Essentials of Marketing Research 6th edition Hair Test Bank

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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

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

1) Secondary data is information collected for a current research problem or opportunity.
   - ◎ true
   - ◎ false

2) Advances in gatekeeper technologies are used to protect one's privacy against intrusive marketing practices.
   - ◎ true
   - ◎ false

3) Caller ID and automated answering devices are gatekeeper technologies.
   - ◎ true
   - ◎ false

4) Until decision-makers and marketing researchers become closer in their thinking, the initial recognition of the existence of a business problem or opportunity should be the primary responsibility of a researcher.
   - ◎ true
   - ◎ false

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5) A cost-benefit assessment examines if there is enough time to conduct the necessary research before the final managerial decision must be made.
   - ◎ true
   - ◎ false

6) Accurately determining the cost of doing marketing research is easier than determining the true value of the expected information.
   - ◎ true
   - ◎ false

7) The scientific method involves research procedures that are logical, objective, systematic, reliable, and valid.
   - ◎ true
   - ◎ false

8) In order to do a situation analysis, a marketing researcher must depend solely on the information provided by a client.
   - ◎ true
   - ◎ false

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9) Factors like demographics and brand attitudes are called units of analysis.
- ◎ true
- ◎ false

10) In the context of the research process, the variables that need to be studied are also known as constructs.
- ◎ true
- ◎ false

11) In the context of a SWOT analysis, the strengths and weaknesses focus on the external factors of a business.
- ◎ true
- ◎ false

12) In a census, a researcher attempts to question or observe a small sample representative of a defined target population.
- ◎ true
- ◎ false

13) In probability sampling, each member of a defined target population has a known chance of being selected.
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- ◎ true
- ◎ false

14) Probability sampling gives a researcher the opportunity to assess sampling error.
- ◎ true
- ◎ false

15) The steps in the information research process cannot be shifted or omitted.
- ◎ true
- ◎ false

16) Observational research can collect information about attitudes, intentions, motivations, and past behavior, which are usually invisible in the questioning approach.
- ◎ true
- ◎ false

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17) Procedures such as summary statistics and simple frequency distributions are used while designing and pretesting a questionnaire.
- ◎ true
- ◎ false

18) In the research process, knowledge is created through engaged and cautious interpretation of results.
- ◎ true
- ◎ false

19) The last phase of the research process is reporting the research findings to management.
- ◎ true
- ◎ false

20) In the context of research designs, literature review is an example of descriptive research methods.
- ◎ true
- ◎ false

21) Exploratory research collects quantitative data to answer research questions such as who, what, when, where, and how.
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- ◎ true
- ◎ false

22) Image assessment surveys are an example of predictive research designs.
- ◎ true
- ◎ false

23) Descriptive research is most appropriate when research objectives include the need to understand which variables could impact a dependent variable.
- ◎ true
- ◎ false

24) A research proposal includes a brief profile of the researchers and their qualifications.
- ◎ true
- ◎ false

25) The research proposal is also called the final research report.
- ◎ true
- ◎ false

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

26) _____ is information collected specifically for a current research problem or opportunity.
- A) Primary data
- B) Alternate data
- C) Secondary data
- D) Warehouse data
- E) Backup data

27) Gatekeeper technologies are used to_____.
- A) prevent the introduction of new and creative marketing strategies
- B) help market researchers track the behavior of Internet users
- C) protect one's privacy against intrusive marketing practices
- D) allow marketers to use traditional methods for contacting people
- E) simplify the process of getting user information using telemarketing

28) Which of the following statements is true about the information research process?
- A) It narrows the applicability of the research process in solving organizational problems and creating opportunities.
- B) A more appropriate name for the information research process is now the traditional marketing research process.
- C) It is a systematic approach to collecting, analyzing, interpreting, and transforming data into decision-making information.
- D) It is especially useful when costs outweigh the value of the research.
- E) It serves as a written contract between the decision maker and the researcher.

29) Analysis of primary data, available through qualitative studies, requires the conversion of_____ to_____.
- A) secondary data; big data
- B) numerical data; textual data
- C) structured data; unstructured data
- D) big data; secondary data
- E) unstructured data; structured data

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30) Which of the following is a characteristic of management decision-makers?
A) Their dominant concern is market performance.
B) They prefer abstractions over information that allows for certainty.
C) They tend to readily accept information when they are surprised.
D) Their dominant concern is to conduct continuous inquiries into market component changes.
E) Their dominant concern is to ensure completeness by conducting prolonged investigations.

