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| 1. One of the most important roles for the marketing function within any organization is   |  |  |  | | --- | --- | --- | |  | a. | streamlining manufacturing efficiency. | |  | b. | developing new products. | |  | c. | recruiting new employees. | |  | d. | understanding customers and their needs. | |  | e. | managing customer satisfaction. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | Understanding customers and their needs is vital for any marketing function. See 1-0: Introduction. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Response | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 01.01 - Defining Marketing Research | | *DATE CREATED:* | 7/18/2017 9:44 AM | | *DATE MODIFIED:* | 7/18/2017 9:45 AM | |

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| 2. All businesses or organizations share a common problem:   |  |  |  | | --- | --- | --- | |  | a. | They need information to develop and deliver products or services that satisfy customer needs. | |  | b. | They need a capable and creative marketing staff. | |  | c. | They need to invest sufficiently in marketing and marketing research. | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | All businesses or organizations need information to develop and deliver the products that satiate customers’ needs. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:10 AM | | *DATE MODIFIED:* | 7/19/2017 12:21 AM | |

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| 3. The basic function of marketing research is   |  |  |  | | --- | --- | --- | |  | a. | to conduct surveys and analyze results. | |  | b. | to gather information needed to help managers make better decisions. | |  | c. | to monitor market trends and developments. | |  | d. | to gather intelligence on competitors. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | At the most basic level, marketing research exists to gather information that enables managers to make better decisions. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:34 AM | | *DATE MODIFIED:* | 7/19/2017 12:36 AM | |

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| 4. Marketing managers have an urgent need for information—the function traditionally responsible for providing it is   |  |  |  | | --- | --- | --- | |  | a. | marketing communications. | |  | b. | accounting. | |  | c. | marketing research. | |  | d. | manufacturing and development. | |  | e. | the Federal Government. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Due to the multitude of external factors that affect a manager’s marketing environment, market research is necessary to provide urgent information to allow managers to make better decisions. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:44 AM | | *DATE MODIFIED:* | 7/19/2017 12:47 AM | |

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| 5. Marketing research is the process of gathering and interpreting data for use in   |  |  |  | | --- | --- | --- | |  | a. | increasing sales volumes. | |  | b. | improving corporate profitability. | |  | c. | decreasing manufacturing defects. | |  | d. | developing more competitive products and services. | |  | e. | developing, implementing, and monitoring the firm’s marketing plans. |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:48 AM | | *DATE MODIFIED:* | 7/19/2017 4:59 AM | |

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| 6. Marketing research is involved with which of these phases of the information management process?   |  |  |  | | --- | --- | --- | |  | a. | The specification of what information is needed | |  | b. | The collection and analysis of the information | |  | c. | The interpretation of that information with respect to the objectives that motivated the study in the first place | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are components of the information management process, which is enabled by marketing research. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:53 AM | | *DATE MODIFIED:* | 9/20/2017 3:23 PM | |

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| 7. Marketing research used for \_\_\_\_\_\_\_ deals largely with determining which marketing opportunities are worthwhile and which are not promising for the firm.   |  |  |  | | --- | --- | --- | |  | a. | planning | |  | b. | decision making | |  | c. | problem solving | |  | d. | performance monitoring | |  | e. | control |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Marketing research that is used for planning largely determines which marketing opportunities are worthwhile. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:56 AM | | *DATE MODIFIED:* | 7/19/2017 12:59 AM | |

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| 8. \_\_\_\_\_\_\_\_ marketing research focuses on the short- or long-term decisions that the firm must make with respect to the elements of the marketing mix.   |  |  |  | | --- | --- | --- | |  | a. | Planning | |  | b. | Decision-making | |  | c. | Problem-solving | |  | d. | Performance-monitoring | |  | e. | Control |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | When deciding about short-term and long-term decisions about the firm, problem-solving marketing research is instrumental. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 12:59 AM | | *DATE MODIFIED:* | 7/19/2017 1:02 AM | |

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| 9. \_\_\_\_\_\_\_\_\_\_\_\_ marketing research helps management isolate trouble spots and keep abreast of current operations.   |  |  |  | | --- | --- | --- | |  | a. | Planning | |  | b. | Decision-making | |  | c. | Problem-solving | |  | d. | Performance-monitoring | |  | e. | Control |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Control marketing research is used when management needs to isolate trouble spots. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 1:03 AM | | *DATE MODIFIED:* | 7/19/2017 5:01 AM | |

