Marketing Research 8th edition Burns Test Bank

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Marketing Research, 8e **(Burns/Bush)**
Chapter 2 The Marketing Research Industry

1) Information gathering to be used for decision-making goes back to the earliest days of recorded history. In the United States, surveys were used in the early 1800s to determine:
A) The popularity of political candidates.
B) The popularity of saloon entertainers.
C) The popularity of early sports teams.
D) The popularity of regional foods.
Answer: A
LO: 2:1: A brief history of the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

2) The first known application of marketing research to a business marketing/advertising problem was conducted by:
A) A group of students.
B) An advertising agency.
C) A farm equipment company.
D) A publishing company.
Answer: B
LO: 2:1: A brief history of the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

3) _____ is the person recognized as the "Father of Marketing Research." He is given credit for conducting the first continuous and organized market research
A) Charlie Young
B) C. J. Craig
C) Charles Coolidge Parlin
D) Jed Bartlet
Answer: C
LO: 2:1: A brief history of the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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4) The term used for research conducted within an organization is called:
A) Internal research.
B) Market-side research.
C) Supplier-side research.
D) Client-side research.
Answer: D
LO: 2:2: The different types of marketing research firms
Diff: Easy
Classification: Application
AACSB: Application of knowledge

5) In medium-size and smaller firms, the responsibilities of those in the market research department are primarily:
A) Helping others in the firm know when to do research and in finding the right supplier firm to help conduct marketing research.
B) Helping others in the firm do the research and conducting the analysis.
C) Executing the research, conducting the analysis, and reporting the findings.
D) Designing the research, executing the research, and reporting the findings.
Answer: A
LO: 2:2: The different types of marketing research firms
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

6) _____ represent the "democratization" of marketing research.
A) Do-it-yourself research applications
B) Online survey platforms
C) Online secondary research platforms
D) Statistical analysis software solutions
Answer: A
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

7) One of the most important emerging trends for client-side marketing research departments is:
A) Specialized internal research teams.
B) Increasing use of specialized research agencies.
C) Informal departments organized around specific product.
D) Increasing use of do-it-yourself research.
Answer: D
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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8) The appeal of do-it-yourself research has to do with:
A) Its cost effectiveness and increasing availability of marketing research tools.
B) The increasing availability of marketing research tools.
C) Its cost effectiveness and the ability to visualize data.
D) The increasing availability of marketing research tools and ability to visualize data.
Answer: A
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

9) Firms sometimes hire an outside marketing research company to conduct its research. This is referred to as:
A) In-house research.
B) Supply-side research.
C) Do-it-yourself research.
D) Client-side research.
Answer: B
LO: 2:2: The different types of marketing research firms
Diff: Easy
Classification: Application
AACSB: Application of knowledge

10) The _____ is an annual publication that lists the top global marketing research firms in the world by revenue earned.
A) *Honomichl Global Top 25*
B) *AMA Gold Global Top 50*
C) *AMA Platinum Top 25*
D) *MRA's Top 50*
Answer: B
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

11) Full-service supplier firms:
A) Focus primarily in quantitative research.
B) Provide services at a reduced cost due to economies of scale.
C) Have the ability to conduct the entire marketing research project.
D) Provide qualitative services only.
Answer: C
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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12) A research firm that specializes in one, or, at most, a few marketing research activities is:
A) A full-service supplier firm.
B) A syndicated data service firm.
C) An internal supplier firm.
D) A limited-service supplier firm.
Answer: D
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Easy
Classification: Application
AACSB: Application of knowledge

13) The marketing research industry relies on:
A) Derived demand.
B) Latent demand.
C) Irregular demand.
D) Full demand.
Answer: A
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

14) The fastest-growing regions of the world for marketing research are:
A) India and China.
B) Africa and the Middle East.
C) Mexico and Brazil.
D) Europe and the United States.
Answer: B
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

