

MCQ-Contemporary Marketing Research

1) Which form of data below can usually be obtained more quickly and at a lower cost than the others?

- a) Primary
- b) Survey research
- c) Experimental research
- d) Secondary**
- e) Observational research

2) Secondary data are _____.

- a) Collected mostly via surveys
- b) Expensive to obtain
- c) Never purchased from outside suppliers
- d) Always necessary to support primary data
- e) Not always very usable**

3) Causal research is used to _____

- a) Describe marketing problems or situations
- b) Quantify observations that produce insights unobtainable through other forms of research
- c) Find information at the outset in an unstructured way
- d) Gather preliminary information that will help define problems
- e) Test hypotheses about cause-and-effect relationships**

4) Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take.

- a) Selecting a research agency to help
- b) Defining the problem and research objectives**
- c) Developing the research plan
- d) Determining a research approach
- e) C and D

5) In the second step of the marketing research process, research objectives should be translated into specific _____.

- a) Financial amounts
- b) Results that justify the means
- c) Marketing goals
- d) Time allotments
- e) Information needs**

6) Secondary data consists of information _____.

- a) **That already exists somewhere and was collected for another purpose**
- b) Used by competitors
- c) That does not currently exist in an organized form
- d) That already exists somewhere and is outdated
- e) That the researcher can obtain through surveys and observation

7) Which form of data below can usually be obtained more quickly and at a lower cost than the others?

- a) Survey research
- b) Syndicated
- c) **Secondary**
- d) Primary
- e) Online marketing research

8) Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?

- a) It may not be current.
- b) It may not exist.
- c) It may not be useable.
- d) It may not be relevant
- e) **It is generally more expensive to obtain than primary data**

9) Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?

- a) Focus groups
- b) Personal interviews
- c) Questionnaires
- d) **Observational research**
- e) Internet surveys

10) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering _____ information.

- a) Attitudinal
- b) Personal
- c) Preference
- d) Exploratory
- e) **Descriptive**

11) Typically, customer information is buried deep in separate databases, plans, and records of many different company functions and departments. To overcome such problems, which of the following could you try?

- a) Customer satisfaction measurement
- b) Synergetic meetings of the minds
- c) Customer relationship management**
- d) More sophisticated software
- e) Less marketing intelligence

12) Survey research is least likely to be conducted through which of the following?

- a) Observation**
- b) Person-to-person interactions
- c) The telephone
- d) The Web
- e) The mail

13) Which of the following is not a disadvantage of telephone interviews.

- a) Interviewer bias is introduced
- b) Under time pressures, some interviewers might cheat.
- c) Potential respondents may refuse to participate
- d) They are more expensive to conduct than mail questionnaires.
- e) Interviewers tend to interpret answers similarly.**

14) Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements?

- a) Personal interviewing**
- b) Ethnographic research
- c) Observational research
- d) Online interviewing
- e) Phone interviewing

15) Which of the following is a disadvantage of online focus groups?

- a) Results take longer to tabulate and analyze.
- b) Participants must be in a central location.
- c) The cost of online focus groups is greater than that of most other qualitative research methods.
- d) The format of focus groups can be varied.
- e) The Internet format can restrict respondents' expressiveness.**

16) Mr. Ravi regularly conducts online marketing research at work. He has found that it has several advantages over traditional methods. Which of these is not an advantage?

- a) Respondents cannot remain anonymous.
- b) It is more cost efficient.
- c) It is easy to control who responds to surveys.**
- d) Report generation turnaround time is much quicker
- e) It is easier for respondents to complete.

17) What are the two types of research data?

- a) Qualitative and Quantitative.**
- b) Primary and secondary.
- c) Predictive and quantitative.
- d) Qualitative and predictive.

18) What is a major drawback of probability sampling?

- a) Takes too much time**
- b) Sampling error cannot be measured
- c) Easiest population from which to obtain info is chosen
- d) Everyone has an equal chance of selection
- e) Reliance on the judgment of the researcher

19) The most common research instrument used is the

- a) Questionnaire**
- b) Moderator
- c) Telephone interviewer
- d) Live interviewer
- e) Mechanical device

20) In marketing research, the _____ phase is generally the most expensive and most subject to error.