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| 10. Solid marketing research is becoming increasingly important as the world moves to a   |  |  |  | | --- | --- | --- | |  | a. | single monetary system. | |  | b. | global economy. | |  | c. | free market system of trade. | |  | d. | more regulated business environment. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | The world is moving to a global economy, where solid marketing research is becoming crucial for successful firms. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 1:06 AM | | *DATE MODIFIED:* | 7/19/2017 1:09 AM | |

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| 11. Acme Corporation has identified several new market opportunities but has limited funds to invest and therefore cannot pursue them all. Which function of market research will it conduct to identify the most promising opportunities?   |  |  |  | | --- | --- | --- | |  | a. | Planning | |  | b. | Decision making | |  | c. | Problem solving | |  | d. | Performance monitoring | |  | e. | Control |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Planning market research can determine which opportunities are worthwhile and which are not. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 1:09 AM | | *DATE MODIFIED:* | 7/19/2017 1:12 AM | |

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| 12. Which type of firm is one of the three major categories of firms that conduct marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Marketing research companies | |  | b. | Advertising agencies | |  | c. | Companies that produce or sell products and services | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | These are all components of the three major categories of firms conducting marketing research. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:15 AM | | *DATE MODIFIED:* | 7/19/2017 1:18 AM | |

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| 13. Which of the following contributed most to the growth of marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Firms were producing too many unpopular products that no one wanted to buy. | |  | b. | Firms were experiencing stiff competition from foreign manufacturers. | |  | c. | Firms had to gauge market needs because they could no longer sell all they could produce. | |  | d. | Advertising agencies learned they could earn more client fees by doing marketing research. | |  | e. | Increased government regulation made marketing research a necessity. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Marketing research began to grow significantly when firms found they could no longer sell all they could produce and needed to gauge the market. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:21 AM | | *DATE MODIFIED:* | 7/19/2017 1:24 AM | |

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| 14. *The Townsquare Tattler*, a gossip tabloid, has decided to do some market research to help it sell more advertising. What should it seek to learn through its research?   |  |  |  | | --- | --- | --- | |  | a. | Which of its stories are most popular | |  | b. | The demographic profile of its audience | |  | c. | How much readers are willing to pay for an issue | |  | d. | The size of its total readership | |  | e. | Both the demographic profile and size of its total readership. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | Understanding the demographic of your audience and how much they’re willing to pay for a product or service can be attained through the use of marketing research. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:24 AM | | *DATE MODIFIED:* | 9/20/2017 1:32 PM | |

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| 15. In the United States alone, what revenue does the marketing research industry produce?   |  |  |  | | --- | --- | --- | |  | a. | $892 million | |  | b. | $11.2 billion | |  | c. | $51.2 billion | |  | d. | $91 billion | |  | e. | $2.2 trillion |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | In the United States, marketing research is an $11.2 billion industry. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:32 AM | | *DATE MODIFIED:* | 7/19/2017 1:35 AM | |

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| 16. Marketing research firms that collect certain information on a regular basis, which they then sell to interested clients, are involved in what kind of research?   |  |  |  | | --- | --- | --- | |  | a. | Syndicated | |  | b. | Subscription | |  | c. | Institutional | |  | d. | Licensed | |  | e. | Copyrighted |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This regularly collected information is known as standardized or syndicated. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:36 AM | | *DATE MODIFIED:* | 7/19/2017 1:39 AM | |

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| 17. The largest producer of marketing facts is   |  |  |  | | --- | --- | --- | |  | a. | non-profit organizations. | |  | b. | polling organizations like Gallup. | |  | c. | consumer product companies. | |  | d. | the Federal Government. | |  | e. | the media. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | The Federal Government is the largest producer of marketing facts through its various consensus and other publications. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 1:39 AM | | *DATE MODIFIED:* | 7/19/2017 1:42 AM | |

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| 18. Which of the following currently uses market research?   |  |  |  | | --- | --- | --- | |  | a. | Salespeople | |  | b. | Politicians | |  | c. | Clergy | |  | d. | Presidents of not-for-profit institutions | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these demographics use market research in their daily activities. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 1:42 AM | | *DATE MODIFIED:* | 7/19/2017 5:04 AM | |

