

Test Bank

CHAPTER 2 Marketing Research in Practice

True-False

1. In practice, a marketing research department's goal can be grouped into three major categories: Programmatic, Evaluative, and Selective. T
2. The purpose of an MDSS is to combine marketing data from diverse sources into a single database for line managers to enter interactively and obtain information. T
3. Standardized services are provided by companies that specialize in just one or two aspects of marketing research. F
4. An information system is an interacting structure of people, equipment, and procedures designed to disseminate timely, accurate, and pertinent information to decision makers. T
5. Though MDSS leads to substantial cost savings, it does not lead to a better understanding of the decision environment. F
6. Databases have value even if the insights they contain cannot be retrieved F
7. Analysis capabilities can be used to relate data to models but cannot be used to identify exceptions and clarify relationships. F
8. The Starch Readership Survey is an example of a Syndicated Market Research Service F
9. The top US market research organizations have a significant majority of their revenues coming from US based research operations. F
10. A good MDSS should be able to present data in a single format and at a single level alone F
11. A database typically contains data from all sources, stored in a sufficiently disaggregated way so that it can be analyzed by products or geographic regions or customers or by time intervals. T
12. MDSS can provide complex plots, charts, and other graphic displays T
13. Even if a company has an in-house research department, it is not unusual for it to seek the assistance of external suppliers T
14. Even if a company has an in-house research department, it is not unusual for it to T

Multiple Choice

1. A syndicated research differs from a customized research in that b
 - a) it takes less time to complete a research project
 - b) it is jointly sponsored by several different organizations
 - c) it provides more accurate data
 - d) none of the above

2. Two characteristics of customized research services that are frequently not found in syndicated research services are d
- a) relatively low cost, and expertise
 - b) reliability and fast response
 - c) pertinence and accuracy
 - d) flexibility and confidentiality
3. In general if primary research does not have an effect on management decisions d
- a) it is exploratory
 - b) it is unobtrusive
 - c) it is descriptive
 - d) it should not be done
 - e) costs should be cut as much as possible
4. The most economical and fastest sources of information are generally provided by b
- a) interviews
 - b) secondary data
 - c) qualitative data
 - d) none of the above
5. A clear definition of the market research project is needed so that b
- a) the decision maker is aware of the methods
 - b) an appropriate method for carrying out the research can be chosen
 - c) the researcher is aware of the results
 - d) none of the above
6. Which one of the following can affect market research ? d
- a) available resources to conduct research
 - b) the objectives of the sponsor
 - c) the decision maker's understanding of the problem
 - d) all of the above
7. _____ research is conducted to develop marketing options. b
- a. Selective
 - b. Programmatic
 - c. Evaluative
 - d. Optional
 - e. None of the above
8. Evaluative research is used to a
- a. assess program performance.
 - b. choose between decision choices.
 - c. develop marketing options.
 - d. test decision alternatives.
 - e. none of the above.
9. Marketing research firms that are involved only in data collection are called d
- a. syndicated service firms.
 - b. standardized service firms.
 - c. customized service firms.
 - d. field service firms.
 - e. none of the above.
10. A decision support system a
- a. retrieves data, transforms it into information, and disseminates it to the user.
 - b. organizes, stores, and retrieves information.

- c. gathers, sorts, and analyzes information.
d. stores, analyzes, and sorts data.
e. none of the above.
11. Models are used to d
a. test alternative marketing programs.
b. assist in setting up realistic objectives.
c. answer "what if" questions.
d. all of these.
e. none of the above.
12. Firms that work with individual clients and help them develop and implement a complete marketing research project are called providers of a
a. customized services.
b. syndicated services.
c. selective services.
d. field services.
e. in-house services.
13. Selective service firms are b
a. firms with specialized data collection and analyses procedures.
b. firms that specialize in just one or two aspects of marketing research.
c. firms that collect only data for projects.
d. firms that selectively choose clients.
e. firms that provide routine information on various issues.
14. Compared to field service firms, syndicated service firms b
a. are considerably smaller.
b. are considerably larger.
c. are about the same size.
d. cannot be compared.
e. none of the above.
15. Syndicated service firms d
1. cater to the common information requirements of many companies.
2. collect, collate, and sell the same data to a large number of companies.
3. execute one of a kind marketing research projects for clients.
a. 1
b. 2
c. 3
d. 1 and 2
e. 1, 2, and 3
16. A good MDSS should have the following characteristics: d
1. Interactivity
2. Flexibility
3. Orientation towards discovery
4. Friendly towards users
a. 1 and 2 only
b. 1, 2 and 3
c. 2 and 3 only
d. All of the above