- a) Interpreting and reporting the findings
- b) Exploratory research
- c) Data collection**
- d) Planning
- e) Data validation

21) Despite the data glut that marketing managers receive, they frequently complain that they lack _____.

a) Enough information of the right kind

b) Accurate and reliable information

c) Quality information

d) Valid information

e) Timely information

22) The real value of a company's marketing research and information system lies in the _____

a) Amount of data it generates

b) Marketing information system it follows

c) Efficiency with which it completes studies

d) Variety of contact methods it uses

e) Quality of customer insights it provides

23) What is the first step in the marketing research process?

a) Developing a marketing information system

b) Developing the research plan for collecting information

c) Implementing the research plan

d) Defining the problem and research objectives

e) Interpreting data and deciding on type of research

24) In CRM, findings about customers discovered through _____ techniques often lead to marketing opportunities.

a) Data warehouse

b) Customer loyalty management

c) Customer relationship strategy

d) Data mining

e) Value network

25) What source of marketing information provides ready access to research information, stored reports, shared work documents, contact information for employees and other stakeholders, and more?

a) An extranet

b) Marketing intelligence

c) The Internet

d) An internal database

e) An intranet

26) When managers use small convenience samples such as asking customers what they think or inviting a small group out to lunch to get reactions, they are using _____.

a) Informal surveys

b) Experiments

- c) Focus groups
- d) Observation
- e) Marketing intelligence

27) A common problem in international marketing research is the availability of _____.

- a) Primary data
- b) Research specialists
- c) Secondary data**
- d) Consumers willing to answer surveys
- e) Intelligence limitations

28) Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference?

- a) Exploratory research
- b) Descriptive research**
- c) Experimental research
- d) Ethnographic research
- f) Survey research

29) As a small business consultant, you recommend to your clients that they use no-cost methods of observation to gather market research. Which of the following are you not likely to recommend your clients do?

- a) Visit and socialize with competitors
- b) Observe vehicle and pedestrian traffic.
- c) Monitor competitors' advertising from local media
- d) Hire additional staff to observe extensively**
- e) Evaluate their customer mix—how many and what kind of customers.

30) Marketing intelligence is everyday information about developments in the marketing environment that assists marketers in their preparation of their plans and strategies. This information is obtained from a number of sources and includes which of the following?

- a) Newspaper articles.
- b) Sales representative feedback.
- c) Competitor intelligence
- d) Trade journals.
- e) Customer feedback.
- f) All of the above.**

31) The marketing research process consists of four steps. Which of the following is not one of these steps?

- a) Evaluating the competitor strategies.**

- b) Developing the research plan for collecting information.
- c) Defining the problem and research objectives.

32) What do many researchers encounter when conducting market research in foreign countries?

- a) Some countries have poor roads that limit personal contacts.
- b) Some cultures may not value marketing research.
- c) Some countries have poor mail services
- d) Some countries have few telephones, limiting access to respondents
- e) All of the above**

33) Ravi just completed reading a marketing research report about the top 25 countries that purchase German products. What might the report say about international research with these countries?

- a) Despite the costs of international research, the costs of not doing it are higher.**
- b) There is a lack of qualified research personnel.
- c) The costs are higher than the benefits.
- d) Interpretations of German quality are consistent among different countries.
- e) It is on the decrease due to high costs.

34) Behavioural targeting, the practice of _____, is being used by more and more companies.

- a) Mining and analyzing data from data warehouses
- b) Tracking customers' activities and rewarding customer loyalty
- c) Observing and interacting with consumers in their natural environments
- d) Managing customer relationships
- e) Tracking consumers' online movements and using this information to target ads to them**

35) To consumers, research studies may appear to be little more than vehicles for _____.

- a) Gathering names for resale
- b) Building company image
- c) Training future salespeople to work with people face-to-face
- d) Selling the sponsor's products**
- e) Criticizing competition

36) Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can be applied to obtain qualitative research?

- a) Elicitation interviews.
- b) One to one interviews.
- c) Focus groups.
- d) All of the above**
- e) None of the above.

37) What are examples of techniques of obtaining qualitative data?

a) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; experimentation.

b) Video conferencing; focus groups; in-depth interviews; observational techniques.

c) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; call centre feedback.

d) All of the above.

e) None of the above.