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| 19. The U.S. Bureau of Labor reports that employment for marketing research analysts is expected to grow much faster than the average for all occupations. Why is this?   |  |  |  | | --- | --- | --- | |  | a. | Because the economy is growing | |  | b. | Because of increasing competition from offshore manufacturers | |  | c. | Because the demand for information continues to grow | |  | d. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | The demand for information continues to grow—and so does the demand for individuals who can collect, analyze, and interpret this information. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 1:45 AM | | *DATE MODIFIED:* | 9/20/2017 1:30 PM | |

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| 20. Which of the following is NOT a common marketing research job title?   |  |  |  | | --- | --- | --- | |  | a. | Interviewer | |  | b. | Senior Analyst | |  | c. | Market Research Director | |  | d. | Clerical Supervisor | |  | e. | Computer Operator |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are common marketing research job titles except “Computer Operator”. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 1:48 AM | | *DATE MODIFIED:* | 7/19/2017 5:05 AM | |

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| 21. Which of the following skills are NOT needed in marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Analytical | |  | b. | Production management | |  | c. | Communications | |  | d. | Human relations | |  | e. | Statistical |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | All of these skills are necessary in marketing research except production management. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 1:51 AM | | *DATE MODIFIED:* | 7/19/2017 1:54 AM | |

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| 22. An advantage that marketing researchers who work for producers possess after working so closely with marketing intelligence is they often know more about \_\_\_\_\_\_\_\_\_\_\_ than anyone else in the company.   |  |  |  | | --- | --- | --- | |  | a. | customers | |  | b. | the industry | |  | c. | competitors | |  | d. | All of these are correct. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | These marketing researchers understand the customers, the industry, and the competitors better than anyone else in the company. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 1:55 AM | | *DATE MODIFIED:* | 9/20/2017 1:30 PM | |

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| 23. Which of the following skills are needed as a senior-level marketing researcher?   |  |  |  | | --- | --- | --- | |  | a. | Statistical | |  | b. | Financial | |  | c. | Planning | |  | d. | Verbal communication | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | These are all traits and skills that are necessary for a senior-level marketing researcher. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 2:10 AM | | *DATE MODIFIED:* | 7/19/2017 5:07 AM | |

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| 24. A large marketing research firm has a focus on the energy industry. It collects information about the industry and publishes quarterly reports that are distributed to clients of the firm. It is said that this research firm is engaging in what kind of marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Specific | |  | b. | Syndicated | |  | c. | Commissioned | |  | d. | Focused | |  | e. | Private |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This regularly collected information is known as standardized or syndicated. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 2:13 AM | | *DATE MODIFIED:* | 7/19/2017 2:16 AM | |

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| 25. Which of the following types of organizations do NOT conduct marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Producers of products and services | |  | b. | Non-profit organizations | |  | c. | Advertising agencies | |  | d. | Marketing research companies | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these organizations conduct some form of marketing research. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 2:16 AM | | *DATE MODIFIED:* | 7/19/2017 5:08 AM | |

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| 26. A marketing research director that identifies and leads the direction in which the individual studies and overall programs go is said to be   |  |  |  | | --- | --- | --- | |  | a. | responsible. | |  | b. | reactive. | |  | c. | proactive. | |  | d. | influential. | |  | e. | incompetent. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | Successful marketing research directors are said to be proactive rather than reactive. See 1-3: Job Opportunities in Marketing Research. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 2:19 AM | | *DATE MODIFIED:* | 7/19/2017 2:24 AM | |

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| 27. Which of the following is NOT a common activity of a marketing research department?   |  |  |  | | --- | --- | --- | |  | a. | Determining the most efficient production sequences for a plant | |  | b. | Identifying the most effective type of ad from several alternatives | |  | c. | Assessing the impact(s) of changes in the marketing mix for a good marketing promotion | |  | d. | Establishing sales territory quotas | |  | e. | All of these are uncommon activities of the marketing research department. |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | Determining the most efficient production sequence for a plant is not an activity of a marketing research department. See 1-2: Who Does Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 2:24 AM | | *DATE MODIFIED:* | 9/20/2017 1:31 PM | |

