1. What is the correct order of the steps in market research?

1. Make the plan, carry out the plan, control the direction of the plan by comparing to the results
2. Define the research problem, choose the method to collect primary data, design the sample, collect the data, analyze and interpret the data
3. Define the research problem, determine the research design, choose the method to collect primary data, design the sample, collect the data, analyze and interpret the data, prepare the research report
4. Observation, hypothesize, observe and record, analyze, report results
5. None of the above

2. \_\_\_\_\_\_\_\_\_\_\_ approach uses technologies such as functional magnetic resonance imaging (fMRI) to measure brain activity to better understand why customers decide what they do.

1. Neuro analysis
2. Mall intercept
3. Unobtrusive measures
4. Neuromarketing
5. Telemarketing

3. Which of these is NOT one of the types of MIS data?

1. External company data
2. Market intelligence
3. Market research
4. Acquired databases

4. What is a nonprobability sample?

1. Entails the use of personal judgment to select respondents to collect data from
2. Each person in the population has some known chance of being included
3. Composed of individuals who just happen to be available when/where the data was being collected
4. None of the above

5. Information that has already been collected for some other purpose is \_\_\_\_\_\_\_\_\_\_\_\_?

1. Existing information
2. An acquired database
3. Secondary data
4. An internal source

6. Marketers use \_\_\_\_\_\_\_\_\_\_ to come up with ideas for new strategies and opportunities or perhaps just get a better handle on a problem they are currently experiencing with a product.

1. Case study
2. Focus group
3. Descriptive research
4. Causal research
5. Exploratory research

7. What’s the purpose of back-translation?

1. Overcome language barriers
2. Ensure understandability
3. Communicate correctly
4. Properly translate information
5. All of the above

8. Step 1 in the Market Research Process is…

1. Prepare the research report
2. Analyze the environment
3. Collect the data
4. Define the research problem

9. Marketers often use \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to come up with ideas for new strategies because it is less risky and expensive than other techniques.

1. Descriptive research
2. Casual research
3. Exploratory research
4. Field studies

10. This is an internal corporate communications network that uses internet technology to link company departments, employees, and databases.

1. Intranet
2. MIS
3. Internal Management Database
4. Information Program
5. Corporate Operating System

11. Deconstructing a product to see how it is put together is otherwise known as?

1. Informational Deconstruction
2. Reverse Engineering
3. Deconstructive Research
4. Inverse Engineering

12. MDSS stands for?

1. Management Demand Support System
2. Monetary Derivative Software System
3. Marketing Database Software Script
4. Marketing Decision Support System

13. In order for companies to acquire, develop, and retain customers, they must collect, deploy, and interpret relevant information. This idea is known as\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. MIS
2. Intranet
3. Customer Insights
4. Causal Research

14. If a company needed a systematic collection of quantitative information, they would use, what?

1. Cross-sectional design
2. Focus group
3. MROC
4. Database

15. Which of these is a qualitative research approach?

1. Ethnography
2. Telemarketing
3. Descriptive Research
4. All of the above

16. A marketing manager wants to know the percentage of people who go to the company’s home page and leave compared to the people who stay on the website. What should this manager look at?

1. Internet analytics
2. Mechanical observation
3. Bounce rate
4. Retention rate

17. What are Cookies?

1. Scrumptious
2. Programs that help websites predict where you will navigate to on your first visit.
3. Messages that a website sends to overwhelm your computer’s CPU so that you are forced to stay on the site for a longer amount of time.
4. Text files inserted into your hard drive that help websites track your moves while visiting.

18. Sampling is extremely important, in regards to \_\_\_\_\_\_\_\_\_\_\_\_, because companies want the consumers in their study to be similar to their target demographic.

1. Validity
2. Representativeness
3. Reliability
4. Value

19. Reliability is…

1. The extent to which the research measurement techniques are free from error.
2. The extent to which research actually measures what it is intended to measure.
3. The process of selecting prospects for a study
4. None of the above

20. Which of these is an observational method?

1. Unobtrusive measures
2. Mechanical Observation
3. Eye tracking technology
4. All are observation methods