38) What are four methods of continuous research?

a) Consumer panels; home audits; omnibus surveys; retail audits.

b) Consumer panels; home audits; personal interviews; omnibus surveys.

c) Home audits; omnibus surveys; personal interviews; in-store video footage of consumer behaviour.

d) Consumer panels; home audits; personal interviews; in-store video footage of consumer behaviour.

e) All of the above

f) None of the above

39) “what new product should be developed” is an example of??

a) Causal

b) Exploratory

c) Descriptive

d) None of the above

40) Sources of marketing information are categorized into two groups - what are they?

a) External sources; internal sources.

b) Causal resources.

c) Macro environmental sources; micro environmental sources

d) All of the above.

e) None of the above.

41) What are the criteria for evaluating secondary data sources?

a) Source of data; who collects the data; method of data collection; construct of research.

b) Source of data; who collects the data; method of data collection; construct of data.

c) Relevance of data; who collects the data; method of data collection; who paid for the research.

d) Relevance of data; who collects the data; method of data collection; evidence of careful work.

42) What are three popular methods for obtaining primary data?

- a) Experimentation; personal interview; Delphi technique.
- b) Survey; interviews; experimentation.
- c) Interviews and surveys; observation; experimentation.**
- d) Interviews and surveys; observation; Harrison methodology.

43) Marketing research is the function that links the _____ to the marketer through information---information used to identify and define marketing opportunities and problems; to generate, refine and evaluate marketing actions; to monitor marketing performance; and to improve understanding of the marketing process.

- a) Marketer, agent and retailer
- b) Demander, buyer and user
- c) Specifier, influencer and user
- d) Consumer, customer and public**

44) The marketing information system (MIS) begins and ends with _____

- a) Marketing managers**
- b) Marketing intelligence
- c) Information technologies
- d) Consumers

45) As marketing managers and researchers define the problem and set research objectives, they should employ the following type(s) of research: _____

- a) Exploratory research alone
- b) Exploratory, descriptive and causal research**
- c) Descriptive research alone
- d) Causal research alone

46) What are secondary data?

- a) Information that has been collected for the specific purpose at hand
- b) Information that has already been collected and recorded for another purpose and is thus readily accessible**
- c) Information based on second-rate research
- d) Information based solely on rumours

47) Small businesses and non-profit organisations on shoestring budgets nevertheless have access to useful marketing information by _____

- a) Relying exclusively on secondary data
- b) Conducting informal surveys
- c) Collecting and evaluating secondary data, as well as observing and conducting their own**

surveys and experiments

d) Hiring a few highly-skilled researchers

48) International marketers may have difficulty finding useful secondary data in other countries mainly because _____.

a) Secondary data are difficult to translate

b) Foreign consumers may be hostile to marketers

c) Some countries lack reliable research services---if they provide such services at all

d) Consumers tend to lie on surveys and in interviews, either deliberately or inadvertently

49) Which of the following represents major public policy and ethics issues in marketing research?

a) Intrusion on and abuse of consumer privacy

b) Representing database compilation and promotional pitches as 'pure' research

c) Intrusion on consumer privacy and the misuse of research findings

d) False claims and pushy sales representatives

50) What is the first stage of the marketing research process?

a) Implement the research plan

b) Collect and analyse the data

c) Develop the research plan

d) Report the findings

e) Define the research problem

51) Primary data is _____.

a) Always collected before secondary data

b) Collected for the specific purpose at hand

c) Information that already exists

d) Data collected for other purposes

e) Usually collected through annual reports

52) What are the two major advantages of collected data through telephone interviews?

a) Sample control and speed of data collection

b) Cost and response rate

c) Cost and speed of data collection

d) Flexibility and quantity of data collected

e) Control of interviewer effects and quantity of data collected

53) Expository research undergoes following methods except

a) Expert surveys

- b) Pilot study
- c) Case studies
- d) None of the above**

54) Census comes under which research?

- a) Causal
- b) Exploratory
- c) Descriptive**
- d) None of the above

55) Cause and effect research comes under which research type?