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| 28. The primary reasons for studying marketing research include:   |  |  |  | | --- | --- | --- | |  | a. | Some may pursue a career in marketing research. | |  | b. | Knowledge of the marketing research makes for a "smarter" consumer. | |  | c. | Managers should know the benefits and limitations of marketing research. | |  | d. | Managers should gain an appreciation for the marketing research process. | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these are reasons to study marketing research. See 1-4: Why Study Marketing Research? | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.04 -  List three reasons for studying marketing research. | | *DATE CREATED:* | 7/19/2017 2:27 AM | | *DATE MODIFIED:* | 7/19/2017 5:09 AM | |

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| 29. Spacely Sprockets, an aerospace manufacturer, commissioned a survey to determine whether the purchasers of its aircraft favored speed or fuel efficiency most. The survey results will influence which element of the marketing mix?   |  |  |  | | --- | --- | --- | |  | a. | Price | |  | b. | Product | |  | c. | Place | |  | d. | Promotion | |  | e. | Preference |  |  |  | | --- | --- | | *ANSWER:* | b | | *RATIONALE:* | This survey was used to determine the characteristics of the product that were important. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 2:31 AM | | *DATE MODIFIED:* | 7/19/2017 2:36 AM | |

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| 30. Which of the following marketing decisions can be safely made without the benefit of marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Changing the price of a best-selling product | |  | b. | Entering a new market | |  | c. | Determining which features should be included in a new product | |  | d. | Determining how much product to manufacture based on forecasted demand | |  | e. | All of these decisions are ideally made with supporting market research. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these decisions should be made with marketing research. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 2:36 AM | | *DATE MODIFIED:* | 7/19/2017 5:09 AM | |

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| 31. Which of the following is NOT a common activity of a marketing research department?   |  |  |  | | --- | --- | --- | |  | a. | Measuring market potential | |  | b. | Location analysis | |  | c. | Creating new advertising | |  | d. | Sales analyses | |  | e. | Studying the competition’s advertising |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | All of these are activities of a marketing research department except creating new advertising. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 2:40 AM | | *DATE MODIFIED:* | 7/19/2017 2:43 AM | |

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| 32. Which of the following would find NO reason to use marketing research?   |  |  |  | | --- | --- | --- | |  | a. | A large state-supported university | |  | b. | A small landscaping company in a small town | |  | c. | A police department of a large metropolitan city | |  | d. | A company like Proctor and Gamble that manufactures consumer goods | |  | e. | All of these would find some reason to use marketing research. |  |  |  | | --- | --- | | *ANSWER:* | e | | *RATIONALE:* | All of these organizations could potentially find some use for marketing research. See 1-1: The Problem: Marketers Needs Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 2:44 AM | | *DATE MODIFIED:* | 7/19/2017 5:10 AM | |

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| 33. A store manager for Kroger noticed that several of his regular customers have stopped coming to his store. He also noticed that most of these customers had started shopping at the Walmart Supercenter that had opened about a mile from Kroger a few months ago. The fundamental source of this marketing problem might best be described as   |  |  |  | | --- | --- | --- | |  | a. | a planned change in the marketing environment. | |  | b. | serendipity. | |  | c. | an unplanned change in the marketing environment. | |  | d. | a planned change that occurred at the Kroger store. | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *RATIONALE:* | An unplanned change in the marketing environment can be detected through marketing research. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 2:51 AM | | *DATE MODIFIED:* | 7/19/2017 2:54 AM | |

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| 34. Which of the following is NOT a potential application for marketing research principles and techniques?   |  |  |  | | --- | --- | --- | |  | a. | The marketing of political candidates | |  | b. | Conducting public opinion polls | |  | c. | The marketing of services for the United Way | |  | d. | Determining the type of raw materials used | |  | e. | The needs and wants of your business customers |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are potential applications of marketing research except determining the type of raw materials used. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:03 AM | | *DATE MODIFIED:* | 7/19/2017 3:07 AM | |

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| 35. Marketing managers generally focus their efforts on the elements of the marketing mix, which include all of the following EXCEPT   |  |  |  | | --- | --- | --- | |  | a. | product. | |  | b. | price. | |  | c. | promotion. | |  | d. | purpose. | |  | e. | place. |  |  |  | | --- | --- | | *ANSWER:* | d | | *RATIONALE:* | All of these are elements of the marketing mix except purpose. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:07 AM | | *DATE MODIFIED:* | 7/19/2017 3:13 AM | |