15) The five largest markets, by country, for marketing research are:
A) China, India, United States, and Brazil.
B) United States, China, India, Saudi Arabia, and United Kingdom.
C) United States, United Kingdom, Germany, France, and China.
D) United States, Germany, France, India, and United Kingdom.
Answer: C
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

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16) Which of the following is NOT a major source of online information allowing marketers to explore the many different types of research firms that operate worldwide?
A) *GreenBook*
B) *BlueBook*
C) *Quirk's Researcher SourceBook*™
D) *Thomas Register*®
Answer: D
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Easy
Classification: Application
AACSB: Application of knowledge

17) After many years of relative stability in marketing research methods, the industry is undergoing great change due to:
A) New sources of data and technology.
B) Expanded focus on qualitative methods.
C) Reluctance of clients to adopt new research methods.
D) New uses of traditional research tools.
Answer: A
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

18) In the 1990s, _____ brought about significant change, with online panels becoming a primary source of data.
A) new software approaches
B) electronic surveys
C) automated sampling
D) survey volunteers
Answer: B
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

19) Data that are gathered without overt questioning or other types of interactions with consumers have become a new and valuable source of information. This type of data are called:
A) Interactive data.
B) Social media data.
C) Passive data.
D) Panel data.
Answer: C
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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20) In a 2015 survey of marketing researchers by *GreenBook*, over half of respondents (56%), stated that _____ are one of the biggest challenges they face.
A) methodologies
B) data
C) new software approaches
D) technology investments
Answer: A
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

21) Which of the following is NOT a new source of data that have the potential to provide valuable insights?
A) Social media websites
B) The Internet of Things (IoT)
C) Syndicated data
D) Phone and mail surveys
Answer: D
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

22) Marketing researchers not only need to be skilled at gathering and analyzing data, but also at communicating results effectively because of:
A) The multiple new types of data and methods now in use.
B) The multiple new types of social media.
C) The multiple new types of interactive resources.
D) The multiple new types of traditional data and methods.
Answer: A
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

23) For the marketing research industry to evolve, there exists a need for researchers to:
A) Understand the broader implications of new research technologies.
B) Dig deeper into data and deliver strategic insights with their results.
C) Dig deeper into data and deliver tactical insights with their results.
D) Understand the broader implications of social media data.
Answer: B
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

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24) There is an increasing demand for researchers to present results:
A) With full statistical analysis and commentary.
B) With competitor data and profiles.
C) In unambiguous, understandable, easy-to-grasp reports.
D) In an understandable format that connects to the client's strategic plan.
Answer: C
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

25) One of the most compelling challenges for the marketing research industry is finding individuals who combine tech savviness and analytical skills with:
A) The ability to perform high-level statistical analysis.
B) The ability to understand new software technologies.
C) The ability to understand syndicated and social media data.
D) The ability to synthesize data and present it in a compelling way.
Answer: D
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

26) Which of the following organizations has been devoted to developing best practices for the marketing research profession?
A) MRA (Marketing Research Association)
B) AMA (American Marketing Association)
C) AAPOR (American Association for Public Opinion Research)
D) CASRO (Council of American Survey Research Organizations)
Answer: A
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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27) What does "sugging" refer to?
A) Fundraising under the guise of a survey
B) Selling under the guise of a survey
C) Collecting data through telephone interviews
D) Surveying under the guise of selling
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

28) What does "frugging" refer to?
A) Collecting data through telephone interviews
B) Selling under the guise of a survey
C) Fundraising under the guise of a survey
D) Surveying under the guise of selling
Answer: C
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

29) Which organization offers an online guide, "What Survey Participants Need to Know," to provide the public with information about the conduct and use of survey research?
A) MRA (Marketing Research Association)
B) AMA (American Marketing Association)
C) AAPOR (American Association for Public Opinion Research)
D) CASRO (Council of American Survey Research Organizations)
Answer: D
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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30) The Transparency Initiative is a program by the _____ to encourage the routine disclosure of methods used in research that is released to the public.
A) AAPOR (American Association for Public Opinion Research)
B) MRA (Marketing Research Association)
C) AMA (American Marketing Association)
D) CASRO (Council of American Survey Research Organizations)
Answer: A
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

