfill an important role by classifying, explaining, and then bestowing information, most often to family and friends but occasionally to a broader audience.

- ○ 1) Gatekeepers

- ○ 2) Influencers

- ○ 3) Affiliation groups

- ○ 4) Reference groups

- ✔ ⦿ 5) Opinion leaders

## Question 11

**2 / 2 points**

B&B Co. is conducting market research to determine if a new beverage will be successful. The company is in the process of determining the kind of research that needs to be done, the

information needed, and the sampling plan—including the research participants. B&B is in which stage of the market research process?

1) collecting the data

2) searching secondary sources

✓● 3) establishing the research design

4) analyzing the research data

5) reporting the research findings

## Question 12                                                      2 / 2 points

To maximize the use of touchpoints, a firm needs to do all of the following EXCEPT_____.

1) identify all potential touchpoints

✓● 2) inform customers that you will be using their information

3) develop objectives for what to collect at each touchpoint

4) determine how information will be collected

5) develop policies on how the information will be accessed and used

## Question 13                                                      2 / 2 points

Which of the following is an advantage of secondary data?

1) Secondary data has high validity regardless of the methodology used.

○ 2) Secondary data often fits the research problem exactly.

✓◉ 3) Secondary data are a fast way to get information.

○ 4) Secondary data can alone provide specific answer to a research problem.

○ 5) Secondary data are always updated and current.

## Question 14                                              2 / 2 points

Mark Jones, the marketing manager for Big Brand Furniture, is conducting an analysis of internal sales data. These data are collected and stored electronically on site by each store. He is able to access the data on his computer at the corporate headquarters. He is gathering this information via a(n. _____.

○ 1) CRM system

○ 2) information broker

○ 3) market research organization

✓◉ 4) online database

○ 5) sales force automation system

## Question 15                                              2 / 2 points

The marketing manager for Brand K retail stores is in the process of getting primary data from customers to learn which current products need improvement. She is using a probability sampling method, but is having trouble figuring out how to contact customers and get them to participate. She is also debating alternative ways to record the responses so that they can be analyzed. She is concerned with the _____ part of the market research process.

○ 1) problem definition

○ 2) research design

✓◉ 3) data collection

○ 4) data analysis

○ 5) reporting

## Question 16                                                    2 / 2 points

The marketing management team of Brand Z Toys is looking at the possibility of opening a new plant in one of several developing countries. Before they decide on which country they want to build in, they want to conduct some preliminary research including local population demographics and lifestyle characteristics. However, they have discovered that the governments in several of these countries do not have a department that collects these data and no independent research firm has measured any of these areas. This demonstrates which issue with secondary data in global markets?

○ 1) extendibility

✓◉ 2) accessibility

○ 3) dependability

○ 4) compatibility

○ 5) comparability

## Question 17                                                    2 / 2 points

The primary difference between selling to the profit-oriented market and the nonprofit market is that nonprofits _____.

1) generally opt for a new purchase rather than a straight or modified rebuy

2) have a more rational decision process

3) place more emphasis on their business goals than performance specifications

✓ 4) have a limited number of resources compared to their for-profit counterparts

5) entail purchase decisions that often include an emotional component to them

## Question 18                                                                    2 / 2 points

The sole proprietor of Sam's Swings is interested in gaining a better understanding of his current customers in terms of certain demographic and lifestyle characteristics so he may better serve their needs. For this purpose, he should most appropriately conduct _____ research.

1) causal

✓ 2) descriptive

3) random

4) academic

5) exploratory

## Question 19                                                                    2 / 2 points

Sheena, marketing manager for Yaard-Vark Lawn Tractors, is interested in the relationship between the prices of lawn tractors and the level of sales. To test whether increasing prices will lead to a change in sales and, if so, how much of a change, she should use _____ research.

✓ ● 1) causal

○ 2) descriptive

○ 3) random

○ 4) academic

○ 5) exploratory

## Question 20                                              2 / 2 points

The marketing _____ is a comprehensive system providing managers with up-to-the-minute information, including data such as actual sales versus forecast and progress on marketing plan objectives.

○ 1) accelerator

○ 2) matrix

✓ ● 3) dashboard

○ 4) equation

○ 5) strategy

## Question 21                                              2 / 2 points

One of the benefits of a marketing dashboard is that it fosters a(n. _____ organization that values fact-based, logical decision making.

○ 1) informational

✓ ⦿ 2) learning

◯ 3) quantitative behavioral

◯ 4) analyzing

◯ 5) evolving

## Question 22                                                    2 / 2 points

The marketing manager of Zenith Corp. is interested in ranking clients on the basis of their profitability, and accesses a database that tells him about the frequency and size of each client's order along with the actual costs per order. This database is part of the _____ system.

◯ 1) sales information

✓ ⦿ 2) customer relationship management (CRM.

◯ 3) financial information

◯ 4) employee management

◯ 5) promotion management

## Question 23                                                    2 / 2 points

Redefining the selling role within the firm to focus on customer business consultation and solutions is one way that CRM _____.

