**Group 1: Chap. 10 Quiz Questions**

1. What is the fourth step in the marketing research process?
   1. Defining the objectives and research needs
   2. Designing the research
   3. Collecting the data
   4. **Analyzing the data and developing insights**
   5. Developing and implementing an action plan
2. \_\_\_\_\_\_\_ is never wrong, either the problem formulation is wrong, or the research design is wrong.
   1. **Marketing research**
   2. Marketing intelligence system
   3. Marketing information system
   4. Applied research
3. goal is to describe marketing phenomena, describe marketing variables, who, what, when, and how?
   1. basic research
   2. marketing research
   3. **descriptive research**
   4. prescriptive research
4. Causal research tests\_\_\_\_\_\_\_ effect relationships among marketing variable
   1. valuable
   2. possible
   3. **cause**
   4. generated
5. What is data that is collected specifically for the problem at hand?
   1. implied
   2. **primary**
   3. secondary
   4. marketing
6. Data collected by someone else for a purpose other than the problem at hand
   1. implied
   2. primary
   3. **secondary**
   4. marketing
7. Which data is available for a fee from commercial research firms?
   1. **Syndicated**
   2. Mined
   3. Secondary
   4. Primary
8. Where are tons of data stored?
   1. Data Houses
   2. Data Farms
   3. **Data Warehouses**
   4. Data Mills
9. What are structured responses that can be statistically tested?
   1. **Qualitive research**
   2. Quantitate research
   3. Questionable research
   4. Statistics research
10. Where do trained researchers ask questions and listen to and record the answers and then pose additional questions to clarify or expand on a particular issue?
    1. Interview
    2. Interrogation
    3. **In-Depth Interview**
    4. Internal Interview
11. What is it called when a group of people come together for an intensive discussion about a particular topic?
    1. **Focus group interviews**
    2. Group Work
    3. In-Depth Interview
    4. External Interview
12. Which is not a step of the marking research process?
    1. Analyzing data
    2. Defining objectives
    3. Data collection
    4. **Implementing the process plan**
13. When researchers define the objectives and needs of their project, what are they trying to establish?
    1. The methods by which they will collect data
    2. The results that need to be confirmed
    3. The resources needed to complete the project
    4. **The problem that needs to be solved**
14. In the second step of the marketing research process, what aspect determines the type of data needed?
    1. Project budget
    2. **Project objectives**
    3. Number of researchers
    4. Expected results
15. The step in the marketing research process that follows research design is \_\_\_\_\_\_\_\_.
    1. Analyzing the data
    2. **Collecting the data**
    3. Presenting the results
    4. Designing the research
16. \_\_\_\_\_\_ are raw numbers have limited value to marketers on their own.
    1. Statistics
    2. **Data**
    3. Averages
    4. Scales
17. What is type of quantitative research that uses data obtained from scanner readings of UPC labels at checkout counters?
    1. **Scanner Data**
    2. Big Data
    3. Panel Data
    4. Experimental
18. What leading research firm provide and sell Scanner Data?
    1. Mediamark Research Inc.
    2. NOP World
    3. **Nielsen Company**
    4. JD. Power and Associates
19. What examines purchase and consumption behaviors?
    1. Survey
    2. **Observation**
    3. Focus Groups
    4. In-Depth Interviews
20. What is the most popular type of quantitative primary data collection method?
    1. **Survey**
    2. Observation
    3. Focus Groups
    4. In-Depth Interviews