31) Under what circumstance is there an exemption under the Do Not Call Registry?
A) Calling U. S. citizens to sell an unsolicited offer
B) Calling U.S. citizens for survey purposes
C) Calling U.S. citizens for political push polling purposes
D) Calling U.S. citizens for telemarketing purposes
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

32) For many years, _____ has monitored trends in the industry.
A) Burke Institute
B) American Association for Public Opinion Research (AAPOR)
C) GreenBook
D) Industry Financial Survey
Answer: C
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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33) What annual publication reports data provided to the industry in terms of what techniques are being used as well as what drives their use?
A) *Quirk's Researcher SourceBook™*
B) *Thomas Register®*
C) *ESOMAR Directory*
D) *GreenBook Research Industry Trends (GRIT)*
Answer: D
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

34) _____ publishes an annual *Global Market Research* report that includes many measures of industry performance.
A) ESOMAR
B) AAPOR
C) MRA
D) CASRO
Answer: A
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

35) MRA's "Code of Marketing Research Standards" discusses the ethics of collecting passive user data. Which of the following is NOT considered passive user data?
A) Web tracking (including but not limited to: Flash, QuickTime, cookies and JavaScript)
B) Manual entry of a telephone survey with permission of the respondent
C) Manual entry into a historical profile after a conversation, email or online chat with a customer service representative
D) Certain forms of observational research such as mystery shopping, social media listening or certain ethnographic protocols
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Difficult
Classification: Application
AACSB: Ethical understanding and reasoning

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36) Which of the following does NOT represent the maintenance of marketing research integrity?
A) Data will never be falsified or omitted.
B) Research results will be reported accurately and honestly.
C) Research companies may withhold damaging client data.
D) Researchers will not misrepresent the impact of the sampling method and its impact on sample data.
Answer: C
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

37) Ensuring that respondents may elect not to take part or participate in a research project is a common ethical code practice. This code falls into the category of:
A) Concern for society.
B) Fair dealings with clients and subcontractors.
C) Maintaining research integrity.
D) Fair dealings with respondents.
Answer: D
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

38) Falsifying data in order to make the findings consistent with predetermined points of view would demonstrate:
A) Lack of research integrity.
B) Lack of proper study design.
C) Lack of proper study supervision.
D) Lack of the use of data falsification detection software.
Answer: A
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

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39) The major associations created a common ethical code to ensure that research released for public information will contain information that ensures transparency. This code falls into the category: of:
A) Fair dealings with respondents.
B) Concern for society.
C) Fair dealings with clients and subcontractors.
D) Maintaining research integrity.
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

40) The abbreviation, "PRC," stands for:
A) Public Researcher Certification.
B) Professional Researcher Certification.
C) Professional Researcher, Corporate.
D) Professional Researcher Certificate.
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

41) What organization sponsors the certification program in the U.S. for marketing researchers?
A) American Marketing Association
B) Marketing Research and Intelligence Association
C) Marketing Research Corporation
D) Marketing Research Association
Answer: D
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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42) What organization sponsors the certification program in Canada for marketing researchers?
A) Marketing Research and Intelligence Association
B) American Marketing Association
C) Marketing Research Corporation.
D) Marketing Research Association.
Answer: A
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

43) Which of the following is NOT an advantage of obtaining certification as a professional marketing researcher?
A) Puts researchers in a select group of like-minded professionals
B) Would be able to charge higher fees for their services
C) A visible badge of distinction, demonstrating professional skill, commitment, and dedication
D) Have taken training in both the research and legal fields
Answer: B
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