◯ 1) increases profits for the firm

◯ 2) keeps its costs down

3) increases the formalization of customer analysis processes

4) maintains customer loyalty

✓ 5) facilitates a customer-centric culture

## Question 24                                          2 / 2 points

When Bob was asked to describe Sherry, he didn't describe her based on her age or education; rather, he talked about her easy-going manner, which reflected her _____.

1) appearance

✓ 2) personality

3) household life cycle

4) family life-cycle

5) aptitude

## Question 25                                          2 / 2 points

Customer relationship management (CRM. is considered critical largely because of _____.

1) internal pressure by employees

2) external pressure by suppliers and vendors

✓ 3) competitive pressures in the marketplace

4) increasing demand by customers

○ 5) revised government regulations

## Question 26
**2 / 2 points**

When you complete a form online with your name, address, and credit card information in order to make a purchase, you are giving the company _____ data that can populate a relational database or spreadsheet.

○ 1) unsecured

○ 2) abstract

✓ ● 3) structured

○ 4) unstructured

○ 5) soft

## Question 27
**2 / 2 points**

_____ is an analytic method that predicts a customer's preferences for products or services based on the observed preferences of customers who are perceived to be similar.

✓ ● 1) Collaborative filtering

○ 2) Attribution

○ 3) Targeting

○ 4) Content filtering

○ 5) Content segmenting

## Question 28

**2 / 2 points**

Which of the following statements is true about customer relationships in business markets?

- ○ 1) A strong impersonal relationship with customers is critical in maintaining one's business.
- ✓ ⦿ 2) One-on-one personal communication is the most important tool in developing and maintaining customer relationships.
- ○ 3) An impersonal relationship in B2B markets often connotes a greater emphasis on technology.
- ○ 4) Customers demand not only an impersonal relationship with their vendors but also an efficient one.
- ○ 5) Customers prefer direct communication mediums such as e-mail and direct mail for any correspondence.

## Question 29

**2 / 2 points**

A company wants to create an association between two stimuli: marketing information and attitude. The company is relying on _____.

- ○ 1) cognitive affiliation

- ○ 2) organizational learning

- ○ 3) cognitive association

- ○ 4) operant conditioning

- ✓ ⦿ 5) classical conditioning

## Question 30

**2 / 2 points**

In the CRM process cycle, _____ is the process of analyzing the customer information acquired through various customer touchpoints.

○ 1) analysis and refinement

○ 2) supplier interface

○ 3) customer interaction

○ 4) marketing planning

✓◉ 5) knowledge discovery

## Question 31          2 / 2 points

Customer satisfaction is defined as _____.

○ 1) the degree to which an individual will resist switching from one offering to another

✓◉ 2) the level at which the offering meets or exceeds a customer's expectations

○ 3) retaining satisfied and loyal profitable customers and channels

○ 4) increasing the likelihood that a customer becomes a buzz marketer

○ 5) the number of purchases in a defined period of time

## Question 32          2 / 2 points

Jill is considered a(n. _____ when it comes to wine because she has information about many kinds of wines, places to shop, and other facets of the wine market. Her friends always go to her when they need something for a special occasion.

○ 1) social class

✓● 2) market maven

○ 3) subculture

○ 4) cognitive dissonance

○ 5) cottage industry

## Question 33            2 / 2 points

The manager of an automotive after-market specialties firm is interested in collecting secondary data. He is concerned with the future of the industry and his competition. He would like to find industry research reports along with industry and company analysis of his competitors. His best sources of this information would be _____.

✓● 1) independent online databases

○ 2) research studies

○ 3) CRM systems

○ 4) online focus groups

○ 5) sales force automation systems

## Question 34            2 / 2 points

When Lucifer joined his company as CEO, he instituted an organization-wide focus on understanding the requirements of customers, making sure that everyone in the organization understood the customer marketplace. Lucifer was practicing _____.

✓● 1) a customer orientation

○ 2) an organizational reorganization

○ 3) a product reflow

○ 4) a human resources policy

○ 5) a culture modification

## Question 35                                                    2 / 2 points

Electronic data interchange (EDI. allows _____.

○ 1) organizations to request RFPs from potential vendors

✓◉ 2) customer computers to communicate directly with supplier computers

○ 3) computers to fulfill the functions of a buying center on a virtual network

○ 4) customers to determine the real cost of a purchase through a set of computer metrics

○ 5) organizations to maintain a more personal relationship with customers through e-mail

## Question 36                                                    2 / 2 points

Reordering products that are used on a consistent basis is called a(n. _____.

○ 1) new purchase

○ 2) transactional purchase

○ 3) aspirational purchase

○ 4) modified rebuy

✓⦿ 5) straight rebuy

## Question 37                                                    2 / 2 points

In some cases, a marketing dashboard can overly rely on _____, putting the focus on what you already know.

