

CH 8 Marketing Research Test Review**Multiple Choice**

Identify the choice that best completes the statement or answers the question.

- _____ 1. Marketing research companies are often hired by large businesses to conduct _____.
A. primary research
B. financial audits
C. database marketing
D. secondary research
- _____ 2. The success of a research survey depends on _____.
A. keeping the survey recipients on topic
B. making sure the recipients do not know they are being observed
C. controlling the variables
D. identifying a representative sampling
- _____ 3. When a research issue involves learning about consumer activities, such as how they spend their time and money, researchers may use the _____ method to allow respondents to write about their experiences.
A. survey
B. observation
C. diary
D. experiment
- _____ 4. A research document in which the subjects can choose only one answer from several options for each question is a(n) _____.
A. open-response diary
B. forced-choice diary
C. survey
D. experiment
- _____ 5. Researchers are *most* likely to use the experiment method of marketing research when the central research issue involves _____.
A. learning about how consumers spend their time
B. testing a variable
C. gathering facts and figures
D. insight about consumer thoughts and opinions
- _____ 6. Which of the following statements about secondary data is true?
A. It is often more difficult to find than primary data.
B. It is usually more expensive to conduct than primary data.
C. It is generally not useful if it is more than five years old.
D. To be valid, it must include only external sources.
- _____ 7. An organization that includes people from a specific type of business or industry who work together to help each other succeed is known as a _____.
A. trade association
B. chamber of commerce
C. focus group
D. population

- _____ 8. Changes in the size of different segments of the population are considered _____ trends.
- A. product
 - B. fashion
 - C. social
 - D. demographic
- _____ 9. The first step in the formal market research process is _____.
- A. state a hypothesis
 - B. define the problem
 - C. conduct background research
 - D. develop a research plan
- _____ 10. The most common reporting error in marketing research is _____.
- A. using poor grammar and sentence structure
 - B. presenting the results poorly
 - C. choosing poor visuals for the report
 - D. misrepresenting the research results
- _____ 11. After data have been analyzed, the next step in market research is to _____.
- A. create a hypothesis that fits the data
 - B. develop a research plan
 - C. draw conclusions from the data
 - D. conduct background research
- _____ 12. Which of the following practices is *not* a potential source of error due to the research sample?
- A. Using representative sampling
 - B. Using a small sample size
 - C. Including people not in the targeted market
 - D. Using the wrong target market
- _____ 13. Which statement about raw data is true?
- A. It cannot be analyzed.
 - B. It is a common source of error.
 - C. It is more useful than analyzed data.
 - D. It is neither right nor wrong.
- _____ 14. A questionnaire given to individual people to be answered without discussion with others is a(n) _____, which is often used to obtain quantitative data.
- A. diary
 - B. survey
 - C. interview
 - D. focus group
- _____ 15. A one-on-one _____ is a formal meeting that is often used to obtain insight into people's thoughts and opinions about a product or business.
- A. interview
 - B. diary
 - C. focus group
 - D. survey

Matching

Match the following terms and identifying phrases.

- A. fad
- B. hypothesis
- C. primary data
- D. qualitative data
- E. quantitative data
- F. raw data
- G. reliability
- H. secondary data
- I. trend
- J. validity

- ___ 16. Extent to which research questions address the intended topic.
- ___ 17. Research that has not yet been analyzed.
- ___ 18. Something that is very popular for a short time but dies out quickly.
- ___ 19. Statement that can be tested and proved either true or false.
- ___ 20. Quality of providing consistent and dependable measurement and results.
- ___ 21. Data that provides insight into what people think about a topic.
- ___ 22. Emerging pattern of change, often long-lasting.
- ___ 23. Pieces of information collected directly by an individual or organization.
- ___ 24. Facts and figures from which conclusions can be drawn.
- ___ 25. Information or statistics that already exist.

Completion

Complete each statement.

- 26. Properly conducted primary research includes a(n) _____, or group that includes a cross section of the entire target population.
- 27. A type of interview in which several people are brought together to discuss a specific topic is a(n) _____.
- 28. In an experiment, the item that changes or can be changed is the _____.
- 29. Spreadsheets, reports, and databases compiled by the company performing the market research are examples of _____ sources of secondary data.
- 30. Examples of _____ sources of secondary data include governmental sources, academic sources, and the Internet.

Name: _____

ID: A

31. One good source for free secondary data is a local or state _____ because its main purpose is to encourage local business development.
32. A pattern of change in consumer behavior that leads to changes in a company's marketing mix is a marketing _____.
33. A company that gathers and stores information about its customers and then markets directly to those customers based on their histories is using _____ marketing techniques.
34. The process of searching through large amounts of digital data to find relevant patterns or trends is known as _____.
35. The order in which questions are placed in a survey can lead to the skewing of results, known as _____.
36. Patterns of change in society as a whole are known as _____ trends.
37. The gradual change over a period of decades from corded telephones to cordless telephones to cell phones to smartphones is an example of a(n) _____ trend.
38. Another name for an industry publication is _____ journal.
39. A set of questions posed to a group of people to determine how the group thinks, feels, or acts is a(n) _____.
40. An organized collection of digital data is known as a(n) _____.