31) Marilynn Castillo is a marketing manager at Gordon Corp. She debates whether or not to conduct a marketing research study before commercializing a product. After a brief analysis, she realizes that conducting the study will cost approximately $100,000. If she launches the product without conducting the study and the product fails, her firm could suffer a loss of $2 million. In this scenario, the study is a(n)_____.
A) assessment on time availability
B) cost-benefit assessment
C) assessment on research designs
D) assessment on information availability
E) market-sensitivity assessment

32) Felix Corp. is a cookware manufacturer. It conducts market testing for a new appliance. JK Corp., Felix's competitor, reduces its prices during the market test to prevent Felix from collecting accurate information. In this scenario, JK Corp. is engaging in a practice called_____.
A) scaling
B) pretesting
C) clustering
D) jamming
E) positioning

33) _____ obtains information from people representative of those who will be questioned in an actual survey.
A) Random-digit dialing
B) Jamming
C) Positioning
D) Scaling
E) Pretesting

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34) In the context of collecting and preparing data, a difference between questioning approaches and observation approaches is that questioning approaches_____.
A) need fewer researchers than observation approaches
B) do not involve examining data for data-entry errors and inconsistencies
C) do not allow researchers to collect information about factors such as motivation and past behavior
D) enable researchers to collect a wider array of data
E) focus on collecting data that does not need coding

35) The first task in the information research process is to_____.
A) specify research objectives and confirm the information value
B) identify and clarify information needs
C) determine measurement issues and scales
D) develop the sampling plan and sample size
E) determine the research design and data sources

36) Zephyr, a hotel chain, experiences a decline in its sales. It hires Symphony Inc., a marketing research firm, to analyze the customer reviews and identify ways to improve sales. To familiarize itself with the overall complexity of the problem, the marketing research team from Symphony decides to gather and synthesize background information including events and factors that led to the current problem at Zephyr. In this scenario, Symphony Inc. is conducting a_____.
A) situation analysis
B) symptomatic analysis
C) variable analysis
D) sampling analysis
E) screening analysis

37) The iceberg principle in marketing research holds that_____.
A) marketing decision-makers are aware of only 10 percent of the true problem in research
B) marketing decision-makers usually have a general idea of why research is needed
C) marketing decision-makers are unaware of the symptoms of a research problem
D) invisible research problems should be omitted from the problem definition
E) decisions based only on the symptoms of a research problem are usually correct

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38) Information becomes_____ when someone, either the researcher or the decision maker, interprets the data and attaches meaning.
A) redundant
B) complex
C) knowledge
D) irrelevant
E) literature

39) _____ specifies whether data should be collected about individuals, households, organizations, departments, geographical areas, or some combination.
A) Situation analysis
B) Cost-benefit analysis
C) The unit of analysis
D) Symptom analysis
E) Integrated analysis

40) Kiara, a market researcher, wants to study the relationship between childhood obesity and socioeconomic status. She has to decide whether to collect data on income from individuals or from a husband and wife representing the household. In this scenario, Kiara has to determine the_____.
A) unit of analysis
B) sampling technique
C) secondary sources of data
D) type of research method
E) method of literature review

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41) While designing a study, a researcher wonders if she should ask the respondents their age and gender. She is not sure if she will need that information later in the research process. She is trying to_____.
A) determine the correct unit of analysis for her study
B) conduct a situation assessment for her study
C) determine the relevant variables for her study
D) identify the symptoms and underlying problems of her study
E) confirm the information value

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42) In a census, a researcher attempts to_____.
- A) use the probability sampling technique
- B) define the known chance of selecting a subject
- C) use a small representative sample to generalize about a target population
- D) collect data from a small set of people from a target population
- E) question or observe all the members of a defined target population

43) Which of the following is true about research based on a sample?
- A) It involves a small number of members of a target population from which a researcher collects data.
- B) It involves selecting each member of a target population for observation.
- C) It is the best approach for small populations.
- D) It eliminates the need to identify a target population.
- E) It is more accurate than using a census as the sample size does not affect accuracy.

44) Which of the following generates insights that will help define problem situations confronting a researcher?
- A) exploratory research
- B) descriptive research
- C) causal research
- D) demographic research
- E) narrative research

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45) Which of the following data collection techniques is used in exploratory research studies?
- A) image assessment surveys
- B) customer satisfaction surveys
- C) narrative surveys
- D) cause-and-effect studies
- E) pilot studies

46) Predictive research is most useful in_____.
- A) generating insights that help in defining a problem situation
- B) understanding consumer motivations and behavior that are not easy to access using other research methods
- C) understanding which variables result in a change in the dependent variable
- D) analyzing historical data that has been previously collected for some research situation other than the current situation
- E) collecting quantitative data to answer research questions such as who, what, when, where, and how

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47) Which of the following is true of a research proposal?
A) It communicates the framework of the proposed research to the participants.
B) It serves as a contract between the decision maker and their subordinates.
C) It provides a synopsis of the suggested research and methodology.
D) It is equivalent to the final research report.
E) It remains the same across different researchers managing the same problem.