44) Two serious ethical issues in marketing research are deception and invasion of privacy. Which of the following is NOT an example of deception or invasion of privacy?
A) Potential respondents are not told the true identity of the sponsor of the research.
B) Potential respondents are viewed during a study without their permission.
C) Respondents participate in a focus group and are compensated for their opinions.
D) Potential respondents are told they will remain anonymous when they will not.
Answer: C
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

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45) Misrepresenting the impact of the sampling method and its impact on sample data violates ethics codes of the marketing profession. This code would falls into the category of:
A) Fair dealings with respondents.
B) Fair dealings with clients and subcontractors.
C) Maintaining research integrity.
D) Concern for society.
Answer: C
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

46) IBIS World predicts that the number of employees in the marketing research industry will:
A) See jobs expand annually through 2020, but also experience a leveling of wages.
B) See jobs expand annually through 2020 with a corresponding increase in wages.
C) Not see annual job expansion with a corresponding contraction in wage levels.
D) Not see annual job expansion, but with a corresponding slight increase.
Answer: B
LO: 2:6: How to investigate careers in marketing
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

47) Charles Coolidge Parlin conducted the first continuous and organized research in 1911, when he was hired by the Pearson Education Company to gather information about academic markets to help Pearson sell textbooks.
Answer: FALSE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

48) Prior to the Industrial Revolution, in an economy based on artisans and craftsmen involved in barter exchange with their customers, there was not much need to "study" consumers.
Answer: TRUE
LO: 2:1: A brief history of the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

49) A. C. Nielsen and George Gallup are known as the "Fathers of Marketing Research."
Answer: FALSE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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50) By the late 1950s and 1960s, marketing research was seen as indispensable for companies to track consumption changes in increasingly expanding markets.
Answer: TRUE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

51) The development of cloud computing in the 1970s led to the automation of data management and analysis for larger firms.
Answer: FALSE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

52) In the 1900s and 2000s, the wide availability and convenience of the Internet transformed all phases of the research process, from data collection to analysis to reporting.
Answer: TRUE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

53) Even with the tremendous growth, the emergence of several professional organizations, and a certification program, the industry includes few publicly held firms.
Answer: FALSE
LO: 2:1: A brief history of the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

54) Client-side research is research that is conducted within an organization.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Easy
Classification: Application
AACSB: Application of knowledge

55) Supplier-side departments may appear in organizational charts under a variety of names, such as consumer insights, but they serve the basic function of providing information to decision makers.
Answer: FALSE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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56) Medium-sized and smaller firms may assign an individual or team to conduct some of the research, but often their responsibilities lie in helping others in the firm know when to do research and in finding the right supplier firm to help conduct marketing research.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

57) Do-it-yourself (DIY) research, which has been called the "socialization" of marketing research, is considered one of the most important emerging trends for client-side marketing research departments.
Answer: FALSE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

58) DIY marketing research has been facilitated by online access to secondary data and better knowledge of data analysis software such as SPSS.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

59) Data analysis and visualization dashboards (such as those offered by Burke and Tableau) are examples of tools that would be used by DIY researchers.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

60) Marketing research tools like online survey platforms (such as Qualtrics and SurveyMonkey) statistical analysis tools (such as SPSS, SAS, and R), social media monitoring tools (such as Hootsuite) are so expensive that they are out of reach for DIY researchers.
Answer: FALSE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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61) Supply-side marketing research is research conducted by an outside firm hired to fulfill a company's marketing research needs.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

62) Full-service supplier firms have the ability to define the problem, specify the research design, collect and analyze the data. However, the client prepares the final report.
Answer: FALSE
LO: 2:2: The different types of marketing research firms
Diff: Easy
Classification: Application
AACSB: Application of knowledge

63) Firms specializing in different types of industries, such as airline, sports, or pharmaceuticals would be examples of limited-service supplier firms.
Answer: TRUE
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