Short Answer

41. Briefly describe the two major forms of the observation method of conducting research.
42. What guidelines should be followed when using the Internet to conduct secondary marketing research to help ensure that the information is trustworthy?
43. Why is trend research important to businesses?
44. In what three types of trends are marketers particularly interested?
45. What is a marketing-information system?
46. What are the eight steps of the formal research process?
47. Why is it a good idea to develop and test a hypothesis before developing a marketing plan?
48. What is the difference between reliability and validity in marketing research?
49. Briefly describe how researchers go about identifying and defining a research problem.

Name: _____

ID: A

50. What is the difference between a trend and a fad?

**CH 8 Marketing Research Test Review
Answer Section**

MULTIPLE CHOICE

- 1. ANS: A PTS: 1
- 2. ANS: D PTS: 1
- 3. ANS: C PTS: 1
- 4. ANS: B PTS: 1
- 5. ANS: B PTS: 1
- 6. ANS: C PTS: 1
- 7. ANS: A PTS: 1
- 8. ANS: D PTS: 1
- 9. ANS: B PTS: 1
- 10. ANS: D PTS: 1
- 11. ANS: C PTS: 1
- 12. ANS: A PTS: 1
- 13. ANS: D PTS: 1
- 14. ANS: B PTS: 1
- 15. ANS: A PTS: 1

MATCHING

- 16. ANS: J PTS: 1
- 17. ANS: F PTS: 1
- 18. ANS: A PTS: 1
- 19. ANS: B PTS: 1
- 20. ANS: G PTS: 1
- 21. ANS: D PTS: 1
- 22. ANS: I PTS: 1
- 23. ANS: C PTS: 1
- 24. ANS: E PTS: 1
- 25. ANS: H PTS: 1

COMPLETION

- 26. ANS: representative sampling

PTS: 1
- 27. ANS: focus group

PTS: 1
- 28. ANS: variable

PTS: 1

29. ANS: internal

PTS: 1

30. ANS: external

PTS: 1

31. ANS: chamber of commerce

PTS: 1

32. ANS: trend

PTS: 1

33. ANS: database

PTS: 1

34. ANS: data mining

PTS: 1

35. ANS: order bias

PTS: 1

36. ANS: social

PTS: 1

37. ANS: product

PTS: 1

38. ANS: trade

PTS: 1

39. ANS: survey

PTS: 1

40. ANS: database

PTS: 1

SHORT ANSWER

41. ANS:

Using the observation method, the researcher watches people or situations and records facts without allowing the people to know that they are being observed, or the researcher becomes a secret shopper who visits a company and observes the quality of service.

PTS: 1

42. ANS:

Verify the Internet sources, and avoid open-source websites and business websites ending in .com or .net, because these may or may not have correct information. Sites ending in .gov or .edu tend to be more trustworthy.

PTS: 1

43. ANS:

Trend information is important because it helps the businesses adjust product, price, place, and promotion to meet new trends.

PTS: 1

44. ANS:

social, demographic, and product trends

PTS: 1

45. ANS:

A marketing-information system (MkIS) is an organized system of gathering, sorting, analyzing, evaluating, and distributing information for marketing purposes. The system gathers and updates data constantly from both internal and external sources and provides marketing intelligence for making decisions and solving problems.

PTS: 1

46. ANS:

The formal research process includes these steps: define the problem, conduct background research, state a hypothesis, develop a research plan, collect the data, analyze the data, draw conclusions, and make recommendations.

PTS: 1

47. ANS:

Research will either confirm or disprove a hypothesis. Plans can then be changed if the hypothesis does not test well.

PTS: 1

48. ANS:

Reliability is the quality of providing consistent and dependable measurement and results, whereas validity is the extent to which the research questions address the intended marketing research topic.

PTS: 1

49. ANS:

The first step is to ask the questions for which answers are needed and write a statement that precisely defines the problem. Then the problem can be analyzed, typically by talking to people within the company or using the company customer relationship management system.

PTS: 1

50. ANS:

A trend is an emerging pattern of change over the long term. A fad is something that is very popular for a short time and dies out quickly.

PTS: 1

D 8.

 A 1.

 B 9.

 D 2.

 D 10.

 J 16.

 F 17.

 C 3.

 C 11.

 A 18.

 B 19.

 G 20.

 D 21.

 B 4.

 A 12.

 I 22.

 C 23.

 E 24.

 D 13.

 H 25.

 B 5.

 B 14.

 C 6.

 A 15.

 A 7.