Basic Marketing Research 9th edition Brown Test Bank

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1. Which of the following is not one of the phases of the Marketing Research Process?

a. Data Capture
b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: b
RATIONALE: The four steps of the marketing research process are: Problem Definition, Data Capture, Data Analysis, and Information Reporting. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.01 - Outline the marketing research process.
DATE CREATED: 7/19/2017 5:06 AM
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2. A market researcher would use exploratory research during which phase of the Marketing Research Process?

a. Data Integration
b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: d
RATIONALE: If relatively little is known about the problem or opportunity, exploratory research is often used during the Problem Definition phase to clarify the issues. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.01 - Outline the marketing research process.
DATE CREATED: 7/19/2017 5:43 AM
DATE MODIFIED: 7/19/2017 5:47 AM

3. Much of the data that marketing managers need to make routine decisions may already exist inside a company's databases and is accessible through the company's

a. corporate intranet.
b. decision support system.
c. social media networks.
d. legacy mainframe applications.
e. accounting spreadsheets.

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ANSWER: b
RATIONALE: After data has been processed, it can be stored in your internal databases and is available for use as part of the company's decision support system. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 5:48 AM
DATE MODIFIED: 7/19/2017 5:52 AM

4. The use of existing (secondary) data or the gathering of new (primary) data characterizes which phase of the Marketing Research Process?

a. Data Capture
b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: a
RATIONALE: Gathering new primary data and utilizing secondary data characterizes the Data Capture phase. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 6:07 AM
DATE MODIFIED: 7/19/2017 6:12 AM

5. What type of data was collected for another purpose but can be used to address a current problem?

a. Primary data
b. Tangential data
c. Secondary data
d. Auxiliary data
e. Random data

ANSWER: c
RATIONALE: Data that was collected for another purpose but can be used to address current and future problems is known as secondary or existing data. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 6:13 AM
DATE MODIFIED: 7/19/2017 6:16 AM

6. When a problem goes beyond the scope of regularly-collected internal data, potential sources of existing, external data include which of the following?

a. The government
b. Trade associations
c. Published sources
d. Commercial sources
e. All of these are correct.

ANSWER: e
RATIONALE: If the problem goes beyond the scope of regularly collected internal data, the next step is to consider whether or not the data is available from an existing external source. All of these are possible data sources. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 6:16 AM
DATE MODIFIED: 7/19/2017 6:20 AM

7. The interpretation of data is part of which phase of the Marketing Research Process?

a. Data Capture
b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: e
RATIONALE: The interpretation of data characterizes the Data Analysis phase. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.01 - Outline the marketing research process.
DATE CREATED: 7/19/2017 6:24 AM
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8. Communicating research results to appropriate managers is part of which phase of the Marketing Research Process?

a. Data Capture

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b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: c
RATIONALE: Communicating research results to managers characterizes the Information Reporting phase. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.01 - Outline the marketing research process.
DATE CREATED: 7/19/2017 6:27 AM
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9. The marketing manager at Widgets R Us became aware that a leading competitor was conducting an extensive customer survey. Somewhat alarmed, this manager directed the marketing staff to construct and administer a customer survey immediately. What phase of the Marketing Research Process has this manager likely skipped?

a. Data Capture
b. Research Configuration
c. Information Reporting
d. Problem Definition
e. Data Analysis

ANSWER: d
RATIONALE: This manager has most likely skipped the Problem Definition phase and moved directly into the Data Capture phase. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Medium
REFERENCES: Apply
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 6:49 AM
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10. Which of the following statements about the Problem Definition phase of the Marketing Research Process is TRUE?

a. It results in specifying the Decision Problem.
b. It results in specifying one or more Research Problems.
c. No further steps should be taken until a and b are stated explicitly.
d. The Research Requests Agreement states the problem the research will address.
e. All of these are correct.

ANSWER: e
RATIONALE: All of these statements characterize the Problem Definition phase. See 2-1: The Marketing Research Process.

