

1. Award: 10.00 points

Which of the following is true of marketing research?

- It draws heavily on the social sciences both for methods and theory.
- It is exclusively used by large businesses.
- It solely relies on quantitative techniques.
- It solely relies on qualitative techniques.
- It involves management of the activities in a supply chain to maximize product value.

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.1 Describe the impact marketing research has on marketing decision making.

2.

Award: 10.00 points

Test marketing _____.

- identifies two or more segments within the market for a particular company's products
- provides information for decisions on product improvements and new-product introductions
- includes choosing and evaluating locations, channels, and distribution partners
- focuses on database development through optical scanning at the point of purchase
- involves understanding how one's target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders

References

Multiple Choice Learning Objective:
1.2 Demonstrate
how marketing
research fits into the
marketing planning
process.

**Difficulty: 2
Medium** Learning Objective:
1.3 Provide
examples of
marketing research
studies.

3.

Award: 10.00 points

Zephyr Corp. manufactures air purifiers. It comes up with an idea for a new range of air purifiers called alpha purifiers. Before launching the range of purifiers, Zephyr lets some people try out the product and then collects feedback from them to identify any problems with it. Which of the following is best exemplified in this scenario?

- Curbstoning
- Concept testing
- Perceptual mapping
- Behavioral targeting
- Branded "black-box" methodology

References

Multiple Choice Learning Objective:
1.2 Demonstrate
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marketing planning
process.

Difficulty: 3 Hard Learning Objective:
1.3 Provide
examples of
marketing research
studies.

4.

Award: 10.00 points

Which of the following is a technique that is used to picture the relative position of products on two or more product dimensions important to consumer purchase decisions?

- Retailing wheel
- Optical scanning
- Store image studies
- Perceptual mapping
- Behavioral targeting

References

Multiple Choice Learning Objective:
1.2 Demonstrate how marketing research fits into the marketing planning process.

Difficulty: 1 Easy Learning Objective:
1.3 Provide examples of marketing research studies.

5.

Award: 10.00 points

Which of the following pertains to the creation of a perceptual map?

- Retailers focus on database development through optical scanning at the point of purchase.
- Marketers have to work on the branding of both new and existing products.
- Marketing research considers the total performance of a promotional program as each effort often affects others in the promotional mix.
- Consumers have to indicate how similar or dissimilar a group of relevant brands or products is to each other.
- Consumer behavior activities embedded in a cultural context are studied by marketers using ethnographic research.

References

Multiple Choice Learning Objective:
1.2 Demonstrate how marketing research fits into the marketing planning process.

Difficulty: 2 Medium Learning Objective:
1.3 Provide examples of marketing research studies.

6.

Award: 10.00 points

Apex Corp. asks its consumers to determine how they perceive the similarities and dissimilarities among relevant product attributes for a group of competing brands. In this case, Apex Corp. is most likely using the technique of _____.

- concept testing
- behavioral targeting
- perceptual mapping
- bivariate regression analysis
- analysis of variance (ANOVA)

References

Multiple Choice Learning Objective:
1.2 Demonstrate how marketing research fits into the marketing planning process.

Difficulty: 2 Medium Learning Objective:
1.3 Provide examples of marketing research studies.

7.

Award: 10.00 points

Research investigations that focus on topics such as trade area analysis, store image/perception, in-store traffic patterns, and location analysis are collectively called

- perceptual mapping.
- positioning research.
- retailing research.
- test marketing.
- focus group research.

References

Multiple Choice Learning Objective:
1.2 Demonstrate
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process.

Difficulty: 1 Easy Learning Objective:
1.3 Provide
examples of
marketing research
studies.

8.

Award: 10.00 points

A new supermarket, The Deluxe Mart, collates its sales data using scanners at the point of purchase. It uses this data to identify the products to stock and the type of content and media to use to attract customers. In this scenario, The Deluxe Mart is most likely using

- perceptual mapping.
- test marketing.
- retailing research.
- logistical assessment.
- concept testing.

References

Multiple Choice Learning Objective:
1.2 Demonstrate
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marketing planning
process.

Difficulty: 3 Hard Learning Objective:
1.3 Provide
examples of
marketing research
studies.

9.

