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Name:_____ Class:_____ Date:_____

Chapter 01: The Role of Marketing Research

1. One of the most important roles for the marketing function within any organization is
   a. streamlining manufacturing efficiency.
   b. developing new products.
   c. recruiting new employees.
   d. efficient and effective communication systems both internally and externally.
   e. to adapt to market trends and consumer preferences.

ANSWER: d

2. All businesses or organizations share a common problem in that they need
   a. information to develop and deliver products or services that satisfy customer needs.
   b. a capable and creative marketing staff.
   c. to invest sufficiently in marketing and marketing research.
   d. efficient and effective communication systems both internally and externally.
   e. to adapt to changing market trends and consumer preferences.

ANSWER: a

3. The basic function of marketing research is to
   a. conduct surveys and analyze results.
   b. gather information needed to help managers make better decisions.
   c. monitor market trends and developments.
   d. gather intelligence on competitors.
   e. create advertising campaign.

ANSWER: b

4. Marketing managers have an urgent need for information. The function traditionally responsible for providing that information is
   a. marketing communications.
   b. accounting.
   c. marketing research.
   d. manufacturing and development.
   e. the federal government.

ANSWER: c

5. Marketing research is the process of gathering and interpreting data for use in
   a. increasing sales volumes.
   b. improving corporate profitability.
   c. decreasing manufacturing defects.
   d. developing more competitive products and services.
   e. developing, implementing, and monitoring the firm's marketing plans.

ANSWER: e

6. Marketing research is involved with which of these phases of the information management process?
   a. The specification of what information is needed
   b. The collection and analysis of the information

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c. The interpretation of that information with respect to the objectives that motivated the study in the first place
d. The continuous monitoring and updating of information to adapt to changing market conditions
e. All of these are correct

ANSWER: e

7. Which of the following statements accurately describes the role of marketing research in planning?
a. It helps identify profitable marketing opportunities.
b. It eliminates all risks for the firm.
c. It focuses only on maximizing profits.
d. It is not necessary for planning.
e. It guarantees success for the firm.

ANSWER: a

8. Which type of marketing research focuses on the short- or long-term decisions that the firm must make with respect to the elements of the marketing mix?
a. Planning
b. Decision-making
c. Problem-solving
d. Performance-monitoring
e. Control

ANSWER: c

9. Which type of marketing research helps management isolate trouble spots and keep abreast of current operations?
a. Planning
b. Decision-making
c. Problem-solving
d. Performance-monitoring
e. Control-oriented

ANSWER: e

10. Solid marketing research is becoming increasingly important as the world moves to
a. a single monetary system.
b. a global economy.
c. a free market system of trade.
d. a more regulated business environment.
e. all of these options.

ANSWER: b

11. Acme Corporation has identified several new market opportunities but has limited funds to invest and therefore cannot pursue them all. Which function of market research will it conduct to identify the most promising opportunities?
a. Planning
b. Decision making
c. Problem solving
d. Performance monitoring

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e. Control

ANSWER: a

12. Which of the following is one of the major categories of firms that conduct marketing research?
a. Financial institutions
b. Nonprofit institutions
c. Educational institutions
d. Transportation companies
e. Market research firms

ANSWER: e

13. Which of the following contributed most to the growth of marketing research?
a. Firms were producing too many unpopular products that no one wanted to buy.
b. Firms were experiencing stiff competition from foreign manufacturers.
c. Firms had to gauge market needs because they could no longer sell all they could produce.
d. Advertising agencies learned they could earn more client fees by doing marketing research.
e. Increased government regulation made marketing research a necessity.

ANSWER: c

14. *The Townsquare Tattler*, a gossip tabloid, has decided to do some market research to help it sell more advertising. What should it seek to learn through its research?
a. Which of its stories are most popular
b. The demographic profile of its audience
c. How much readers are willing to pay for an issue
d. The size of its total readership
e. The demographic profile of its audience and total size of readership

ANSWER: e

15. In the United States alone, what revenue does the marketing research industry produce?
a. $892 million
b. $47.1 billion
c. $51.2 billion
d. $91 billion
e. $2.2 trillion

ANSWER: b

16. Marketing research firms that collect certain information on a regular basis, which they then sell to interested clients, are involved in what kind of research?
a. Syndicated
b. Subscription
c. Institutional
d. Licensed
e. Copyrighted

ANSWER: a

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17. Which of the following represents the largest producer of marketing facts?
    a. Nonprofit organizations
    b. Polling organizations like Gallup
    c. Consumer product companies
    d. The federal government
    e. The media

ANSWER: d

18. Which of the following currently uses market research?
    a. Salespeople
    b. Politicians
    c. Clergy
    d. Presidents of not-for-profit institutions
    e. All of these are correct.