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 6:53 AM
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11. What type of research is used when the problem to be solved is broad or vague?
    a. Exploratory research
    b. Secondary research
    c. Primary research
    d. All of these are correct.
    e. None of these are correct.

ANSWER: a
RATIONALE: If the problem is vague and largely undefined, exploratory research is the best type of research to use. See 2-1: The Marketing Research Problem.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 7:12 AM
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12. The goal of exploratory research is
    a. to cost-justify a larger marketing research project.
    b. to learn the skills needed to properly conduct real marketing research.
    c. to understand exactly what information is needed by managers to make important decisions.
    d. to find out if research can solve the problem under consideration.
    e. All of these are correct.

ANSWER: c
RATIONALE: The primary goal of exploratory research is to understand exactly what information is needed by managers to make important decisions. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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13. Globex Corporation has been receiving an unusually high number of negative customer comments on its Facebook page. From this, management realizes some sort of customer satisfaction problem exists but otherwise knows little about the dissatisfaction problem. What kind of research should Globex initially conduct in an effort to address the problem?

a. Secondary research
b. Exploratory research
c. Primary research
d. Product research
e. Customer research

ANSWER: b
RATIONALE: Exploratory research is the appropriate choice, as the problem is vague. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Medium
REFERENCES: Apply
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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14. Dunder Miflin paper company already has data within the company that will help it make some routine decisions. How will the Dunder Miflin marketing research team likely access this data?

a. Conduct primary research
b. Submit a request for data to the Information Technology department
c. Use the corporate Decision Support System (DSS)
d. Use Google to search for sources of online data
e. All of these are correct.

ANSWER: c
RATIONALE: Secondary or existing data is stored in the decision support system. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Medium
REFERENCES: Apply
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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15. Generating primary data is generally a _____ process.

a. time consuming, inexpensive
b. quick, expensive
c. quick, inexpensive
d. time consuming, expensive

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e. None of these are correct.

ANSWER: d
RATIONALE: Typically, generating primary data is a time consuming and expensive process. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 7:24 AM
DATE MODIFIED: 7/19/2017 7:26 AM

16. Which kind of research uses experiments to identify cause-and-effect relationships between variables?

a. Descriptive
b. Exploratory
c. Primary
d. Secondary
e. Causal

ANSWER: e
RATIONALE: Research that uses experiments to identify cause-and-effect relationships between variables is known as causal research. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 7:27 AM
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17. Which of the following would NOT benefit from causal research?

a. Measuring customer satisfaction
b. Determining which version of a product to offer
c. Identifying which package design to use
d. Determining which advertising campaign is most effective
e. Deciding which price to charge

ANSWER: a
RATIONALE: All of these represent benefits from causal research except measuring customer satisfaction. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

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LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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18. What kind of research focuses on describing a population, often emphasizing the frequency with which something occurs or the extent to which two variables are related?

a. Descriptive
b. Exploratory
c. Primary
d. Secondary
e. Casual

ANSWER: a
RATIONALE: This type of research is known as descriptive research. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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19. The marketing team at Hudsucker Industries wants to determine which of two prices on a new version of a product will produce greatest revenues. What kind of research should it use to determine this?

a. Descriptive
b. Causal
c. Market
d. Competitive
e. Exploratory

ANSWER: b
RATIONALE: Ideally, causal research will be used to determine which of the two prices will produce the greatest revenue. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Medium
REFERENCES: Apply
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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20. The particular subset of the population chosen for study is known as a _____.

a. subset
b. sub-population

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c. sample
d. data set
e. survey group

ANSWER: c
RATIONALE: A subset of the population chosen for study is known as a subset. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:00 AM
DATE MODIFIED: 7/19/2017 8:02 AM

21. In designing the sample, researchers must specify
a. the sampling frame.
b. the type of sampling plan to be used.
c. the size of the sample.
d. All of these are correct.
e. None of these are correct.

ANSWER: d
RATIONALE: All of these choices must be specified when designing the sample. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:03 AM
DATE MODIFIED: 9/20/2017 3:25 PM

22. During data analysis, the process of scanning Data Capture forms to ensure they are complete and consistent and that the instructions were followed is called
a. analyzing.
b. coding.
c. checking.
d. verifying.
e. editing.

