

Chapter 1

Role of Marketing Research

- d 1. Which of the following is NOT consistent with the definition of marketing research?
- The definition is broad.
 - The definition stresses the importance of activities conducted in order to understand the process of marketing.
 - The definition emphasizes the function as a link between consumers and the firm.
 - The definition states that marketing research is focused on collecting information.
 - Neither b nor d is consistent with the definition.
- e 2. Marketing research
- Generates information in the firm's environment.
 - Transmits information from the environment to the firm.
 - Interprets feedback information.
 - Makes decisions based upon information from the environment.
 - Does a, b, and c.
- b 3. Marketing research
- Is simply asking consumers for their likes, dislikes, needs, and wants in a one-on-one situation.
 - Spans the informational boundary between the firm and its environment.
 - Can only be employed to assess the impact of past or contemplated adjustments in the marketing mix.
 - Is most generally used for marketing control purposes.
 - Is b and d.
- c 4. Which of the following is NOT a common activity of a marketing research department?
- Assessing the impact(s) of changes in the marketing mix for a good marketing promotion
 - Identifying the legal constraints on advertising
 - Determining the most efficient production sequences for a plant
 - Establishing sales territory quotas
 - Both c and d
- c 5. Which of the following is FALSE?
- The basic purpose of marketing research is to assist marketing managers in making more informed decisions.
 - Marketing research became a significant business activity after World War II when the economy changed from a production orientation to a consumption orientation.
 - Marketing research as an organizational function was adopted by most firms when they could no longer satisfy demand for their products.
 - a and b.
 - a, b and c.

- a 6. Marketing research
 - a. Is the use of information to identify and define marketing problems.
 - 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 banks.

- e 7. Which of the following phases of the information-management process is not part of marketing research?
 - a. The specification of what information is needed
 - b. The collection of the information
 - c. The analysis of the information
 - d. The interpretation of the information
 - e. The use of the information

- b 8. What is the basic purpose of marketing research?
 - a. To make decisions for managers
 - b. To furnish information that helps managers make better decisions
 - c. To assist government regulatory agencies
 - d. To confirm management's decisions
 - e. To help develop new products

- c 9 The function that links the consumer to the organization through information is
 - a. Advertising.
 - b. Promotion.
 - c. Marketing research.
 - d. Computer systems.
 - e. The sales department.

- b 10. Which of the following factors cannot normally be controlled by marketing management?
 - a. Promotional policies
 - b. The political and legal environment
 - c. Distribution
 - d. The list price
 - e. The design of the product package

- c 11. Which of the following is FALSE?
 - a. The federal government is the largest producer of marketing facts.
 - b. All businesses share a common problem of needing information.
 - c. The principal task of marketing is to increase profit.
 - d. Both a and b
 - e. a, b and c.

- b 12. The Handy Hand Tools Company commissioned a survey designed to determine whether homeowners prefer plastic or metal casings on electric screwdrivers. The results of this survey will likely be used as input into decisions concerning which element of the marketing mix?
 - a. Price
 - b. Product
 - c. Publicity
 - d. Promotion
 - e. Preference

- a 13. 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.

- b 14. Which of the following is NOT a common activity of a marketing research department?
 - a. Measuring market potential
 - b. Creating new advertising
 - c. Location analyses
 - d. Sales analyses
 - e. Studying the competition's advertising

- b 15. Which of the following most accurately describes the marketing manager's task?
 - a. The marketing manager's essential task is to determine which one of the four marketing elements should be the focus of the company's marketing plan.
 - b. The marketing manager adjusts the marketing mix element(s) with the customer as the main target.
 - c. The marketing manager's task is simplified because the marketing task takes place within a controllable environment.
 - d. The marketing manager uses marketing research data solely for monitoring the effectiveness of current marketing practices.
 - e. All of the above accurately describe the marketing manager's task.

- a 16. The owner of Cathy's Calendar Company, upon realizing that the main distributors of the calendars produced by the company were limited to small gift shops, posed the following question: Are there promising markets that we have not yet reached? Such a question focuses on which aspect of marketing research?
 - a. Planning
 - b. Problem-solving
 - c. Control
 - d. Product placement
 - e. Distributorship selection

- e 17. Marketing managers generally focus their efforts on the elements of the marketing mix, which include all of the following EXCEPT:
 - a. Production
 - b. Price
 - c. Promotion
 - d. Publicity
 - e. Both a and d

- e 18. Which of the following currently uses market research?
 - a. Salespeople
 - b. Politicians
 - c. Clergy
 - d. Both a and b
 - e. a, b and c

- d 19. Which of the following is TRUE?
 - a. Survey responses are the firm's formal communication link with the environment.
 - b. Marketing researchers are responsible for using information to make important decisions.
 - c. All business schools require students who are completing majors in marketing to take a marketing research course.
 - d. Opportunities in marketing research exist for people with a variety of skills.
 - e. They are all false.

