Group 8

Chapter 10 Quiz:

1. What are the first 3 steps of the marketing research process?
   1. Defining the objective and researching needs, establish targeting, collect data
   2. Segmenting, Targeting, and Positioning
   3. Defining the objective and research needs, designing the research, and collecting data
   4. Collecting data, analyzing the data and developing insights, and developing and implementing an action plan
2. Which of the Following is NOT a qualitative research method?
   1. Observation
   2. Focus group
   3. In depth Interviews
   4. Experiments
3. Marketing research requires 4 different techniques. Which of the following is not a technique used in marketing research?

a) Analyzing

b) Collecting

c) Programming

d) Interpreting

4. 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

a) SWOT analysis

b) STP process

c) Marketing mix

d) Marketing research

5. \_\_\_\_\_ is the third step in the marketing research process, and it begins only after the research to design has been established.

a) Collecting the data

b) Analyzing the data

c) Designing the research

d) Developing and implementing the action plan

6. Information that has been collected prior to the start of the research project is called \_\_\_\_\_ data.

a) Primary

b) Secondary

c) Tertiary

d) Observational

7. One of the primary purposes of the *analyzing data and developing insights*step of the marketing research process is to turn data into

a) Metrics

b) Objectives

c) Advertisements

d) Information

8. Data gathered from trade journals, the Census Bureau, and specialized research firms is considered to be \_\_\_\_\_ data.

a) Irrelevant

b) Primary

c) Secondary

d) Costly

9. The number of participants who discontinue use of a service, divided by the average number of total participants, yields a measurement called

a) Churn rate

b) Bounce rate

c) Influence

d) Syndication

10. Qualitative research includes all of the following *except*

a) Observation

b) In-depth interviews

c) Scanner data

d) Focus groups

11. A(n) \_\_\_\_\_\_\_\_\_\_\_ question is a close-ended question for which specific answers are provided for respondents to evaluate.

a) Unstructured

b) Intelligent

c) Structured d) Hard

12. Once a firm has gained insights from doing qualitative research, it is likely to engage in

a) Quantitative b) Secondary c) Descriptive d) Consumer

13. \_\_\_\_\_\_\_\_\_\_ research are structured responses that can be statistically tested.

* 1. Consumer
  2. Specialty
  3. Unsought
  4. Quantitative

1. A ­­­­­\_\_\_ is a form that has questions designed to gather information to attain researcher objectives.
   1. Questionnaire
   2. Survey
   3. Structured Questions
   4. Unstructured Questions
2. The first stage of the marketing research process is?
   1. Analyzing data
   2. Data collection
   3. Designing the research project
   4. Defining objectives
3. Which step of the marketing research process involves design and data?
   1. Data collection
   2. Designing the research project
   3. Implementing the plan
   4. Analyzing data
4. \_\_\_\_\_\_\_ are raw numbers that on their own, have limited value to marketers.
   1. Scales
   2. Averages
   3. Data
   4. Statistics
5. If a country has a trade deficit, it imports\_\_\_ exports.
   1. Less than
   2. More than
   3. Equal
   4. Does not trade
6. Pizza Hut hired a market research company to analyze its sales data and identify the most profitable customer groups. Pizza Hut uses this information to adjust its product offerings to create \_\_\_\_\_\_\_\_ for these customers.

a) More Value b) More Choices c) Less Confusion d) Lower Costs

1. Which of the following is NOT a quantitative research method?

a) Surveys b) Scanner Research c) Experiments d) Focus Groups

ANSWER KEY (CHAPTER 10):

1. C

2. D

3. C

4. D

5. A

6. B

7. D

8. C

9. A

10. C

11. C

12. A

13. D

14. A

15. D

16. B

17. C

18. B

19. A

20. D