**Chapter 10 Test Questions**

1. Which step is considered crucial to the marketing research process because it identifies the questions that must be answered?
   1. **Setting objectives and research needs**
   2. Designing the research project
   3. Collecting data
   4. Analyzing and interpreting the data
   5. Developing and implementing the action plan
2. What is the key advantage of Primary Data?
   1. It is less expensive than secondary data.
   2. It is readily available.
   3. **It is collected to address a specific research question.**
   4. It is recently collected.
   5. It can be sold by firms.
3. Which of the following is NOT an example of Secondary research?
   1. Census data
   2. Books
   3. **Surveys**
   4. Internet information
4. What is a sample?
   1. Data collected to address specific research needs
   2. **A group of customers who represent the customers of interest**
   3. Pieces of information that have been collected
   4. The value of a project through a careful comparison
5. What is the last step of the Marketing Research Process?
   1. Analyzing the data and developing insights
   2. Defining the objectives and research needs
   3. Collecting the data
   4. **Developing and implementing an action plan**
6. The key difference between scanner research and panel research is
   1. How they are collected
   2. The cost of the research
   3. **How the data are aggregated**
   4. Accessibility
7. What is a disadvantage to technology advances?
   1. **Potential threats to consumer’s personal information**
   2. Technology quickly becomes outdated
   3. Lack of trust on behalf of consumers due to recent scandals
   4. Too expensive to keep up with
8. If marketers were to uncover new information during the marketing research process, they might \_\_\_\_\_\_\_\_\_ their objectives and begin again from a new starting point.
   1. Reinvent
   2. Hide
   3. **Redefine**
   4. Generalize
9. What does the analyst do in the final stage of the marketing research process?
   1. **Prepare the results and presents them to the appropriate decision makers, who undertake the appropriate marketing strategies**
   2. Analyze and interpret the data
   3. Identify the data needed and determine the research necessary to collect them
   4. Identify what problems need to be solved
10. What is neuromarketing?
    1. Used to detect individuals from a video game or digital images
    2. Uses broad, open-ended questions to understand the phenomenon in interest
    3. **Examining consumers brain patterns to determine their responses to marketing communications, products, or services for the purpose of developing marketing tactics or strategies**
    4. Structured responses that can be statistically tested
11. What is information defined as in the marketing research process?
12. raw numbers
13. factual information
14. **Interpreted** **data**
15. Characteristics
16. Statistical analysis

12. When looking to find an answer for an unknown question, a company should look at:

1. primary data
2. Regional Census data
3. **Secondary** **data**
4. Raw numbers
5. Data mining

13**.** Which is NOT a step in the marketing research process

1. define the objectives and research needs
2. Design the research
3. **Conduct a statistical analysis**
4. Analyze the data and develop insights
5. Develop and implement and action plan

14. \_\_\_\_\_\_ entails examining purchase and consumption behaviors through personal or video camera scrutiny, or by tracking customers movement electronically as they move through a store.

1. Qualitative Research
2. Experimental research
3. **Observation**
4. Data Mining

15. What is the most popular type of of quantitative primary collection method

1. **Survey**
2. Personality Test
3. Social Media
4. Observation