48) In a research proposal, which of the following sections discusses the types of scales to be used for data collection?
A) definition of the target population
B) sample design
C) data collection method
D) specific research instruments
E) definition of the sample size

49) Katie, a researcher, submits a document to Sayeed, the marketing manager of GK Corp. The document serves as a written contract between Katie and Sayeed and lists the activities that will be undertaken by Katie to develop the needed information for the research, the research deliverables, how long it will take, and what it will cost. In this scenario, Katie has most likely submitted_____.
A) a methodology transcript
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B) a questionnaire design
C) a research proposal
D) a final research report
E) a research design

50) Liam, a market researcher, is preparing a research proposal. He wants to mention that he will use exploratory techniques and collect primary data for the study. In the context of the sections in a research proposal, Liam is most likely to include this information under_____.
A) definition of the target population
B) specific research instruments
C) purpose of the study
D) type of the study
E) profile of the company capabilities

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

51) Differentiate between primary and secondary data.

Secondary data is information previously collected for some other problem or issue. A by-product of the technology advances is the ongoing collection of data that is placed in a data warehouse and is available as secondary data to help understand business problems and to improve decisions. In contrast, primary data is information collected specifically for a current research problem or opportunity. Many large businesses are linking purchase data collected in-store and online with customer profiles already in company databases, thus enhancing their ability to understand shopping behavior and better meet customer needs. But even medium-sized and small companies are building databases of customer information to serve current customers more effectively and to attract new customers.

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52) List any four questions a decision maker must ask to determine the need for information research.

To determine if research should be used to collect the needed information, the first question a decision maker must ask is "Can the problem and/or opportunity be solved using existing information and managerial judgment?" The focus is on deciding what type of information (secondary or primary) is required to answer the research question(s). With the assistance of the research expert, decision-makers face the next question: "Is adequate information available within the company's internal record systems to address the problem?" If the necessary marketing information is not available in the firm's internal record system, then a customized marketing research project to obtain the information should be considered. With input from the research expert, decision-makers must assess the time constraints associated with the problem/opportunity: "Is there enough time to conduct the necessary research before the final managerial decision must be made?" A cost-benefit assessment should be made of value of the research compared to the cost: "Do the benefits of having the additional information outweigh the costs of gathering the information?" This type of question remains a challenge for today's decision-makers.

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53) Discuss the iceberg principle.

The iceberg principle holds that decision-makers are aware of only 10 percent of the true problem. Frequently, the perceived problem is actually a symptom that is some type of measurable market performance factor, while 90 percent of the problem is not visible to decision-makers. For example, the problem may be defined as "loss of market share" when in fact the problem is ineffective advertising or a poorly trained sales force. The real problems are below the waterline of observation. If the submerged portions of the problem are omitted from the problem definition and later from the research design, then decisions based on the research may be incorrect. Referring to the iceberg principle helps researchers distinguish between the symptoms and the causes.

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54) Explain the process of collecting data using a census and a sample.

In collecting data, researchers can choose between collecting data from a census or a sample. In a census, the researcher attempts to question or observe all the members of a defined target population. For small populations, a census may be the best approach. A second approach, used when the target population is large, involves selection of a sample from the defined target population. Researchers must use a representative sample of the population if they wish to generalize the findings. To achieve this objective, researchers develop a sampling plan as part of the overall research design. A sampling plan serves as the blueprint for defining the appropriate target population, identifying the possible respondents, establishing the procedures for selecting the sample, and determining the appropriate sample size.

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55) Discuss the importance of pretesting a questionnaire.

Designing good questionnaires is difficult. Researchers must select the correct type of questions, consider the sequence and format, and pretest the questionnaire. Pretesting obtains information from people representative of those who will be questioned in the actual survey. In a pretest, respondents are asked to complete a questionnaire and comment on issues such as clarity of instructions and questions, sequence of the topics and questions, and anything that is potentially difficult or confusing.

56) Compare descriptive and predictive research approaches.

Descriptive research involves collecting quantitative data to answer research questions. Descriptive information provides answers to who, what, when, where, and how questions. In marketing, examples of descriptive information include consumer attitudes, intentions, preferences, purchase behaviors, evaluations of current marketing mix strategies, and demographics. Descriptive studies may provide information about competitors, target markets, and environmental factors. On the other hand, predictive research collects data that enables decision-makers to investigate non-experimental relationships between two or more variables. Predictive research is most appropriate when the research objectives include the need to understand which variables could impact a dependent variable. Understanding predictive relationships among market performance factors enables the decision-maker to make certain statements about the relationships between the variables. They provide an opportunity to assess relationships among market factors.

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Answer Key

Test name: Chapter 02

1) FALSE
2) TRUE
3) TRUE
4) FALSE
5) FALSE
6) TRUE
7) TRUE
8) FALSE
9) FALSE
10) TRUE
11) FALSE
12) FALSE
13) TRUE
14) TRUE
15) FALSE
16) FALSE
17) FALSE
18) TRUE
19) TRUE
20) FALSE
21) FALSE
22) FALSE
23) FALSE
24) TRUE
25) FALSE
26) A
27) C
28) C
29) E
30) A
31) B
32) D
33) E
34) D
35) B
36) A
37) A

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38) C
39) C
40) A
41) C
42) E
43) A
44) A
45) E
46) C
47) C
48) D
49) C
50) D
51) Essay
52) Essay
53) Essay
54) Essay
55) Essay
56) Essay

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