

Test Bank

CHAPTER 2 Marketing Research in Practice

True-False

1. In practice, a marketing research department's goal can be grouped into three major categories: Programmatic, Evaluative, and Selective. T
2. The purpose of an MDSS is to combine marketing data from diverse sources into a single database for line managers to enter interactively and obtain information. T
3. Standardized services are provided by companies that specialize in just one or two aspects of marketing research. F
4. An information system is an interacting structure of people, equipment, and procedures designed to disseminate timely, accurate, and pertinent information to decision makers. T
5. Though MDSS leads to substantial cost savings, it does not lead to a better understanding of the decision environment. F
6. Databases have value even if the insights they contain cannot be retrieved F
7. Analysis capabilities can be used to relate data to models but cannot be used to identify exceptions and clarify relationships. F
8. The Starch Readership Survey is an example of a Syndicated Market Research Service F
9. The top US market research organizations have a significant majority of their revenues coming from US based research operations. F
10. A good MDSS should be able to present data in a single format and at a single level alone F
11. A database typically contains data from all sources, stored in a sufficiently disaggregated way so that it can be analyzed by products or geographic regions or customers or by time intervals. T
12. MDSS can provide complex plots, charts, and other graphic displays T
13. Even if a company has an in-house research department, it is not unusual for it to seek the assistance of external suppliers T

Multiple Choice

1. A syndicated research differs from a customized research in that b
 - a) it takes less time to complete a research project
 - b) it is jointly sponsored by several different organizations
 - c) it provides more accurate data
 - d) none of the above
2. _____ are market research projects conducted in a standard, prespecified manner and supplied to several different clients. d

- a) Customized services
 - b) Syndicated services
 - c) Branded products services
 - d) Standardized services
3. _____ research is done to test different decision alternatives such as new product concept testing, advertising copy testing, and pretest marketing. a
- a) Selective
 - b) Programmatic
 - c) Evaluative
 - d) Optional
4. Which research is carried out to assess performance of programs, including tracking advertising recall and corporate and brand image studies? c
- a) Selective
 - b) Programmatic
 - c) Evaluative
 - d) Optional
5. Which of these is a continuing and interacting structure of people, equipment, and procedures designed to gather; sort; analyze; evaluate; and distribute pertinent, timely, and accurate information to decision makers? b
- a) database
 - b) information system
 - c) decision support system
 - d) none of the above
6. Which one of the following can affect market research? d
- a) available resources to conduct research
 - b) the objectives of the sponsor
 - c) the decision maker's understanding of the problem
 - d) all of the above
7. _____ research is conducted to develop marketing options. b
- a. Selective
 - b. Programmatic
 - c. Evaluative
 - d. Optional
 - e. None of the above
8. Evaluative research is used to a
- a. assess program performance.
 - b. choose between decision choices.
 - c. develop marketing options.
 - d. test decision alternatives.
 - e. none of the above.
9. Marketing research firms that are involved only in data collection are called d
- a. syndicated service firms.
 - b. standardized service firms.
 - c. customized service firms.
 - d. field service firms.
 - e. none of the above.
10. A decision support system a
- a. retrieves data, transforms it into information, and disseminates it to the user.

- b. organizes, stores, and retrieves information.
 - c. gathers, sorts, and analyzes information.
 - d. stores, analyzes, and sorts data.
 - e. none of the above.
11. Models are used to d
- a. test alternative marketing programs.
 - b. assist in setting up realistic objectives.
 - c. answer "what if" questions.
 - d. all of these.
 - e. none of the above.
12. Firms that work with individual clients and help them develop and implement a complete marketing research project are called providers of a
- a. customized services.
 - b. syndicated services.
 - c. selective services.
 - d. field services.
 - e. in-house services.
13. Selective service firms are b
- a. firms with specialized data collection and analyses procedures.
 - b. firms that specialize in just one or two aspects of marketing research.
 - c. firms that collect only data for projects.
 - d. firms that selectively choose clients.
 - e. firms that provide routine information on various issues.
14. When a firm specialize in just one or two aspects of marketing research such as data coding or data editing, it is described as a _____ firm. a
- a) selective services
 - b) syndicated services
 - c) branded products services
 - d) standardized services
15. PRIZM, a Claritas Corporation product that forms clusters of the population on the basis of lifestyle and Zip Code classifications, is an example of: c
- a) selective service
 - b) syndicated service
 - c) branded products service
 - d) standardized service
16. A good MDSS should have the following characteristics: d
- 1. Interactivity
 - 2. Flexibility
 - 3. Orientation towards discovery
 - 4. Friendly towards users
- a. 1 and 2 only
 - b. 1, 2 and 3
 - c. 2 and 3 only
 - d. All of the above