ANSWER: e
RATIONALE: This process is known as the editing process. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy

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REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:06 AM
DATE MODIFIED: 7/19/2017 8:11 AM

23. During data analysis, the process of assigning numbers to each answer on a Data Capture form so that the answers can be analyzed by a computer is called

a. analyzing.
b. coding.
c. checking.
d. verifying.
e. editing.

ANSWER: b
RATIONALE: This process is known as the coding process. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:12 AM
DATE MODIFIED: 7/19/2017 8:15 AM

24. Sometimes research calls for a deeper look at the data by looking for differences or relationships across groups, a technique known as _____.

a. cross-tabulation
b. cross-analysis
c. cross-comparison
d. cross-footing
e. cross-calculation

ANSWER: a
RATIONALE: The technique that looks for differences or relationships across groups is known as cross-tabulation. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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25. The _____ is/are often all that many executives will see of the research effort.

a. Research Request Agreement
b. Data Capture forms
c. written research report
d. Decision Support System
e. All of these are correct.

ANSWER: c
RATIONALE: The document that is submitted to management that summarizes your research results and conclusion is called the written research report. See 2-1: The Management Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:19 AM
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26. No matter how well you've performed all the previous steps in the research, a project is often no more successful than the _____.

a. Data Capture
b. Data Analysis
c. Problem Definition
d. survey administration
e. research report

ANSWER: e
RATIONALE: The research report must clearly convey the results and summaries to managers to allow a project to truly be successful. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/19/2017 8:21 AM
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27. While a goal of the research process is to minimize total error, even the best projects contain error of one kind or another. Error can enter at _____ of the process.

a. the Problem Definition stage
b. the Data Capture stage
c. the Data Analysis stage
d. the Information Reporting stage

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e. any stage

ANSWER: e
RATIONALE: Error can occur during any stage of the marketing research process. See 2-1: The Marketing Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 12:52 AM
DATE MODIFIED: 7/20/2017 12:54 AM

28. Marketing researchers must make many decisions over the course of a single research project and throughout the process consider the ethics involved in the choices they make. Ethics are the _____ that govern the way an individual or a group conducts its activities.

a. moral principles and values
b. established rules
c. traditional beliefs
d. accepted practices
e. approved methods

ANSWER: a
RATIONALE: Ethics are the moral principles and values that govern the way an individual or a group conducts its activities. See 2-2: Marketing Research Ethics.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.03 - Cite the most critical error in marketing research.
DATE CREATED: 7/20/2017 12:58 AM
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29. In judging whether a proposed action is ethical or not, it is necessary to adopt one or more moral reasoning frameworks. Which of the following is NOT one of the frameworks presented in Chapter 2?

a. Justice
b. Pragmatic
c. Utility
d. Rights
e. All of these are correct.

ANSWER: b
RATIONALE: The three frameworks of ethical reasoning are utility, justice, and rights. See 2-3: Three Methods of Ethical Reasoning.
POINTS: 1
DIFFICULTY: Easy

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REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
DATE CREATED: 7/20/2017 1:03 AM
DATE MODIFIED: 7/20/2017 1:04 AM

30. The method of ethical reasoning that focuses on society as the unit of analysis and stresses the consequences of an act on all those directly or indirectly affected by it is called the _____ approach.

a. justice.
b. pragmatic
c. utility
d. rights
e. None of these are true.

ANSWER: c
RATIONALE: The method of ethical reasoning that focuses on society as the unit of analysis and stresses the consequences of an act on all those directly or indirectly affected by it is called the utility approach.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
DATE CREATED: 7/20/2017 1:08 AM
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31. The utility approach to ethical reasoning holds that the correct course of action is the one that promotes

a. the least negative reaction.
b. the greatest good for the greatest number.
c. the most benefit to the firm that commissioned the marketing research.
d. the most favorable publicity.
e. the most practical solution.

