Hale Hilsabeck, Peyton Giles, Nathan Mcginnis, Carter Green, Justin Santos, Alex Woerner, Megan Ainslie, Niyla Washington, Collin Croskery, Jake Waggoner, Jack Nini, Dillon Hensel, JD Townsend, Garret Day, Harrison Harsh, Gabriel Castanzo, Marcos Ontiveros, Tyree Key, Nick Taylor

**Chapter 4 Quiz**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_is a plan that specifies what information marketers will collect and what type of study they will do.
	1. Market Research
	2. **Research Design**
	3. Data Research
	4. Advertising Design

2. In which step of the Market Research Process is the method to collect primary data chosen?

 A.Step 2

 B.Step 7

 C.Step 5

 **D.Step 3**

3.\_\_\_\_\_\_\_\_ is gathered via monitoring of everyday data sources, observations, and discussions with sales representatives.

1. Marketing Research
2. Information for Marketing Decisions
3. **Marketing Intelligence**
4. Computer Software

4. A firm’s \_\_\_\_\_\_\_ stores and analyses data from a variety of sources.

1. **MIS**
2. MSDS
3. Server
4. Database

5. Which of the following is **NOT** a part of the 3 key considerations when dealing with Data and Measurement Quality issues?

1. Validity
2. Reliability
3. Representativeness
4. **Longevity**

6. \_\_\_\_\_ Data refers to data collected by the firm to address a specific question.

1. Secondary
2. Descriptive
3. **Primary**
4. Casual

7. \_\_\_\_\_\_\_ uses shopping patterns of large numbers of people to determine which products are likely to be purchased if others are

 A. Bounce rate

 B. **Predictive technology**

 C. Mechanical systems

 D.Copyright

8. Which of the following is **NOT** a method to collect primary data?

1. Telephone Interviews
2. Face-to-Face Interviews
3. **Going door to door**
4. Mail Questionnaires

9. What is the first step in the market research process?

1. Determine the Research Design
2. Collect the data
3. **Define the Research problem**
4. Design the Sample

10. Which of the following is **NOT** an advantage in face-to-face interview?

1. Takes a lot of time
2. Can use long questionnaires
3. **Cost**
4. Flexibility of questioning

12. Which of the following is not a step in the Market Research Process?

1. Define the research problem
2. Design the sample
3. Analyze and interpret the data
4. **Specify the research objectives**

13. What is a marketplace?

1. **Any location/medium to facilitate exchange**
2. Set of institutions and processes for creating, communicating delivering, and exchanging offerings that have value for customers
3. Any good/service or idea
4. Consumer goods or services

14. Which of the following is not an example of a survey method?

1. Online questionnaires
2. Telephone interviews
3. **Contests**
4. Face-to-face interviews

15.What *specific* uses of new technologies are imperative to the development of primary data? Choose all that apply

1. **Neuromarketing**
2. Interviews
3. **Virtual Stores**
4. Mechanical Systems

16.A marketing manager who wants to know how consumers perceive their brand vs. the competition might use this statistical technique.

1. Conjoint analysis
2. Cluster analysis
3. **Multidimensional scaling**
4. Transactional scaling

17. \_\_\_\_\_\_\_\_\_\_\_\_\_refers to taking an above board approach in conducting market research that does no harm to the participant.

1. Marketing Intelligence
2. **Marketing Research Ethics**
3. Interactive Software
4. Descriptive Research

18. Electronic collections of consumer and market information obtained from data source within the company network are \_\_\_\_

1. Commercial Online Databases
2. **Internal Databases**
3. Market Research
4. Primary Data

19. Exploratory research is useful for?

 A. Gaining better understanding of problem

 B. Identifying new opportunities

 **C**. **Both A and B**

 D. None of the above

20. What kind of research is useful for a firm that needs to know more about why certain trends have surfaced?

 **A.Custom Research**

 B. Syndicated Research

 C. Market Research

 D. Reverse Engineering

21. Neuromarketing is a marketing approach where

1. Stores promote products that have not yet been released
2. Consumers are studied on a small scale
3. Companies advertise their product to all age groups
4. **The brain is scanned to find out why consumers make certain decisions**