- a) Causal**
- b) Exploratory
- c) Descriptive
- d) None of the above

56) Rigid sequential approach to sampling and data collection comes under which research

- a) Causal**
- b) Exploratory
- c) Descriptive
- d) None of the above

57) is called pre-assumption of the expected result of the research

- a) Hypothesis**
- b) Expenditure
- c) Research problem
- d) None of the above

58) is kind of prelude to the end result one hopes to achieve and therefore it requires considerable thoughts

- a) Hypothesis
- b) Expenditure
- c) Research problem**
- d) None of the above

59) Detail blueprint of research is called as.....

- a) Research proposal
- b) Research design**
- c) a and b

d) a or b

60) In which type of research hypothesis is vague??

- a) Causal
- b) Exploratory**
- c) Descriptive
- d) None of the above

61) “How should a new product be distributed??” is an example of??

- a) Causal
- b) Exploratory
- c) Descriptive**
- d) None of the above

62) “Will increase in the service staff be profitable??” Is an example of.....??

- a) Causal**
- b) Exploratory
- c) Descriptive
- d) None of the above

63) A powerful tool use in longitudinal research with exactly same people, group or organization across time periods is called.....

- a) Focus group
- b) consumer panel**
- c) RSA
- d) None of the above

64) For primary data to be useful to marketers, it must be relevant, current, unbiased, and _____.

- a) Complete
- b) Accurate**
- c) Inexpensive
- d) Collected before secondary data
- e) Experimental

65) is the variation of the panel with data being collected from retail stores on the product being stocked, shelf placed , sale and promotion , so on

- a) Retail shop audit**
- b) consumer panel
- c TRP
- d) None of the above.

66) Multiple business locations, recourse , budget limitations is challenges for....

- a) **Retail shop audit**
- b) consumer panel
- c) TRP
- d) None of the above.

67) The advertising is selecting slots for the advertising on the basis of which study?

- a) Retail shop audit
- b) consumer panel
- c) TRP
- d) **Media Audience tracking study.**

68) What is TRP?

- a) **Television Rating point**
- b) Television rating part
- c) All of the above
- d). Television Rating process

69) _____ research is the gathering of primary data by watching people.

- a)Survey
- b)Informative
- c) **Observational**
- d)Experimental
- e)Causal

70) Market research is function linking the consumer customer and public to market through

- a) The media
- b) **Information**
- c) Market research
- d) All of the above

71) Marketing research is related to.....

- a) Finance process
- b) **Marketing Process**
- c) Business Process
- d) None of the above

72) Advance plan of research is called as

- a) Research process
- b) Research design**
- c) Research proposal
- d) None of the above

73) Research design consist of following things except.....

- a) Hypothesis**
- b) Expenditure
- c) Research problem
- d) None of the above

74) A formal statement of research question or “purpose of research study” generally

- a) Is made prior to literature review
- b) Is made after literature review
- c) Will help guide the research process
- d) Both a and c**

75) Source of research problem include

- a) Researcher’s experience
- b) Practical issue that require solutions
- c) Theory and past research
- d) All of the above**

76) A..... is written account of the plan for the research project.

- a) Research design
- b) Research proposal**
- c) Hypothesis
- d) All of the above

77) In qualitative research proposal you would not expect to see a

- a) Research questions
- b) Research rim
- c) Hypothesis**
- d) Operational definition

78) Following are characteristics of hypothesis except

- a) Clarity
- b) Simple

- c) Consistent
- d) None of the above

79) The null hypothesis is

- a) which is to be disprove
- b) H_0
- c) None of the above
- d) A and B**

80) The research which is “unstructured, qualitative, highly flexible “ is called as

- a. Causal
- b) Exploratory**
- c) Descriptive
- d) None of the above

81) is snapshot of some aspect of the market environment

- a) Causal
- b) Exploratory
- c) Descriptive**
- d) None of the above

82) Which of the following is advantages of stating of **HYPOTHESIS ??**

- a) It forces researcher to think deeply and specifically about the possible outcome of study**
- b) It simplifies the study
- c) None of the above
- d) All of the above

83) Customer Satisfaction is an example of which of research design?