✓⦿ 1) inside-out measurement

○ 2) external measurement

○ 3) strategic insights

○ 4) partial measurement

○ 5) internal marketing

## Question 38                                                    2 / 2 points

The manager of Gina's Groceries wanted to see how customers would react to some new displays. To collect this information, she posted employees where they could see the display and had them record how long customers looked at it, whether they picked up the item, and if they took the item with them. In this case, she is using _____ for her market research.

○ 1) situation analysis

○ 2) secondary data

○ 3) in-depth interviews

✓⦿ 4) observational data

○ 5) focus groups

## Question 39                                                    2 / 2 points

An approach using _____ analytics involves determining the optimal level of marketing-relevant factors for a specific context by considering how adjusting their levels in varying ways will impact different marketing outcomes.

○ 1) descriptive

○ 2) predictive

✓● 3) prescriptive

○ 4) diagnostic

○ 5) determinant

## Question 40                                                    2 / 2 points

_____ is a set of unique personal qualities that produce distinctive responses across similar situations.

○ 1) Attitude

✓● 2) Personality

○ 3) Ideology

○ 4) Lifestyle

○ 5) Mind-set

**Question 41**                                                    **2 / 2 points**

Small portable computers, powerful statistical software packages, and Internet-enabled supply chain management systems are all examples of how _____ influences marketing.

- ○ 1) competition

- ○ 2) the legal environment

- ○ 3) the natural world

- ✓ ● 4) technology

- ○ 5) training

**Question 42**                                                    **2 / 2 points**

Melony Inc., an automobile manufacturer, has created an integrated website to assist its purchasing department in purchasing and supplying products online. In this scenario, Melony's initiative best reflects a method of _____.

- ○ 1) e-resource

- ○ 2) e-retailing

- ○ 3) e-sourcing

- ✓ ● 4) e-procurement

- ○ 5) e-governance

**Question 43**                                                    **2 / 2 points**

_____ data contains some elements of structure that make it easier for machines to

understand its organization, but still contains parts that do not possess an appropriate level of structure to make them readily analyzable by automated means for knowledge creation.

- ○ 1) Unsecured

- ✓ ● 2) Semi-structured

- ○ 3) Unstructured

- ○ 4) Soft

- ○ 5) Abstract

## Question 44                                                    2 / 2 points

Which of the following is an internal source of collecting information for making marketing decisions?

- ○ 1) demographics

- ○ 2) ethnic groups

- ○ 3) technology transformations

- ○ 4) economic conditions

- ✓ ● 5) customer orders

## Question 45                                                    2 / 2 points

After staying in a boutique hotel in Chicago, Marissa posted a picture on her Facebook feed and described how fabulous it was. This kind of information is considered _____ data.

1) unsecured

2) abstract

3) structured

✓● 4) unstructured

5) soft

## Question 46      2 / 2 points

Which contemporary theory of motivation believes that satisfying hygiene factors does not create a loyal employee or customer?

1) Maslow's hierarchy of needs

2) Expectancy theory

✓● 3) Herzberg's two-factor theory

4) McClelland's achievement motivation theory

5) Aldelfer's ERG theory

## Question 47      2 / 2 points

A marketing manager is considering a new advertising campaign for Guzzle Beverages. She purchases six months of scanner data for Cruncheez Snack Foods, a company that recently ran a similar campaign. She wants to use this information to determine the campaign's effectiveness before implementing it for Guzzle. In this case, the marketing manager is using _____ to collect the needed information for research.

1) mechanical observation

2) unstructured interviews

3) observational data

✔ ● 4) secondary data

5) behavioral data

**Question 48**                                                                                        **0 / 2 points**

To compete in today's market, how often should firms focus on marketing planning so that managers and executives have the core information about progress toward relevant goals and metrics at their fingertips?

1) at least each week

2) at least each month

✖ ● 3) at least once a month

➡ 4) at all times

5) at decision-making times

**Question 49**                                                                                        **2 / 2 points**

Jan Smith, the marketing manager of Big Wheel Autos, has noticed that in many European countries more of the population is moving into urban centers. This has resulted in an increased demand for subcompact cars that can maneuver through these congested streets rather than full-size automobiles. In the context of external information sources, this is an example of how _____ can influence marketing management decisions.

○ 1) technology transformations

✓⦿ 2) geographic changes

○ 3) marketing plans

○ 4) customer inquiries

○ 5) internal factors

**Question 50**                                              **2 / 2 points**

James is highly influenced by his work environment. He will most likely _____.

✓⦿ 1) go for a vacation at the same places as his coworkers

○ 2) avoid vacationing at the same places as his coworkers

○ 3) make different purchase decisions from his coworkers

○ 4) shop in locations that are not preferred by his coworkers

○ 5) wear clothes that set him apart from his coworkers

**Attempt Score:** 98 / 100 - 98 %

**Overall Grade (highest attempt):** 98 / 100 - 98 %

Done