ANSWER: b
RATIONALE: The utility approach to ethical reasoning seeks to do the greatest amount of good for the greatest number. See 2-3: Three Methods of Ethical Reasoning.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
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DATE MODIFIED: 7/20/2017 1:14 AM

32. The method of ethical reasoning that considers whether or not costs and benefits of a proposed action are distributed fairly among individuals and groups is called the _____ approach.

a. justice
b. pragmatic
c. utility
d. rights
e. None of these are correct.

ANSWER: a
RATIONALE: This method of ethical reasoning is called the justice approach. See 2-3: Three Methods of Ethical Reasoning.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
DATE CREATED: 7/20/2017 1:15 AM
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33. In the justice approach to ethical reasoning, deciding what amounts to fair distribution of benefits and costs boils down to

a. the marketing researcher's intuition.
b. the Marketing Research Association's code of ethics.
c. societal consensus.
d. regulatory guidelines.
e. moral principles and values.

ANSWER: c
RATIONALE: Societal consensus dictates what amounts to fair distribution of benefits and costs. See 2-3: Three Methods of Ethical Reasoning.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
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34. The method of ethical reasoning in which a proposed action is right or wrong, in and of itself, with less concern about the consequences of the action is called the _____ approach.

a. justice
b. pragmatic

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c. utility

d. rights

e. None of these are correct.

ANSWER: d

RATIONALE: This method is called the rights approach. See 2-3: Three Methods of Ethical Reasoning.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: Understand

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 2.04 - Narrative: Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.

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35. A restaurant has installed microphones at its tables to secretly record customer reactions to menu items so that the restaurant owner can know which entrees to raise prices on. Under which method of ethical reasoning is this approach considered ethical?

a. Utility

b. Justice

c. Rights

d. All of these methods are correct.

e. It would not be considered ethical under any ethical reasoning framework.

ANSWER: e

RATIONALE: This would not be considered ethical under any of the ethical reasoning frameworks. See 2-3: Three Methods of Ethical Reasoning.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: Understand

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

ACCREDITING STANDARDS: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.

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36. Researchers following the rights method of ethical reasoning focus on

a. the welfare of society and society's rights.

b. the welfare of customers and customers' rights.

c. the welfare of the individual and individual's rights.

d. the welfare of employees and employees' rights.

e. the welfare of the sample population and the sample population's rights.

ANSWER: c

RATIONALE: Researchers that follow the rights method focus on the welfare of the individual and the individual's rights. See 2-3: Three Methods of Ethical Reasoning.

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
DATE CREATED: 7/20/2017 2:15 AM
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37. What type of research is conducted with a goal to support a particular position with pseudoscientific results?

a. Positional
b. Pseudo
c. Expedient
d. Advocacy
e. Tertiary

ANSWER: d
RATIONALE: This type of research is called advocacy research and should be avoided. See 2-4: Research to Avoid.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 2:26 AM
DATE MODIFIED: 7/20/2017 2:27 AM

38. A product manager is eager to develop a new product idea. To gain approval to do so, the product manager orders the research team to survey a small group of customers that have been briefed on the product concept already and who reacted favorably to it. This type of research effort is known as

a. sugging.
b. advocacy research.
c. product research.
d. consumer research.
e. focus group research.

ANSWER: b
RATIONALE: This type of research effort is known as advocacy research and should be avoided. See 2-4: Research to Avoid.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.

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39. Attempting to sell products or services after telling respondents you are conducting marketing research is a practice known as

a. sugging.
b. probing.
c. funneling.
d. posing.
e. spoofing.

ANSWER: a
RATIONALE: Sugging is attempting to sell products or services after telling respondents you are conducting marketing research. See 2-4: Research to Avoid.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 2:53 AM
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40. Death Wish" research can be characterized as

a. research using techniques that offer little in the way of value.
b. quick, low cost research that corroborates what the marketer already thought.
c. research that results in a decision to kill a product idea.
d. All of these are correct.
e. both research using techniques and quick low, cost research.