- a) Qualitative**
- b) Quantitative
- c) Causal
- d) None of the above

84) Alternative hypothesis is

- a) H_0
- b) H_a
- c) Which shows positive relationship between the variables
- d) B , C**

85) Following are techniques of **Qualitative Research** ?

- a) Depth interview
- b) Focus group
- c) Projective technique
- d) All of the above**

86) Data analysis in qualitative research as contrasted with quantitative research is generally

- a) Theoretical**
- b) Deductive
- c) Applied
- d) Inductive

87) Which of the following is not general feature that characteristics most qualitative research?

- a) Inflexible design
- b) Holistic process
- c) Naturalistic inquiry**
- d) Personal contact

88) Conclusion from qualitative research are:

- a) Less certain than from quantitative
- b) Of little practice use
- c) Seldom defensible
- d) Of descriptive value only**

89) The first step in the marketing research process is:

- a) Defining the problem
- b) Gathering the budget necessary to conduct the research
- c) Establishing the need for marketing research**
- d) Getting approval from top management to do research
- e) Finding an appropriate marketing firm to carry out the research project

90) Which of the following is true regarding the steps in the marketing research process?

- a) Not all studies use all steps in the marketing research process.
- b) There is nothing sacred about the number of steps in the research process as proposed by your authors.
- c) The steps in the marketing research process presented by your authors are universally accepted and are adopted by the American Marketing Association.
- d) A and C are true.
- e) A and B are true.**

91) In establishing the need for marketing research, which of the following would serve as a good decision rule for managers?

- a) Ensuring that competitors are using marketing research, therefore a company considering marketing research would not be at a competitive disadvantage
- b) Determining the value to be derived from marketing research
- c) Determining the cost of conducting marketing research
- d) Weighing the value derived from the marketing research with the cost of obtaining the marketing research information**
- e) Ensuring that subordinates are in favor of conducting the marketing research

92) Sometimes managers know that marketing research is not needed. In which of the following cases would marketing research NOT be needed?

- a) Competitors have introduced a successful new product and it is too late to respond.
- b) Brand managers wish to assess the profitability of different items in the product line and this information is available from the internal reports system.**
- c) There have been significant changes in the demographic characteristics of the market since marketing research was last conducted.
- d) A competitor has introduced a new innovative distribution system.
- e) An internal analysis indicates that the company is losing distributors at an alarming rate.

93) Under which of the following conditions will marketing research likely have greater value to management?

- a) When the research helps clarify problems or opportunities
- b) When the research identifies changes that are occurring in the marketplace among consumers and/or competitors
- c) When the research clearly identifies the best alternatives to pursue
- d) When the research helps a company's brand establish a competitive advantage
- e) All of the above**

94) Which of the following statements is true regarding the marketing research step "defining the problem"?

- a) Defining the problem is the third most important step in the research process.
- b) Defining the problem should be undertaken only after the project has been approved by top management.
- c) Defining the problem is the most important step in the marketing research process.**
- d) Defining the problem should be undertaken only after a sufficient number of firms have been gathered to conduct the marketing research project.
- e) Defining the problem is the eighth step in the marketing research process.

95) Problems stem from which two primary sources?

- a) Gaps between what is supposed to happen and what did happen and gaps between what is supposed to happen and what happened in the past.
- b) Gaps between what is supposed to happen and what did happen and gaps between what did happen and what could have happened**
- c) Gaps between what is happening now and what happened prior to the present
- d) Gaps between what management desires and what stockholders desire
- e) Gaps between what present consumers desire and what potential consumers desire

96) Which of the following is true regarding research objectives?

- a) Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.
- b) Research objectives, when obtained, will ensure the viability of the marketing research department.
- c) Research objectives, when achieved, provide the information necessary to solve the problem.**
- d) Research objectives are seldom achieved but should be stated as goals to be sought.
- e) Research objectives should never be put in writing until the fourth step of the marketing research process.

97) Which of the following is true regarding research design?

- a) There are four categories of research design.
- b) There are three categories of research design.**
- c) There are five categories of research design.
- d) There are eight categories of research design.
- e) Research design may not be categorized.

98) Which of the following would be true regarding exploratory research?

- a. Exploratory research is highly structured.
- b. Exploratory research is very formal.
- c. Exploratory research determines causality.
- d. Exploratory research is both unstructured and informal.**
- e. Exploratory research answers who, what, where, when, and how questions.