ANSWER: e

19. The U.S. Bureau of Labor reports that employment for marketing research analysts is expected to grow much faster than the average for all occupations. Why is this?
    a. Because the economy is growing
    b. Because of increasing competition from offshore manufacturers
    c. Because the demand for information continues to grow
    d. Because of increasing technology
    e. Because of changing consumer behavior

ANSWER: c

20. Which of the following skills are typically required for entering the marketing research field?
    a. Technical programming skills
    b. Financial management skills
    c. Creative design skills
    d. Human relations, communication, conceptual, and analytical skills
    e. Mechanical engineering skills

ANSWER: d

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

ANSWER: b

22. What advantage do marketing researchers who work for producers possess after closely working with marketing intelligence?

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a. They have more knowledge about customer preferences.
b. They have better insights into industry trends.
c. They have a deeper understanding of competitor activities.
d. They have a comprehensive understanding of the market, industry, and competitors.
e. They have broader experience compared to others in the company.

ANSWER: d

23. Which of the following skills are needed as a senior-level marketing researcher?
a. Statistical
b. Financial
c. Planning
d. Verbal communication
e. All of these skills

ANSWER: e

24. A large marketing research firm has a focus on the energy industry. It collects information about the industry and publishes quarterly reports that are distributed to clients of the firm. This research firm is engaging in what kind of marketing research?
a. Specific
b. Syndicated
c. Commissioned
d. Focused
e. Private

ANSWER: b

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

ANSWER: e

26. A marketing research director that identifies and leads the direction in which the individual studies and overall programs go is said to be
a. responsible.
b. reactive.
c. proactive.
d. influential.
e. incompetent.

ANSWER: c

27. Which of the following is NOT a common activity of a marketing research department?
a. Determining the most efficient production sequences for a plant

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b. Identifying the most effective type of ad from several alternatives
c. Assessing the impact(s) of changes in the marketing mix for a good marketing promotion
d. Establishing sales territory quotas
e. Analyzing market trends

ANSWER: a

28. Which of the following is a reason for studying marketing research?
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. Managers should gain an appreciation for the marketing research process.
e. All of these are correct.

ANSWER: e

29. Spacely Sprockets, an aerospace manufacturer, commissioned a survey to determine whether the purchasers of its aircraft favored speed or fuel efficiency most. The survey results will influence which element of the marketing mix?
a. Price
b. Product
c. Place
d. Promotion
e. Preference

ANSWER: b

30. Which of the following marketing decisions can be safely made without the benefit of marketing research?
a. Changing the price of a best-selling product
b. Entering a new market
c. Determining which features should be included in a new product
d. Determining how much product to manufacture based on forecasted demand
e. All of these decisions are ideally made with supporting market research.

ANSWER: e

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

ANSWER: c

32. Which of the following would find NO reason to use marketing research?
a. A large state-supported university
b. A small landscaping company in a small town
c. A police department of a large metropolitan city
d. A company like Procter and Gamble that manufactures consumer goods

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e. All of these would find some reason to use marketing research.

ANSWER: e

33. A store manager for Kroger noticed that several of its regular customers have stopped coming to that store. The manager also noticed that most of these customers had started shopping at the Walmart Supercenter 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. a planned change in the marketing environment.
b. serendipity.
c. an unplanned change in the marketing environment.
d. a planned change that occurred at the Kroger store.
e. none of these.

ANSWER: c

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

ANSWER: d

35. Marketing managers generally focus their efforts on the elements of the marketing mix, which include all of the following EXCEPT

a. product.
b. price.
c. promotion.
d. purpose.
e. place.