64) Three professional organizations publish industry resources and provide a better understanding of the many different types of research firms and their specialties. The three organizations are *GreenBook*, MRA's *Blue Book*, and *Quirk's*.
Answer: TRUE
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

65) The marketing research industry is one of the few that does not rely on derived demand.
Answer: FALSE
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

66) The fastest-growing regions of the world for marketing research are Africa and the Middle East.
Answer: TRUE
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

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67) The five largest markets by country for marketing research are United States (42%), United Kingdom (12%), Germany (8%), India (6%), and China (4%)
Answer: FALSE
LO: 2:3: To be aware of the industry structure of marketing research
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

68) The marketing research industry is currently facing a number of important challenges including evolving sources of data and methodologies, the effective communication of results, and the need for talented and skilled employees.
Answer: TRUE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

69) In recent years, *passive data*, or data that are gathered with covert questioning or other types of interactions with consumers, have become a new and valuable source of information.
Answer: FALSE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

70) The methodologies necessary to analyze the data from social media websites, the Internet of Things (IoT) and new kinds of syndicated data have the potential to provide valuable insights, but are not easy to develop and learn.
Answer: TRUE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

71) Older and established marketing research companies find it difficult to keep abreast of new technologies, while new, upstart marketing research companies find unique and new ways to deliver the promised insights.
Answer: FALSE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

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72) With the multiple new types of data and methods now in use, marketing researchers not only need to be skilled at gathering and analyzing data but also at communicating results effectively.
Answer: TRUE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

73) In a recent survey by Quirk's, fully half of marketing research clients stated that they have had trouble with research suppliers who "did not take time to understand our business."
Answer: TRUE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

74) Fortunately, the industry has an ample supply of marketing researchers who can dig deeper into data and who can deliver strategic insights with their results.
Answer: FALSE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

75) There is an increasing demand that marketing researchers provide simple and straightforward reports that "tell a story" rather than give clients lengthy, complex documents.
Answer: TRUE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

76) A survey by *GreenBook* notes a need for individuals who can combine tech savviness and analytical skills with the ability to synthesize data and communicate results from social media and user-generated media in a compelling way.
Answer: FALSE
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

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77) Led by some active professional associations, several initiatives have been undertaken to improve industry performance.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

78) Despite best efforts, the marketing research industry has fallen short with initiatives directed at keeping the public informed about the value of research, the appropriateness of research methods, and the ethics the industry uses in collecting research information.
Answer: FALSE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Difficult
Classification: Application
AACSB: Ethical understanding and reasoning

79) Telemarketers used sugging for years to entice the public into taking what they thought was an opinion survey but actually was a lead-in for a sales pitch.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

80) "Fund raising under the guise of research" is known as frugging and is illegal.
Answer: FALSE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

81) The Council of American Survey Research Organizations (CASRO). offers an online guide, "What Survey Participants Need to Know," to provide the public with information about the conduct and use of survey research.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

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82) The National Do Not Call Registry was established that allows U.S. residents to register their telephone numbers to be protected from receiving unsolicited telemarketing calls.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Ethical understanding and reasoning

83) Unsolicited phone calls for the purpose of conducting surveys were not exempted from the restrictions imposed by the Do Not Call Registry. In other words, researchers conducting surveys cannot legally call U.S. residents.
Answer: FALSE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Difficult
Classification: Application
AACSB: Ethical understanding and reasoning

84) *GreenBook Research Industry Trends (GRIT)* report provides insights by contrasting supplier marketing research firms' views on issues with buyer-client views.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

85) ESOMAR publishes an annual *Global Market Research* report, which examines perceived threats and attitudes toward changes in the industry, forecasts revenues, and profiles innovations.
Answer: FALSE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

86) The professional associations serving the marketing research industry have all established rules, standards, or codes of ethical conduct.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

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87) Larger firms, such as those found in the Fortune 500, typically have a formal department devoted to marketing research.
Answer: TRUE
LO: 2:2: The different types of marketing research firms
Diff: Easy
Classification: Application
AACSB: Application of knowledge