99) Interview is an example of which data??

- a) Primary**
- b) Secondary
- c) Both a and b
- d) None of the above

100) Main drawback of primary data is?

- a) Biasness**

- b) sample design
- c) Research problem
- d) All of the above

101) Wrong questionnaire is an example of

- a. Primary data collection problem**
- b. Secondary collection problem
- c. a and b both
- d. None of the above

102) usually is a list of population members to obtained a sample.

a) Sampling Frame

- b) Sample
- c) Sampling
- d) All of the above

103) All sample have same chance of getting selected is called as.....

a) Probability

- b) Non-Probability
- c) Quota
- d) Snowball

104) Convenience sampling is an example of

- a) Probabilistic sampling
- b) Stratified sampling
- c) Nonprobabilistic sampling**
- d) Cluster sampling

105) Which of the following is an example of nonprobabilistic sampling?

- a) Simple random sampling
- b) Stratified simple random sampling
- c) Cluster sampling
- d) Judgment sampling**

106) Stratified random sampling is a method of selecting a sample in which

- a) The sample is first divided into strata, and then random samples are taken from each stratum
- b) Various strata are selected from the sample
- c) The population is first divided into strata, and then random samples are drawn from each stratum**
- d) None of these alternatives is correct.

107) Despite the data glut that marketing managers receive, they frequently complain that they lack _____.

a) **Enough information of the right kind**

- b) Timely information
- c) Accurate information
- d) Reliable information
- e) Valid information

108) Which of the following is true regarding causal research?

- a. Causal research is the questions of who, what, where, when, and how.
- b. Causal research is informal and unstructured.
- c. Causal research isolates causes and effects.**
- d. Causal research describes marketing phenomena.
- e. Causal research is the seventh step in the marketing research process.

109) Which of the following is true regarding primary information?

- a. Primary information is information gathered on school children in the primary grades first through fifth.
- b. Primary information refers to information that is collected in the early, or primary, stages of the marketing research process.
- c. Primary information is information that has already been collected for some other purpose.
- d. Primary information is information collected specifically for the problem at hand.**
- e. Primary information is one of 12 different types of information sources.

110) Which of the following determines how representative a sample is of a population?

- a. The size of the sample
- b. The sampling company from which the sample is acquired
- c. The sample plan**
- d. The size of the sample relative to the size of the population
- e. How varied the population is

111) Which of the following is true regarding the size of the sample?

- a) There is no such thing as having a sample that is too large.
- b) You should strive to have a sample that is at least 50 percent of the size of the population.
- c) A sample size that is too large wastes research dollars; the sample size should be just large enough to give the researcher accurate results without wasting money.**
- d) Sample size is more important than the sample plan.
- e) Only samples with large sample sizes may be considered representative samples.

112) The existing company information is an example of which data??

- a) Primary
- b) Secondary**
- c) Both a and b
- d) None of the above

113) Which of the following statements is NOT true regarding information collected for marketers?

- a) Many managers lack information of the *right* kind.
- b) Most managers do not need more information.
- c) Most managers need *better* information.
- d) Many managers are burdened by data overload.
- e) Managers have enough of the right information.**

114) A marketing information system (MIS) consists of people and procedures to assess information needs, _____, and help decision makers analyze and use the information.

- a) Experiment to develop information
- b) Test market the information
- c) Develop the needed information**
- d) Critique the needed information
- e) Question the needed information

115) A good MIS balances the information users would _____ against what they really _____ and what is _____.

- a) Need; like; feasible
- b) Like; can afford; needed
- c) Like to have; need; feasible to offer**
- d) Need; can afford; useful
- e) Use; have to use; available

116) Marketers must weigh carefully the costs of additional information against the _____ resulting from it.

- a) organization
- b) benefits**
- c) creativity
- d) ethical issues
- e) cost

117) Four common sources of internal data include the accounting department, operations, the sales force, and the _____.

- a) Owners

- b) Stockholders
- c) Marketing department**
- d) Competition
- e) Web

118) Marketing information from which type of database usually can be accessed more quickly and cheaply than other information sources?