Award: 10.00 points

Sally browses through different articles featured on Pop.com. She notices ads for skirts that she recently viewed on Trendz.com, an online apparel store, being displayed in Pop.com. In this scenario, Trendz.com is using the technique of _____.

- perceptual mapping
- test marketing
- behavioral targeting
- theoretical sampling
- concept positioning

References

Multiple Choice Learning Objective:
1.2 Demonstrate
how marketing
research fits into the
marketing planning
process.

**Difficulty: 2
Medium** Learning Objective:
1.3 Provide
examples of
marketing research
studies.

10.

Award: 10.00 points

Marketing to consumers based on research of the entire process consumers go through when making a purchase is termed

- shopper marketing.
- behavioral targeting.
- retailing research.
- test marketing.
- a benefit and lifestyle study.

References

Multiple Choice Learning Objective:
1.2 Demonstrate
how marketing
research fits into the
marketing planning
process.

Difficulty: 1 Easy Learning Objective:
1.3 Provide
examples of
marketing research
studies.

11.

Award: 10.00 points

The three most common research tasks in integrated marketing communications are advertising effectiveness studies, sales tracking, and

- in-store traffic patterns.
- attitudinal research.
- location analysis.
- trade area analysis.
- store image studies.

References

Multiple Choice Learning Objective:
1.2 Demonstrate
how marketing
research fits into the
marketing planning
process.

Difficulty: 1 Easy Learning Objective:
1.3 Provide
examples of
marketing research
studies.

12.

Award: 10.00 points

Research shows that the typical Saturn dirt bike shopper is a middle-aged person with an income of \$75,000 per annum. This is an example of

- positioning research.
- retailing research.
- focus group research.
- market segmentation research.
- pricing strategy research.

References

Multiple Choice Difficulty: 3 Hard

Learning Objective: 1.3 Provide examples of marketing research studies.

13.

Award: 10.00 points

In the context of marketing research, which of the following highlights problems and opportunities for marketers that are based on consumers' actual behavior?

- Deanonymizing data
- Situation analysis
- Curbstoning
- Sugging
- Ethnography

References

Multiple Choice Learning Objective:
1.2 Demonstrate
how marketing
research fits into the
marketing planning
process.

Difficulty: 1 Easy Learning Objective:
1.3 Provide
examples of
marketing research
studies.

14.

Award: 10.00 points

In the context of the types of marketing research firms, external research suppliers

- are chosen by companies to help gain greater flexibility.
- perform very few aspects of marketing research.
- are more subject to company politics and regulations than are internal suppliers.
- are less objective than are internal suppliers.
- provide specialized, highly tailored services to the client.

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

15.

Award: 10.00 points

Services provided by standardized research firms that include data made or developed from a common data pool or database are called _____ services.

- debriefed
- syndicated business
- customized
- highly tailored
- branded "black-box"

References

Multiple Choice Difficulty: 1 Easy Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

16.

Award: 10.00 points

Aura Inc. is a research firm that conducts store audits for a variety of retail stores. It follows an established, common approach in research design so the results of a study conducted for one client can be compared to norms from studies done for other clients. In the context of the types of marketing research firms, Aura Inc. is a(n) _____.

- customized research firm
- internal research provider
- standardized research firm
- specialty market research firm
- brokerage firm

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

17.

Award: 10.00 points

The practice of data collection personnel filling out surveys for fake respondents is called _____.

- sugging
- frugging
- curbstoning
- debriefing
- deanonymizing data

References

Multiple Choice Difficulty: 1 Easy Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

18.

Award: 10.00 points

In the context of marketing research, curbstoning occurs when

- a researcher does not maintain respondent confidentiality.
- a researcher deanonymizes information on the Internet by combining different publicly available records available at social networks.
- a researcher's trained interviewers or observers make up observed respondents' behaviors.
- a researcher fully explains to respondents any deception that was used during research.
- e-tailers display ads in one website based on a user's previous surfing behavior.

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

19.

Award: 10.00 points

Which of the following illustrates the abuse of respondents in marketing research?

- Selling unnecessary or unwarranted research services
- Not providing the promised incentive for completing interviews or questionnaires
- Having friends and relatives fill out surveys
- Not using the designated sample of respondents but rather anyone who is conveniently available to complete a survey
- Revealing one's clients to the respondents

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

20. Award: 10.00 points

The process of fully explaining to respondents any deception that was used during research is known as _____.

