Essentials of Marketing Research 5th edition Hair Test Bank

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Essentials of Marketing Research 5th Edition by Hair CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

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

1) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.1 Describe the impact marketing research has on marketing decision making.

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

2) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.1 Describe the impact marketing research has on marketing decision making.

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

3) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

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

4) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

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

5) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

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

6) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

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

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7) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

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

8) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

9) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

10) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.6 Discuss new skills and emerging trends in marketing research.

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

11) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.6 Discuss new skills and emerging trends in marketing research.

12) Research firms are required to maintain client confidentiality.

12) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

13) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

14) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

15) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

16) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

17) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

18) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

19) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

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

20) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.6 Discuss new skills and emerging trends in marketing research.

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

21) Which of the following is true of marketing research?

21) _____

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

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.1 Describe the impact marketing research has on marketing decision making.

22) Test marketing _____.

22) _____

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A) identifies two or more segments within the market for a particular company's products

B) provides information for decisions on product improvements and new-product introductions

C) includes choosing and evaluating locations, channels, and distribution partners

D) focuses on database development through optical scanning at the point of purchase

E) involves understanding how one's target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

23) _____

A) Curbstoning
B) Concept testing
C) Perceptual mapping
D) Behavioral targeting
E) Branded "black-box" methodology

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.
Difficulty : 3 Hard

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

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24) _____

A) Retailing wheel
B) Optical scanning
C) Store image studies
D) Perceptual mapping
E) Behavioral targeting

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

25) _____

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

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

26) _____

A) concept testing
B) behavioral targeting
C) perceptual mapping
D) bivariate regression analysis
E) analysis of variance (ANOVA)

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

27) _____

A) perceptual mapping.
B) positioning research.
C) retailing research.
D) test marketing.
E) focus group research.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

28) _____

A) perceptual mapping.
B) test marketing.
C) retailing research.
D) logistical assessment.
E) concept testing.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.
Difficulty : 3 Hard

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

29) _____

A) perceptual mapping
B) test marketing
C) behavioral targeting
D) theoretical sampling
E) concept positioning

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

30) _____

A) shopper marketing.
B) behavioral targeting.
C) retailing research.
D) test marketing.
E) a benefit and lifestyle study.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

31) _____

A) in-store traffic patterns.
B) attitudinal research.
C) location analysis.
D) trade area analysis.
E) store image studies.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

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32) _____

A) positioning research.
B) retailing research.
C) focus group research.
D) market segmentation research.
E) pricing strategy research.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.3 Provide examples of marketing research studies.
Difficulty : 3 Hard

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

33) _____

A) Deanonymizing data
B) Situation analysis
C) Curbstoning
D) Sugging
E) Ethnography

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.
Learning Objective : 1.3 Provide examples of marketing research studies.

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

34) _____

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

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

35) _____

A) debriefed
B) syndicated business
C) customized
D) highly tailored
E) branded "black-box"

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

36) _____

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A) customized research firm
B) internal research provider
C) standardized research firm
D) specialty market research firm
E) brokerage firm

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

37) _____

A) sugging
B) frugging
C) curbstoning
D) debriefing
E) deanonymizing data

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

38) In the context of marketing research, curbstoning occurs when

38) _____

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

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.
Difficulty : 2 Medium

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

39) _____

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

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.
Difficulty : 2 Medium

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

40) _____

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A) the practice of sugging
B) the practice of frugging
C) rocking-chair interviewing
D) subject debriefing
E) deanonymizing data

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

41) Which of the following is ethical in marketing research practices?

41) _____

A) Sugging
B) Frugging
C) Rocking-chair interviewing
D) Subject debriefing
E) Deanonymizing data

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

42) Frugging means

42) _____

Essentials of Marketing Research 5th edition Hair Test Bank

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

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.

43) Which of the following is true of frugging?

43) _____

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

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.
Difficulty : 2 Medium

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

44) _____

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A) They state that researchers must deanonymize data on the Internet by combining different publicly available records available at social networks.

B) They encourage the use of digital technologies such as GPS as they do not result in privacy-related issues.

C) They do not allow clickstream tracking.

D) They prohibit the use of cookies.

E) They state that researchers must discontinue follow-up e-mails if requested to by respondents.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.
Difficulty : 2 Medium

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

45) _____

A) Requesting detailed research proposals from research providers with the intention of selecting a firm to conduct the research

B) Using the designated sample of respondents instead of using anyone who is available to complete a survey

C) Obtaining first drafts of questionnaires from research providers and using the information to perform the research project themselves

D) Prohibiting market researchers from deanonymizing data

E) Using clickstream tracking after removing any identifying information from the data file

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.5 Recognize ethical issues associated with marketing research.
Difficulty : 2 Medium

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

46) Define marketing research. Describe the advantages of marketing research.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.1 Describe the impact marketing research has on marketing decision making.

47) How does marketing research impact pricing decisions?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.2 Demonstrate how marketing research fits into the marketing planning process.

48) Explain the different types of marketing research firms.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 1.4 Understand the scope and focus of the marketing research industry.

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

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.6 Discuss new skills and emerging trends in marketing research.
Difficulty : 2 Medium

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

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 1.6 Discuss new skills and emerging trends in marketing research.
Difficulty : 2 Medium

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Essentials of Marketing Research 5th Edition by Hair CH01

Answer Key

Test name: CH01

1) FALSE
2) TRUE
3) TRUE
4) FALSE
5) FALSE
6) TRUE
7) TRUE
8) TRUE
9) FALSE
10) FALSE
11) TRUE
12) TRUE
13) TRUE
14) FALSE
15) TRUE
16) TRUE
17) FALSE
18) FALSE
19) TRUE
20) FALSE
21) A
22) B
23) B
24) D
25) D
26) C

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27) C
28) C
29) C
30) A
31) B
32) D
33) E
34) A
35) B
36) C
37) C
38) C
39) B
40) D
41) D
42) A
43) B
44) E
45) C
46) The American Marketing Association defines marketing research as the function that links an organization to its market through the gathering of information. This information facilitates the identification and definition of market-driven opportunities and problems, as well as the development and evaluation of marketing actions. Finally, it enables the monitoring of marketing performance and improved understanding of marketing as a business process. Organizations use marketing research information to identify new product opportunities, develop advertising strategies, and implement new data-gathering methods to better understand customers.

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

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

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

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

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

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

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

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