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**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**