- the practice of sugging
- the practice of frugging
- rocking-chair interviewing
- subject debriefing
- deanonymizing data

References

Multiple Choice Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

21. Award: 10.00 points

Which of the following is ethical in marketing research practices?

- Sugging
- Frugging
- Rocking-chair interviewing
- Subject debriefing
- Deanonymizing data

References

Multiple Choice Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

22. Award: 10.00 points

Frugging means

- claiming that a survey is for research purposes and then asking for a sale or donation.
- fully explaining to respondents any deception that was used during research.
- having data collection personnel fill out surveys for fake respondents.
- combining different publicly available information on the Internet to determine consumers' identities.
- conducting research below professional standards.

References

Multiple Choice Difficulty: 1 Easy Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

23. Award: 10.00 points

Which of the following is true of frugging?

- It occurs when research firms do not fully disclose how the methodology works.
- It creates a negative impact on the entire industry.
- It must be conducted at the end of any study involving deception.
- It occurs when anyone who is conveniently available completes a survey.
- It occurs when different publicly available information is combined to determine consumers' identities.

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

24. Award: 10.00 points

Which of the following is true of the guidelines developed by the Marketing Research Association (MRA) for Internet marketing research issues?

- They state that researchers must deanonymize data on the Internet by combining different publicly available records available at social networks.
- They encourage the use of digital technologies such as GPS as they do not result in privacy-related issues.
- They do not allow clickstream tracking.
- They prohibit the use of cookies.
- They state that researchers must discontinue follow-up e-mails if requested to by respondents.

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

25. Award: 10.00 points

Which of the following is an unethical practice of research users?

- Requesting detailed research proposals from research providers with the intention of selecting a firm to conduct the research
- Using the designated sample of respondents instead of using anyone who is available to complete a survey
- Obtaining first drafts of questionnaires from research providers and using the information to perform the research project themselves
- Prohibiting market researchers from deanonymizing data
- Using clickstream tracking after removing any identifying information from the data file

References

Multiple Choice Difficulty: 2 Medium Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

26. Award: 10.00 points

Given the nonlinear nature of marketing research, it is not a very systematic process.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.1 Describe the impact marketing research has on marketing decision making.

27. Award: 10.00 points

Marketing research methods are diverse, spanning a wide variety of qualitative and quantitative techniques and borrowing from disciplines such as psychology, sociology, and anthropology.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.1 Describe the impact marketing research has on marketing decision making.

28. Award: 10.00 points

Marketers are interested in consumer subcultures, as products are often used to enact and support subculture participation.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

29. Award: 10.00 points

The process of identifying people or markets a company wants to serve is called positioning.

- True
→ False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

30. Award: 10.00 points

In the field of marketing research, analytics exclusively uses qualitative techniques to determine performance efficiency.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

31. Award: 10.00 points

Creating customer profiles and understanding behavioral characteristics are major focuses of any marketing research project.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

32. Award: 10.00 points

The purpose of marketing theory is to generalize relationships between concepts in a way that is applicable to a wide variety of business and often other settings.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

33. Award: 10.00 points

The benefits of using internal marketing research providers include research method consistency, shared information across the company, lower research costs, and ability to produce actionable research results.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

34. Award: 10.00 points

Many companies use internal research suppliers because the suppliers can be more objective and less subject to company politics and regulations than external suppliers.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

35. Award: 10.00 points

As marketing research firms expand their geographic scope, many fundamental skill requirements will change and negotiation skills will be replaced by statistical skills.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.6 Discuss new skills and emerging trends in marketing research.

36. Award: 10.00 points

Individuals who are logical and perceptive about human emotions will find marketing research to be a rewarding career.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.6 Discuss new skills and emerging trends in marketing research.

37. Award: 10.00 points

Research firms are required to maintain client confidentiality.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

38. Award: 10.00 points

If a client is unable to get sufficient insight into a testing method's strengths and weaknesses prior to purchase from a marketing research supplier, the client can choose another supplier.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

39. Award: 10.00 points

Subject debriefing means claiming that a survey is for research purposes and then asking for a sale or donation.