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| 36. Camille's Calendar Company, after learning that the main sellers of the company's calendar products were limited to small gift shops, posed this question: Are there promising new markets for our products? This question focuses on which aspect of marketing research?   |  |  |  | | --- | --- | --- | |  | a. | Planning | |  | b. | Problem solving | |  | c. | Control | |  | d. | Product placement | |  | e. | Distributorship selection |  |  |  | | --- | --- | | *ANSWER:* | a | | *RATIONALE:* | This situation involves the planning aspect of marketing research. See 1-1: The Problem: Marketers Need Information. | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Apply | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:17 AM | | *DATE MODIFIED:* | 7/19/2017 3:20 AM | |

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| 37. The basic purpose of marketing research is to help develop new products.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:20 AM | | *DATE MODIFIED:* | 7/26/2017 3:55 AM | |

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| 38. Marketing research is the use of information to identify and define marketing problems.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *RATIONALE:* | Easy | | *POINTS:* | 1 | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:30 AM | | *DATE MODIFIED:* | 7/26/2017 3:56 AM | |

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| 39. Distribution and the list price of a product can be controlled by marketing management.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:33 AM | | *DATE MODIFIED:* | 7/26/2017 3:57 AM | |

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| 40. The Federal Government is the largest producer of marketing facts.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 3:36 AM | | *DATE MODIFIED:* | 7/26/2017 3:57 AM | |

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| 41. Marketing managers generally focus their efforts on the elements of the marketing mix that include production and publicity.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:38 AM | | *DATE MODIFIED:* | 7/26/2017 3:58 AM | |

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| 42. About $35.00 is spent on research each year for every American man, woman, and child.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 3:41 AM | | *DATE MODIFIED:* | 7/26/2017 3:59 AM | |

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| 43. Successful marketing researchers tend to be proactive rather than reactive.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.03 -  List some of the skills that are important for careers in marketing research. | | *DATE CREATED:* | 7/19/2017 3:44 AM | | *DATE MODIFIED:* | 7/26/2017 4:00 AM | |

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| 44. Control-oriented marketing research focuses on the short- or long-term decisions that the firm must make with respect to the elements of the marketing mix.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:47 AM | | *DATE MODIFIED:* | 7/26/2017 4:00 AM | |

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| 45. Marketing research as an organizational function was adopted by most firms when they could no longer satisfy demand for their products.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 3:49 AM | | *DATE MODIFIED:* | 7/26/2017 4:01 AM | |

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| 46. Problem-solving marketing research focuses only on short-term marketing decisions with respect to the marketing mix elements.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:51 AM | | *DATE MODIFIED:* | 7/26/2017 4:02 AM | |

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| 47. The basic purpose of marketing research is to assist marketing managers in making more informed decisions.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:53 AM | | *DATE MODIFIED:* | 7/26/2017 4:02 AM | |

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| 48. Marketing research became a significant business activity after consumers began to have more choices in the marketplace.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Remember | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.02 -  Discuss different kinds of firms that conduct marketing research. | | *DATE CREATED:* | 7/19/2017 3:56 AM | | *DATE MODIFIED:* | 7/26/2017 4:03 AM | |

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| 49. Marketing research spans the informational boundary between the firm and its environment.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 3:58 AM | | *DATE MODIFIED:* | 7/26/2017 4:04 AM | |

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| 50. The marketing manager adjusts the marketing mix elements with the customer as the main target.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 4:00 AM | | *DATE MODIFIED:* | 7/26/2017 4:05 AM | |

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| 51. Marketing research is a $5.2 billion industry in the United States.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 4:02 AM | | *DATE MODIFIED:* | 7/26/2017 4:05 AM | |

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| 52. Discuss at least four main functions of marketing research.   |  |  | | --- | --- | | *ANSWER:* | Marketing research (1) generates information in the firm's environment, (2) transmits information from the environment to the firm, (3) interprets feedback information, and (4) makes decisions based upon information from the environment.  ​ | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *REFERENCES:* | Understand | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 1.01 - Define marketing research. | | *DATE CREATED:* | 7/19/2017 4:04 AM | | *DATE MODIFIED:* | 7/26/2017 4:06 AM | |