88) While associations have attempted to set professional rules, standards, and codes of ethical conduct, most have not been proactive in maintaining and updating these standards.
Answer: FALSE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Ethical understanding and reasoning

89) Certification programs assure that certified individuals have passed some standard(s) of performance.
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

90) In the United States, professionals may earn the Professional Researcher Certification (PRC).
Answer: TRUE
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
AACSB: Application of knowledge

91) IBIS World predicts that the number of employees in the marketing research industry will expand at an average annual rate of 2.1% through 2020, with wages predicted to increase at an average annual rate of 2.5%.
Answer: TRUE
LO: 2:6: How to investigate careers in marketing
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

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92) Quirk's Marketing Research Media maintains a directory of colleges and universities that offer certificates, concentrations, programs, or degrees in marketing research.
Answer: TRUE
LO: 2:6: How to investigate careers in marketing
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

93) Describe the evolution of the marketing research industry from the early roots in the 1800s to the present. Note key events from early beginnings to its evolution as a mature industry today that caused it to grow.
Answer: Answers do not have to completely or comprehensively recount the history of market research. However, answers should cover the key events and milestones of the development of the marketing research industry. Key points that may be mentioned are as follow: Gathering information dates back to the earliest days of recorded history. Surveys were used for politics in the United States in the early 1800s. The first known application of research to a business/marketing/advertising problem was conducted by an ad agency in 1879, and the first continuous, organized research was started in 1911 by Charles Coolidge Parlin. The industry began to grow in the early 1900s as the Industrial Revolution separated business owners from customers. Many developments occurred during the 20th century that allowed marketing research to evolve into a mature industry
LO: 2:1: A brief history of the marketing research industry
Diff: Easy
Classification: Application
AACSB: Application of knowledge

94) Compare and contrast client-side and supply-side marketing research. Provide an example of a typical project for each.
Answer: Students should be able to clearly distinguish between client-side and supply-side marketing research. Answers should include something similar to the following: Marketing research may be divided into client-side research and supply-side research. Client-side research is marketing research that is conducted within and for a firm (such as research that is conducted by a marketing research department within a manufacturing firm). Supply-side research is research that is conducted by an outside firm to fulfill a company's marketing research needs. Advanced answers will also include comments such as: Firms that conduct supply-side marketing research are also called *agencies*, or simply *suppliers.* A few large firms and many small firms characterize the industry. The largest firms have revenues in the billions of dollars. Firms are classified as full-service or limited-service supplier firms. All answers should provide a clear example of a typical project for each type.
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
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95) Do-it-yourself (DIY) research has been called the "democratization" of marketing research. Discuss the factors and reasons that it is considered to be one of the great emerging trends affecting client-side research departments.
Answer: Do-it-yourself (DIY) marketing research refers to firms conducting their own marketing research. Answers should state that DIY marketing research has been facilitated by online access to secondary data and better knowledge of data analysis software such as SPSS. Comments should note that DIY research could provide the information needed to solve the user's problem in a cost-effective way. An increasing number of tools are being developed so firms can conduct their own marketing research. Advanced answers may mention online survey platforms (such as Qualtrics and SurveyMonkey), statistical analysis tools (such as SPSS, SAS, and R), social media monitoring tools (such as Hootsuite) and data analysis and visualization dashboards (such as those offered by Burke and Tableau) as new valuable online tools.
LO: 2:2: The different types of marketing research firms
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