- e 20. 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

- b 21. Which of the following skills are not needed in marketing research?
 - a. Analytical
 - b. Production management
 - c. Communications
 - d. Human relations
 - e. Statistical

- c 22. 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 23. Which of the following skills are needed as a senior level marketing researcher?
 - a. Statistical
 - b. Financial
 - c. Planning
 - d. Both b and c
 - e. a, b and c

- e 24. 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. Career opportunities in marketing research are spread quite equally among those with only an undergraduate degree and those with a graduate-level education.
 - d. Successful marketing researchers are proactive rather than reactive.
 - e. Both b and d

- e 25. Which of the following types of organizations do NOT conduct marketing research?
 - a. Producers of products and services
 - b. Non-profit organizations
 - c. Advertising agencies
 - d. Marketing research companies
 - e. All of the above conduct marketing research.

- d 26. Which of the following is TRUE?
 - a. Much of the research conducted by advertising agencies deals directly with creating the advertisement itself.
 - b. Marketing research really began to grow when firms could no longer sell all they could produce.
 - c. The growth in the number of new marketing research departments has escalated recently.
 - d. Both a and b
 - e. a, b and c.

- b 27. Which of the following is FALSE?
 - a. About \$20 is spent on research each year for every American man, woman, and child.
 - b. International marketing presents optimal opportunities since domestic marketing research data can easily be transferred to the foreign subsidiary's marketing plan.
 - c. Marketing research is a \$5.5 billion industry in the United States.
 - d. Both a and b
 - e. a, b and c.

- e 28. The primary reasons for studying marketing research include:
 - a. Some may pursue a career in marketing research.
 - b. Knowledge of the marketing research makes for a "smarter" consumer.
 - c. Managers should know the benefits and limitations of marketing research.
 - d. Both a and c
 - e. a, b and c.

- b 29. Wendi's Ice Cream hires a local marketing research firm to distribute 250 surveys to potential customers. Upon collecting the information, the researchers return the surveys so that Wendi's marketing department can analyze the results. The marketing research firm in the above scenario is conducting what type of research?
- Custom-designed research
 - Field service
 - Limited-service
 - Full-service
 - Syndicated service
- d 30. Which of the following is TRUE?
- Marketing researchers often know more about the customers, industry, and competitors than anyone in the company with the same years of experience.
 - Marketing researchers must develop an understanding of business in general and marketing processes.
 - Researchers working in smaller companies tend to have more specialized tasks than employees working in large firms.
 - Both a and b
 - a, b, and c.
- e 31. Which of the following illustrate Marketing?
- Taco Bell offering value menus to its customers
 - The U.S. Postal Service exchanges postal services for stamp/ mailing fees.
 - The Red Cross exchanges its services by caring for unfortunate people after a Hurricane for donations from citizens.
 - Song Airlines offering lower priced fares to its customers than Delta Airlines
 - All of the above illustrate what marketing is all about.
- e 32. Which of the following would find NO reason to use marketing research?
- A large state supported university
 - A small landscaping company in a small town
 - A police department of a large metropolitan city
 - A company like Proctor and Gamble that manufacturers consumer goods
 - All of the above would find some reason to use marketing research
- c 33. A store manager for Kroger noticed that several of his regular customers have stopped coming to his store. He also noticed that most of these customers had started shopping at the Wal-Mart Super center that had opened about a mile from Kroger a few months ago. The fundamental source of this marketing problem might best be described as
- A planned change in the marketing environment
 - Serendipity
 - An uncontrollable change in the marketing environment
 - An planned change that occurred at the Kroger store
 - None of the above

- d 34. Which of the following is NOT a potential application for marketing research principles and techniques?
- a. The marketing of political candidates
 - b. Conducting public opinion polls
 - c. The marketing of services for the United Way
 - d. Determining the type of raw materials used
 - e. The needs and wants of your business customers.
- d 35. The MAIN purpose of marketing research is:
- a. To help achieve all marketing activities below their cost estimates
 - b. To accurately determine consumer demand
 - c. To provide a continuous flow of objective information to marketing managers
 - d. To gather information to help managers make better decisions
 - e. None of the above
- e 36. The Houston Texans have created a new sub-group within their marketing department. This sub-group's sole responsibility is to constantly acquire information on events occurring outside the Texans' organization in order to identify and interpret potential trends. This new sub-group would most appropriately be engaging in:
- a. Public Relation
 - b. Internal Trend Assessment
 - c. Advertising
 - d. Sponsorship
 - e. Environmental scanning/analysis