ANSWER: d

36. Camille's Calendar Company, after learning that the main sellers of the company's calendar products were limited to small gift shops, posed this question: Are there promising new markets for our products? This question focuses on which aspect of marketing research?

a. Planning
b. Problem solving
c. Control
d. Product placement
e. Distributorship selection

ANSWER: a

37. Rovio Entertainment, a player-focused company, partnered with a data analytics firm focusing on discovering the needs of its customers to remain a leading force in game development. What was the primary goal of Rovio's partnership with a data analytics firm?

a. Enhancing gameplay mechanics
b. Improving graphic design

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c. Understanding customer needs
d. Increasing monetization opportunities

ANSWER: c

38. Which of the following types of companies commonly have marketing research departments?
a. Industrial and consumer manufacturing companies
b. Technology startups and software companies
c. Financial institutions and banks
d. Restaurants and food chains
e. Fashion and apparel companies

ANSWER: a

39. What are the potential responsibilities of a marketing researcher?
a. Conducting simple analyses of questionnaire responses
b. Managing a large research department
c. Developing marketing strategies
d. Analyzing market trends and competitor analysis
e. Performing all of these

ANSWER: e

40. What is the typical entry-level position at marketing research companies?
a. Research analyst
b. Trainee
c. Senior researcher
d. Project manager
e. Data scientist

ANSWER: b

41. Why should most business students study marketing research, even if they do not pursue a career in it?
a. To become marketing research professionals
b. To develop an immediate appreciation for data analysis
c. To learn how to be a smart consumer of marketing research results
d. To understand the role of marketing managers in decision-making
e. To gain skills in information detection and analysis

ANSWER: c

42. How does marketing research serve as a communication link between the firm and its environment?
a. By providing customer feedback
b. By conducting product testing
c. By analyzing sales data
d. By evaluating advertising effectiveness
e. By monitoring industry trends

ANSWER: a

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43. Why is it important for managers to understand the process of marketing research and what they are asking of researchers?
    a. To ensure the accuracy and reliability of research results
    b. To expedite the research process and save time
    c. To minimize opportunities for errors in data collection
    d. To reduce the effort and resources required for research
    e. To delegate research responsibilities effectively

ANSWER: a

44. Which of the following skills are important requirements for entering the marketing research field?
    a. Technical programming skills
    b. Creative design skills
    c. Human relations and communication skills
    d. Supply chain management skills
    e. Legal knowledge and expertise

ANSWER: c

45. What is the primary purpose of the marketing research departments operated by Walmart and Kroger?
    a. To analyze competitor strategies
    b. To monitor employee performance
    c. To gather information about consumer preferences
    d. To conduct product pricing experiments
    e. To develop advertising campaigns

ANSWER: c

46. Why is it important for marketing researchers to understand the issues relating to brand, advertising, sales, or other types of managers?
    a. To enhance personal communication skills
    b. To improve their conceptual and analytical abilities
    c. To develop more effective marketing strategies
    d. To create financial projections for the company
    e. To identify cost-saving opportunities

ANSWER: c

47. What is the typical career progression in the research department of consumer goods companies?
    a. Research intern, research analyst, research manager
    b. Research manager, research analyst, research intern
    c. Research supervisor, research manager, research analyst
    d. Research analyst, senior analyst, research supervisor, research manager
    e. Research analyst, research manager, research supervisor, senior analyst

ANSWER: d

48. What is a characteristic of successful marketing researchers in terms of their approach to studies and programs?
    a. They are reactive, responding to explicit requests for information.

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b. They follow predefined guidelines and procedures.
c. They are passive, waiting for direction from managers.
d. They tend to be proactive, leading the direction of programs.
e. They prioritize completing tasks as quickly as possible.

ANSWER: d

49. What was the role of marketing research when firms found they faced challenges in selling all their produced goods?
a. Increasing production capacity
b. Reducing production costs
c. Estimating market needs
d. Diversifying product offerings
e. Improving customer service

ANSWER: c

50. What role do managers play in influencing the quality of work performed by researchers?
a. They have no impact on the quality of work.
b. They indirectly influence the quality of work.
c. They play a significant role in determining the quality of work.
d. They solely rely on the expertise of researchers for quality work.
e. None, as they are not involved in the research process.

