

Chapter 1

Marketing Research: It's Everywhere!

- e 1. Marketing research
 - a. generates information in the firm's environment.
 - b. transmits information from the environment to the firm.
 - c. interprets feedback information.
 - d. makes decisions based upon information from the environment.
 - e. does a, b, and c.

- b 2. Marketing research
 - a. is simply asking consumers for their likes, dislikes, needs, and wants in a one-on-one situation.
 - b. spans the informational boundary between the firm and its environment.
 - c. can only be employed to assess the impact of past or contemplated adjustments in the marketing mix.
 - d. is most generally used for marketing control purposes.
 - e. is b and d.

- c 3. Which of the following is NOT a common activity of a marketing research department?
 - a. assessing the impact(s) of changes in the marketing mix for a good marketing promotion
 - b. identifying the legal constraints on advertising
 - c. determining the most efficient production sequences for a plant
 - d. establishing sales territory quotas
 - e. c and d

- c 4. Which of the following is FALSE?
 - a. The basic purpose of marketing research is to assist marketing managers in making more informed decisions.
 - b. Marketing research became a significant business activity after World War II when the economy changed from a production orientation to a consumption orientation.
 - c. Marketing research as an organizational function was adopted by most firms when they could no longer satisfy demand for their products.
 - d. a and b.
 - e. a, b and c.

- a 5. Marketing research
 - a. involves the use of information to make better marketing decisions.
 - b. has as one of its objectives to improve our understanding of management as a process.
 - c. aims to promote government regulation of research activities.
 - d. is only useful in companies with over \$1 million in annual sales.
 - e. is not very useful to a provider of services, such as a bank.

- d 6. The emphasis of marketing research for planning purposes is on
 - a. determining the appropriate promotion budget(s).
 - b. determining the kind of packaging the firm should use
 - c. determining the degree of consumer satisfaction with the firm's products.
 - d. determining viable opportunities for the firm.
 - e. a and c.

- c 7. Which of the following is TRUE?
 - a. Specialized marketing research firms are the largest producers of marketing facts.
 - b. The most important advantage of a division or group-level marketing research department is its economy of scale.
 - c. The organization of the market research function should be dynamic and ever-changing.
 - d. An important change that has been occurring in marketing research in recent years is the transition from a total marketing intelligence perspective to a specific problem perspective.
 - e. They are all false.

- e 8. Which of the following is TRUE?
 - a. Opportunities in marketing research are only open to people with statistical analysis and interpretation skills.
 - b. Marketing researchers need good oral and written skills along with statistical skills.
 - c. Planning, strategy, and financial management skills are necessary for success as an entry- or mid-level marketing researcher.
 - d. Successful marketing researchers are proactive rather than reactive.
 - e. b and d.

- c 9. Which of the following is NOT a question marketing research can assist in answering?
 - a. What kinds of people purchase our products?
 - b. What kind of packaging should we use?
 - c. What is our per unit profit margin?
 - d. What is our level of service satisfaction?
 - e. All are marketing research problems.

- d 10. Which of the following is NOT consistent with the definition of marketing research?
 - a. The definition is broad.
 - b. The definition stresses the importance of activities conducted in order to understand the process of marketing.
 - c. The definition emphasizes the function as a link between consumers and the firm.
 - d. The definition states that marketing research is focused on collecting data specified by someone else.
 - e. Neither b nor d is consistent with the definition.

- e 11. Marketing research emphasizes
 - a. the definition of marketing problems and issues.
 - b. the specification of information needed to address marketing issues.
 - c. the communication of marketing research results.
 - d. the gathering of information used to identify marketing opportunities.
 - e. b, c and d.

- a 12. Which of the following is FALSE?
 - a. Problem-solving marketing research focuses only on short-term marketing decisions with respect to the marketing mix elements.
 - b. An attempt to determine the most efficient allocation of funding to various promotional activities is an example of marketing research.
 - c. A survey designed to identify the characteristics of light, average, and heavy users of detergent is an example of marketing research.
 - d. a and b.
 - e. a, b, and c.

- e 13. Although no general organizational form of marketing research departments exists, departments are commonly organized by
 - a. research techniques, such as statistical analysis, field interviewing or questionnaire design.
 - b. area of application, such as product line, brand, market segment or geographic area.
 - c. marketing function performed, such as field sales analysis, advertising research or product planning.
 - d. a and b.
 - e. a, b and c.

- b 14. Which of the following is NOT an advantage of a corporate-level location for the marketing research function?
 - a. greater coordination and control of corporate research activity
 - b. research personnel can acquire valuable knowledge about divisional markets and products
 - c. greater economy of scale
 - d. greater usefulness to corporate management in planning
 - e. All of the above are advantages of a corporate level location for marketing research

- b 15. Which of the following is NOT a common activity of a marketing research department?
 - a. measuring market potential
 - b. creating new advertising
 - c. location analysis
 - d. copy research
 - e. media research

- a 16. The form(s) of organization of the research function that seem(s) to dominate current practice is (are)
 - a. no one organization form seems to dominate current practice.
 - b. by area of application, such as by product line, by brand, by market segment, or by geographic area.
 - c. by research technique or approach such as sales analysis, mathematical and/or statistical analysis, field interviewing, or questionnaire design.
 - d. by marketing function performed, such as field sales analysis, advertising research, or product planning.
 - e. by type of computer equipment used, such as by mainframe, by PC, or by laptop units.

- c 17. Which of the following skills is least needed as an entry level marketing researcher?
 - a. human relations
 - b. statistical
 - c. planning
 - d. oral communication
 - e. written communication

- e 18. Which of the following skills are needed as a senior level marketing researcher?
 - a. statistical
 - b. financial
 - c. planning
 - d. b and c
 - e. a, b and c

- e 19. Which of the following is NOT a common marketing research job title?
 - a. interviewer
 - b. senior analyst
 - c. librarian
 - d. clerical supervisor
 - e. computer operator

- d 20. Which of the following is true?
 - a. Marketing research is best organized as a central function in the U.S.
 - b. Marketing research is best organized as a line function internationally.
 - c. The structure of the marketing research department depends on the products the company sells.
 - d. A central marketing research group can serve as a quality control on the research produced.
 - e. None of these statements is true.

- a 21. Which of these marketing responsibilities can marketing research help with?
 - a. identifying customer segments
 - b. strategically selecting segments to target
 - c. setting pricing to be consistent with marketing strategy
 - d. managing relationships with suppliers
 - e. creating Internet banner ads that pull customers to our Web site

- d 22. Which of these following statements is true?
 - a. Consumer research about e-commerce requires different marketing research tools.
 - b. Marketing research about the Internet is best handled by companies that create Internet software.
 - c. Marketing research about the Internet is best handled by large companies that have access to large samples of consumers.
 - d. Consumers' Internet activities can be integrated with their purchase data.
 - e. Web-based surveys will help ensure a representative, global sample for marketing researchers.