- a) External
- B) LexisNexis
- C) Dun & Bradstreet's
- D) internal**
- E) Hoover's

119) _____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.

- a) Marketing data
- b) Marketing intelligence**
- c) Sales management
- d) Customer intelligence
- e) Competitive intelligence

120) Which of the following statements regarding marketing intelligence is true?

- a) The advantage of using competitive intelligence is negligible.
- b) All marketing intelligence is available for free.
- c) Marketing intelligence relies upon privately held information.
- d) Marketing intelligence relies upon publicly available information.**
- e) Marketing intelligence gathering is more focused on gaining insights into consumer activities than competitors' activities.

121) Which of the following is NOT considered a source of marketing intelligence?

- a) Suppliers
- b) Resellers
- c) Key customers
- d) Causal research**
- e) Activities of competitors

122) Which of the following is NOT a potential source for marketing intelligence?

- a) Looking through competitors' garbage
- b) Purchasing competitors' products
- c) Monitoring competitors' sales
- d) Collecting primary data**

e) Talking with purchasing agents

123) Which of the following is an example of a free online database that a company could access in order to develop marketing intelligence?

a) LexisNexis

b) ProQuest

c) Dialog

d) The U.S. Security and Exchange Commission's database

e) Hoover's

124) _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.

a) The marketing information system

b) Marketing intelligence

c) Marketing research

d) Competitive intelligence

e) Causal research

125) What is the first step in the marketing research process?

a) Developing a marketing information system

b) Defining the problem and research objectives

c) Developing the research plan for collecting information

d) Implementing the research plan

e) Hiring an outside research specialist

126) Which step in the four-step marketing research process has been left out of the following list: defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings?

a) Developing the research budget

b) Choosing the research agency

c) Choosing the research method

d) Developing the research plan

e) Comparing and contrasting primary and secondary data

127) Causal research is used to _____.

a) Test hypotheses about cause-and-effect relationships

b) Gather preliminary information that will help define problems

c) Uncover information at the outset in an unstructured way

d) Describe marketing problems or situations

e) Quantify observations that produce insights unobtainable through other forms of research

128) Managers often start with _____ research and later follow with _____ research.

- a) **Exploratory; causal**
- b) Descriptive; causal
- c) Descriptive; exploratory
- d) Causal; descriptive
- e) Causal; exploratory

129) Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take.

- a) Developing the research plan
- b) Determining a research approach
- c) **Defining the problem and research objectives**
- d) Selecting a research agency

130) Through which of these sources of information is a competitor LEAST likely to reveal intelligence information?

- a) Annual reports
- b) Trade show exhibits
- c) Web pages
- d) Press releases
- e) **Internal marketing conferences**

131) To combat marketing intelligence efforts by competitors, Unilever Corporation is now providing _____ to employees.

- a) **Competitive intelligence training**
- b) Privacy blocks
- c) Protection
- d) Less information
- e) A code of ethics

132) The objective of _____ research is to gather preliminary information that will help define the problem and suggest hypotheses.

- a) **Exploratory**
- b) Descriptive
- c) Causal
- d) Primary
- e) Secondary

133) In the second step of the marketing research process, research objectives should be translated into specific _____.

- a) Marketing goals
- b) Information needs**
- c) Dollar amounts
- d) Research methods
- e) Information sources

134) Secondary data consists of information _____.

- a) That already exists somewhere but is outdated
- b) That does not currently exist in an organized form
- c) That already exists but was collected for a different purpose**
- d) Used by competitors
- e) That researchers can only obtain through surveys and observation

135) Information collected from online databases is an example of _____ data.

- a) Primary
- b) Secondary**
- c) Observational
- d) Experimental
- e) Ethnographic

136) Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is NOT one of them?

- a) It may not exist.
- b) It may not be relevant.
- c) It is generally more expensive to obtain than primary data.**
- d) It may not be current.
- e) It may not be impartial.

137) Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?

- a) Observational**
- b) Survey
- c) Questionnaire
- d) Focus groups
- e) Personal interviews

138) Ethnographic research _____

- a) Comes from traditional focus groups
- b) Is gathered where people live and work**
- c) Provides secondary data
- d) Is most popular in the service sector
- e) Provides data to marketers when observation is impossible

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