96) There are two types of supply-side firms or agencies: full-service firms and limited-service firms. Discuss the differences and similarities between full-service supplier firms and limited-service firms. Provide examples of the typical projects or engagements each might perform.
Answer: Answers should clearly discuss differences and similarities between full-service supplier and limited-service firms. Discussion may include comments to the effect that research that is conducted by an outside firm to fulfill a company's marketing research needs is called supply-side research. A firm that is engaged in supply-side marketing research is often referred to as an agency, or simply as a supplier. Comments will recognize that these firms specialize in marketing research and offer services to buyers needing information to make more informed decisions. In most cases, client-side marketing researchers also purchase research from marketing research suppliers. General Motors, for example, while conducting research on electric cars, may hire a research firm in California to provide feedback from consumers who test-drive prototype cars. Large and small firms, for-profit and not-for-profit organizations, and government and educational institutions purchase research information from suppliers. Comments will recognize that limited-service supplier firms specialize in one or, at most, a few marketing research activities. Firms can specialize in marketing research services such as online communities, questionnaire development and pretesting, data collection, or data analysis. Some firms specialize in specific market demographic segments such as senior citizens or Hispanics. Typical projects or engagement examples may be those from the text or from the student's experience.
LO: 2:2: The different types of marketing research firms
Diff: Moderate
Classification: Application
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97) There are many new challenges facing the marketing research industry that have emerged in recent years. Some practitioners say the industry "must evolve." Describe and discuss some of the challenges facing the industry.
Answer: Discussion will note that the nature of these new challenges include new and evolving sources of data, effective communication of results, and finding talented and skilled employees. Answers will note that the new sources of data have created challenges for marketing research companies that want to take advantage of new technology. Comments may mention that in a 2015 survey of marketing researchers over half of respondents (56%) stated that methodologies are one of the biggest challenges that they face. Discussion should include comments that data sources, such as social media websites, the Internet of Things (IoT), and new kinds of syndicated data, have the potential to provide valuable insights. However, the methodologies necessary to analyze the data are not easy to develop and learn. Answers may mention that some researchers believe that the marketing research industry has been adapting to new opportunities too slowly. Older and established marketing research companies find it difficult to keep abreast of new technologies, and new, upstart marketing research companies cannot always deliver the insights that they promise.
LO: 2:4: To be aware of new challenges to the marketing research industry
Diff: Difficult
Classification: Application
AACSB: Application of knowledge

98) Discuss the marketing research industry's proactive efforts regarding self-improvement including specific initiatives and how they improve the practice of marketing research.
Answer: Comments should note that the marketing research industry has been proactive regarding self-improvement, largely through industry initiatives, extensive continuing education programs, and certification. Answers should discuss several of the following in greater detail: best practices, maintaining public credibility, monitoring industry trends, improving ethical conduct, continuing education, and certification programs. Advanced answers will mention and explain "The Transparency Initiative" as a critical part of the marketing research industry's effort to engage in self-improvement.
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
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99) The professional associations serving the marketing research industry have all established rules, standards, or codes of ethical conduct. Discuss the four major areas or codes that have been established to improve ethical conduct.
Answer: Answers should demonstrate a clear understanding of each of the four core areas for ethical conduct. Answers will include the four major areas (or codes): 1. Fair dealings with respondents; 2. Fair dealings with clients and subcontractors; 3. Maintaining research integrity; 4. Concern for society. Advanced answers will give examples of each area as well as some of the industry associations' individual standards of conduct.
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Moderate
Classification: Application
AACSB: Application of knowledge

100) Define the Professional Researcher Certification. Discuss what it is intended to do and the impact on the marketing research industry.
Answer: Discussion will mention that certification programs assure that certified individuals have passed some standard(s) of performance. Answers may compare certification in marketing research to certification programs in accounting (CPA) and finance (CFA) and other professional areas in business that have been in place for many years and give clients confidence in the credibility of those certified professionals. Answers may also differentiate between the U.S. and Canadian certification programs. In the United States, professionals may earn the Professional Researcher Certification (PRC). In Canada, the designation of Certified Marketing Research Professional (CMRP) is granted through the Marketing Research and Intelligence Association (MRIA.)
LO: 2:5: The areas of ethical sensitivity in the marketing research process and industry initiatives for self-improvement
Diff: Easy
Classification: Application
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