ANSWER: c

51. What type of research activities do financial institutions like banks and brokerage houses typically engage in?
a. Product development and innovation
b. Customer satisfaction surveys
c. Competitor analysis and benchmarking
d. Forecasting and market potential measurement
e. Advertising effectiveness studies

ANSWER: d

52. What is the primary purpose of research conducted by advertising agencies?
a. To identify target markets
b. To develop new advertising campaigns
c. To measure advertising effectiveness
d. To analyze competitor strategies
e. To determine pricing strategies

ANSWER: c

53. Which of the following is NOT a phase of marketing research?
a. Specifying information needs
b. Gathering relevant data
c. Analyzing and interpreting data
d. Conducting market segmentation

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e. Communicating results to appropriate audiences

ANSWER: d

54. What is the primary purpose of marketing research?
a. Identifying target markets
b. Creating advertising campaigns
c. Developing pricing strategies
d. Gathering and interpreting data
e. Conducting competitor analysis

ANSWER: d

55. Starbucks utilizes its "My Starbucks Idea" platform as a unique avenue for gathering consumer insights. Which of the following best describes the purpose of this platform?
a. To collect feedback from employees about product concepts
b. To conduct in-store product testing with customers
c. To gather customer feedback on social media platforms
d. To allow customers to submit new product concepts
e. To monitor customer behavior through routine data collection

ANSWER: d

56. What is the fundamental purpose of marketing research?
a. To generate sales for companies
b. To gather information for advertising campaigns
c. To collect data for social media analysis
d. To help managers make better decisions
e. To conduct surveys for political campaigns

ANSWER: d

57. Which of the following applies to syndicated research?
a. Custom designed for each client
b. Based on primary data collection
c. Conducted by external research firms
d. Limited to specific industries
e. Involves regular collection of standardized data

ANSWER: e

58. How do publishers and broadcasters use research data?
a. To develop new products and services
b. To measure customer satisfaction
c. To assess market competition
d. To target advertising to specific audiences
e. To determine pricing strategies

ANSWER: d

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59. How do government agencies contribute to marketing research?
    a. By conducting consumer surveys
    b. By analyzing market trends
    c. By providing industry forecasts
    d. By publishing statistical data
    e. By developing marketing strategies

ANSWER: d

60. The basic purpose of marketing research is to help develop new products.
    a. True
    b. False

ANSWER: False

61. Marketing research is the use of information to identify and define marketing problems.
    a. True
    b. False

ANSWER: True

62. Distribution and the list price of a product can be controlled by marketing management.
    a. True
    b. False

ANSWER: True

63. The federal government is the largest producer of marketing facts.
    a. True
    b. False

ANSWER: True

64. Marketing managers focus their efforts on several key elements—the product price, place or the channels in which it is distributed, promotion, tangible elements at the point of contact, and the processes and people involved in making the exchange or delivering the service.
    a. True
    b. False

ANSWER: True

65. About $143 is spent on research each year for every man, woman, and child in the United States.
    a. True
    b. False

ANSWER: True

66. Successful marketing researchers tend to be proactive rather than reactive.
    a. True
    b. False

ANSWER: True

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67. Control-oriented marketing research focuses on the short- or long-term decisions that the firm must make with respect to the elements of the marketing mix.

a. True
b. False

ANSWER: False

68. Marketing research as an organizational function was adopted by most firms when they could no longer satisfy demand for their products.

a. True
b. False

ANSWER: False

69. Problem-solving marketing research focuses only on short-term marketing decisions with respect to the marketing mix elements.

a. True
b. False

ANSWER: False

70. The basic purpose of marketing research is to assist marketing managers in making more informed decisions.

a. True
b. False

ANSWER: True

71. Marketing research became a significant business activity after consumers began to have more choices in the marketplace.

a. True
b. False

ANSWER: True

72. Marketing research spans the informational boundary between the firm and its environment.

a. True
b. False

ANSWER: True

73. The marketing manager adjusts the marketing mix elements with the customer as the main target.

a. True
b. False

ANSWER: True

74. Marketing research is a $5.2 billion industry in the United States.

a. True
b. False

ANSWER: False

75. Discuss at least four main functions of marketing research.

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ANSWER: Marketing research (1) generates information in the firm's environment, (2) transmits information from the environment to the firm, (3) interprets feedback information, and (4) makes decisions based upon information from the environment.

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