ANSWER: e
RATIONALE: Death wish research can be characterized by using techniques that offer little in the way of value and that results in a decision to kill a product idea. See 2-4: Research to Avoid.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
ACCREDITING STANDARDS: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 2:58 AM
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41. The Taco Hacienda chain of fast food restaurants has clearly defined the decision problem it will address in a marketing research project. As it prepares for the Data Capture phase of the project, a good first place to look for data might be

a. from a primary Data Capture initiative, such as a customer survey.
b. from an external source, such as the Fast Food Franchise Association.

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c. from the corporate Decision Support System.

d. All of these are appropriate places to begin the Data Capture effort.

e. None of these are appropriate places to begin the Data Capture effort.

ANSWER: c
RATIONALE: When using research that already exists, utilizing a company's decision support system is a good place to start. See 2-1: The Marking Research Process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 3:01 AM
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42. In all cases, there is a general marketing research process that managers should follow as they seek information.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 3:03 AM
DATE MODIFIED: 7/20/2017 3:03 AM

43. Primary data should always be collected, even if the information can be obtained from the company's internal sources or from external sources.

a. True

b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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44. One of the most important characteristics of exploratory research is flexibility.

a. True

b. False

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ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 3:18 AM
DATE MODIFIED: 7/20/2017 3:19 AM

45. There can be differences between what is ethical and what is legal.
    a. True
    b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.03 - Cite the most critical error in marketing research.
DATE CREATED: 7/20/2017 3:20 AM
DATE MODIFIED: 7/20/2017 3:20 AM

46. A proposed research action that is ethical under one method of ethical reasoning is also ethical under the other methods of ethical reasoning.
    a. True
    b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
DATE CREATED: 7/20/2017 3:23 AM
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47. Sugging is a blatantly unethical use of marketing research.
    a. True
    b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False

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HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 3:29 AM
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48. The only type of research that should be avoided is unethical research.
    a. True
    b. False
ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 3:30 AM
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49. Research should be avoided when resources such as time and budget are lacking to do the research properly.
    a. True
    b. False
ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.05 - Describe the types of research that should be avoided.
DATE CREATED: 7/20/2017 3:33 AM
DATE MODIFIED: 7/20/2017 3:34 AM

50. The single most important step in the marketing research process is exploratory research.
    a. True
    b. False
ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Understand
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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51. If relatively little is known about the phenomenon to be investigated, exploratory research is often used to clarify the issues.

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a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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52. In broad terms, two ways marketing research can gather marketing intelligence is (1) by collecting data to address specific problems or (2) by putting systems in place that provide data on an ongoing basis.
a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 3:38 AM
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53. The types of continuous data that end up in a Decision Support System (DSS) are often referred to as primary data.
a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
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54. Ethics are the moral principles and values that govern the way an individual or a group conducts its activities.
a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy

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REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.03 - Cite the most critical error in marketing research.
DATE CREATED: 7/20/2017 3:42 AM
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55. The utility approach to ethical reasoning holds that the correct course of action is the one that promotes "the greatest good for the greatest number."

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
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56. Discuss the differences between primary and secondary data and when each should be used during a research effort.

ANSWER: Secondary research is pre-existing, accessible data that may be sufficient to help address the research problem. When it isn't sufficient or doesn't exist, a primary Data Capture effort is required. Because primary Data Capture can be expensive and time-consuming, it should be collected only after determining that secondary data is insufficient or doesn't exist.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Essay
HAS VARIABLES: False
LEARNING OBJECTIVES: 2.02 - Describe the general approaches to marketing research.
DATE CREATED: 7/20/2017 4:09 AM
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57. Present a hypothetical research scenario and discuss why it might be ethical under one method of ethical reasoning but not another.

ANSWER: A number of research scenarios exist in which they are ethical under the utility or justice approach but not under the rights approach.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Remember
QUESTION TYPE: Essay
HAS VARIABLES: False

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LEARNING OBJECTIVES: 2.04 - Highlight the main differences between the utility, justice, and rights approaches to ethical reasoning.
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