**Chapter 10 Quiz**

1. A set of techniques and principles for systematically collecting, recording, analyzing, and interpreting data that can aid decision makers involved in marketing goods, services, or ideas is known as
2. a SWOT analysis.
3. the STP process.
4. the marketing mix.
5. market segmentation.
6. marketing research.
7. What is the first step in the marketing research process?
8. Collecting the data
9. Designing the research
10. Defining the objectives and research needs
11. Analyzing the data
12. Developing and implementing an action plan
13. Which of the following steps in the marketing research process involves identifying the type of data needed and determining the method necessary to collect it?
14. Developing and implementing the action plan
15. Analyzing the data
16. Collecting the data
17. Defining the objectives and research needs
18. Designing the research
19. What is one type of quantitative research?
20. Panel
21. Focus Groups
22. Observation
23. Interviews
24. Information that has been collected prior to the start of the research project is called \_\_\_\_\_ data.
25. primary
26. secondary
27. tertiary
28. observational
29. unusable
30. One of the primary purposes of the *analyzing data and developing insights*step of the marketing research process is to turn data into
31. metrics.
32. objectives.
33. advertisements.
34. information.
35. action plans.
36. Data gathered from trade journals, the Census Bureau, and specialized research firms is considered to be \_\_\_\_\_ data.
    1. irrelevant
    2. primary
    3. secondary
    4. costly
    5. timely
37. Although it is often an inexpensive source, \_\_\_\_\_ are sometimes not good enough to meet the needs of the researcher since they were acquired for some purpose other than the research question at hand.
    1. external primary data
    2. external secondary data
    3. internal primary data
    4. syndicated internal data
    5. tertiary data
38. When General Motors purchases information about quality and customer satisfaction research from J. D. Power and Associates, it is acquiring a form of
    1. tertiary data.
    2. internal primary data.
    3. internal secondary data.
    4. external primary data.
    5. syndicated external data.
39. What are the steps of the market researching process?
    1. external primary data.
    2. internal primary data.
    3. Test, Research, Implement, & Develop
    4. Define, Design Research, Collect Data, Analyze Data, Develop and Implement
40. The key difference between scanner and panel research is that scanner research typically focuses on a particular \_\_\_\_\_, while panel research typically focuses on a particular \_\_\_\_\_.
    1. product; person or household
    2. product; service
    3. person; household
    4. person; product
    5. service; product
41. One of the most valuable sources firms have at their disposal is a list of customer information and purchase history from their day-to-day operations, which is a type of
    1. external primary data.
    2. external secondary data.
    3. internal secondary data.
    4. syndicated external data.
    5. tertiary data.
42. \_\_\_\_\_\_ is the use of a variety of statistical analysis tools in marketing research to uncover previously unknown patterns in data or relationships among variables.
    1. Experimental research
    2. Data mining
    3. Marketing research
    4. Data collection
    5. Data warehousing
43. Which is an example of primary research?
    1. Focus Group interviews
    2. Surveys
    3. Experiments
    4. All of the above
44. The number of participants who discontinue use of a service, divided by the average number of total participants, yields a measurement called
    1. churn.
    2. bounce rate.
    3. influence.
    4. syndication.
    5. sentiment.
45. If Fisher-Price wanted to conduct research to determine the colors that best attract babies to its toys and engage them in interactive play, it would most likely use \_\_\_\_\_ research.
    1. social media
    2. focus group
    3. exploratory
    4. quantitative
    5. observation
46. If a firm uses social media sites like Facebook, Twitter, and online blogs to collect consumer comments about companies and their products, it is engaged in a process known as
    1. secondary data mining.
    2. churning.
    3. biometric research.
    4. sentiment mining.
    5. exploratory research.
47. Which of the following forms of qualitative research is both time-consuming and relatively expensive to administer?
    1. Panel data
    2. Observation
    3. Scanner data
    4. In-depth interviews
    5. Survey research
48. \_\_\_\_\_ involve a trained moderator guiding the conversation of a small group of individuals in an intensive discussion about a particular topic.
    1. in-depth interviews
    2. focus group interviews
    3. social media research
    4. survey research
    5. scanner-based research
49. Which of the following is NOT an example of a secondary research?

a. Census Data

b. Journal Articles

c. Surveys

d. Sales Invoice

Answer Key:

1-E, 2-C, 3-E, 4-A, 5-B, 6-D, 7-C, 8-B, 9-E, 10-D, 11-A, 12-C, 13-B, 14-D, 15-A, 16-E, 17-D, 18-D, 19-B, 20-C