- True
→ False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

40. Award: 10.00 points

Frugging leads to consumers turning down legitimate research inquiries because they do not want to be solicited.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

41. Award: 10.00 points

While cookies are usually designed to maintain consumer privacy with respect to identity at least, they still nevertheless collect and utilize consumer data.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

42. Award: 10.00 points

The Marketing Research Association (MRA) guidelines prohibit clickstream tracking.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

43. Award: 10.00 points

If a research respondent does not want a researcher to find out the truth, it is ethical for the respondent to lie on a survey.

- True
- False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

44. Award: 10.00 points

The Statement of Ethics for the American Marketing Association applies to all marketing functions, including research.

- True
 False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.5 Recognize ethical issues associated with marketing research.

45. Award: 10.00 points

One of the recent trends in the marketing research industry is movement away from a data interpretation environment.

- True
→ False

References

True / False

Difficulty: 1 Easy

Learning Objective: 1.6 Discuss new skills and emerging trends in marketing research.

46. Award: 10.00 points

Define marketing research. Describe the advantages of marketing research.

The American Marketing Association defines marketing research as the function that links an organization to its market through the gathering of information. This information facilitates the identification and definition of market-driven opportunities and problems, as well as the development and evaluation of marketing actions. Finally, it enables the monitoring of marketing performance and improved understanding of marketing as a business process. Organizations use marketing research information to identify new product opportunities, develop advertising strategies, and implement new data-gathering methods to better understand customers.

References

Essay

Difficulty: 2 Medium

Learning Objective: 1.1 Describe the impact marketing research has on marketing decision making.

47. Award: 10.00 points

How does marketing research impact pricing decisions?

Pricing decisions involve pricing new products, establishing price levels in test marketing, and modifying prices for existing products. Marketing research provides answers to questions such as the following:

1. How large is the demand potential within the target market at various price levels?
2. What are the sales forecasts at various price levels?
3. How sensitive is demand to changes in price levels?
4. Are there identifiable segments that have different price sensitivities?
5. Are there opportunities to offer different price lines for different target markets?

References

Essay

Difficulty: 2 Medium

Learning Objective: 1.2 Demonstrate how marketing research fits into the marketing planning process.

48. Award: 10.00 points

Explain the different types of marketing research firms.

Marketing research providers can be classified as either internal or external, custom or standardized, or brokers/facilitators. Internal research providers are typically organizational units that reside within a company. The benefits of using internal research providers include research method consistency, shared information across the company, lower research costs, and ability to produce actionable research results.

Some firms choose to use external sources for marketing research. External sources, usually referred to as marketing research suppliers, perform all aspects of the research, including study design, questionnaire production, interviewing, data analysis, and report preparation. These firms operate on a fee basis and commonly submit a research proposal to be used by a client for evaluation and decision purposes.

Customized research firms provide specialized, highly tailored services to their clients. Many customized research firms concentrate their activities in one specific area such as brand-name testing, test marketing, or new-product development. Standardized research firms provide more general services. These firms also follow an established, common approach in research design so the results of a study conducted for one client can be compared to norms from studies done for other clients. Many standardized research firms also provide syndicated business services, which include the purchase of diary panels, audits, and advertising recall data made or developed from a common data pool or database.

References

Essay

Difficulty: 2 Medium

Learning Objective: 1.4 Understand the scope and focus of the marketing research industry.

49. Award: 10.00 points

What are the key skills that recruiters look for in candidates for marketing researcher positions?

The top five skills executives hope to find in candidates for marketing research positions are (1) the ability to understand and interpret secondary data, (2) presentation skills, (3) foreign-language competency, (4) negotiation skills, and (5) information technology proficiency.

References

Essay

Difficulty: 2 Medium

Learning Objective: 1.6 Discuss new skills and emerging trends in marketing research.

50. Award: 10.00 points

What are some of the major emerging trends in the field of marketing research?

The general consensus in the marketing research industry is that five major trends are becoming evident: (1) increased emphasis on secondary data collection methods; (2) movement toward technology-related data management (optical scanning data, database technology, customer relationship management); (3) expanded use of digital technology for information acquisition and retrieval; (4) a broader international client base; and (5) movement beyond data analysis toward a data interpretation/information management environment.

References

Essay

Difficulty: 2 Medium

Learning Objective: 1.6 Discuss new skills and emerging trends in marketing research.