Chapter 4 Quiz Questions

1. \_\_\_\_ are raw, unorganized facts that once processed become \_\_\_\_\_.
   1. Data ; information
   2. Cookies ; data
   3. Information ; customer insights
   4. Data ; secondary data
2. Which research method deals with generating insights for the future and contains more rigorous studies?
   1. Market research
   2. Exploratory research
   3. Descriptive research
   4. Casual research
3. Which of the following is an observational method?
   1. Telemarketing
   2. Questionnaire
   3. Eye-tracking technology
   4. Mall intercept
4. A nonprobability sample is sampling that uses \_\_\_\_.
   1. individuals that just happen to be available.
   2. the same proportion of individuals with certain characteristics as in the population.
   3. members of the population that have some known chance of being included.
   4. personal judgment to select respondents.
5. Which of the following is a process that first determines what information marketing managers need?
   1. Marketing information system (MIS)
   2. Market intelligence system
   3. Syndicated research
   4. Marketing decision support system (MDSS)
6. What is the second step in the market research process?
   1. Determine the research design
   2. Define the research problem
   3. Choose the method to collect the primary data
   4. Design the sample
7. Data that has been collected for some purpose other than the problem at hand is?
   1. Primary data
   2. Secondary data
   3. Data
   4. Information
8. Which one of the following is NOT one of the four types of Data?
   1. External company data
   2. Market intelligence
   3. Market research
   4. Acquired databases
9. Which of the following is NOT one of the three important components of MIS.
   1. Four types of data
   2. Output for marketing decision makers
   3. Syndicated research
   4. Computer hardware and software
10. MIS allows salespeople and sales managers in the field to access internal records through a company’s \_\_\_\_\_\_\_\_
    1. Internet
    2. Online company database
    3. Intranet
    4. Company website
11. Marketing managers may use \_\_\_\_\_\_ data to predict fluctuations in sales
    1. Market research
    2. Market intelligence
    3. Acquired databases
    4. Internal company
12. What is the second step in the Market Research Process?
    1. Determine the research design
    2. Define the research problem
    3. Design the sample
    4. Collect the data
13. What is an advantage of Face-to-face interviews?
    1. Flexibility of questioning
    2. Respondents feel anonymous
    3. Low cost
    4. No interviewer bias

14. \_\_\_\_\_ is the collection, deployment, and interpretation of information that allows a business to acquire, develop, and retain its customers.

a. Customer insights

b. Data

c. Facts

d. Information

15. What determines the consumer population the company will study?

a. Research question

b. Research objective

c. Research information

d. Research feedback

16. Which of the following is not part of secondary research?

a. Company reports

b. Salesperson feedback

c. Customer Feedback

d. Field studies

17. Which of the following is a part of primary research?

a. Published research

b. Trade organizations

c. Focus groups

d. Previous company research

18. \_\_\_\_\_ is a privately assembled group of people used to gain insight into customer sentiments and tendencies.

a. Market research online community

b. Focus group

c. Customer interview

d. Trade organizations

19. This research probes systematically into the marketing problem and bases its conclusion on a large sample of participants.

a. Projective techniques

b. Descriptive research

c. Casual research

d. Exploratory research

20. \_\_\_\_\_ uses technologies such as functional magnetic resonance imaging to measure brain activity to better understand why consumers make the decisions they do.

a. Survey

b. Questionnaire

c. Neuromarketing

d. Telephone interview

ANSWERS:

1. A
2. B
3. C
4. D
5. A
6. A
7. B
8. A
9. C
10. C
11. B
12. A
13. A
14. A
15. B
16. D
17. C
18. A
19. B
20. C