

1. One of the most important roles for the marketing function within any organization is:
- Streamline manufacturing efficiency.
 - Develop new products.
 - Recruit new employees.
 - Understand customers and their needs.
 - Manage customer satisfaction.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

2. All businesses or organizations share a common problem:
- They need information to develop and deliver products or services that satisfy customer needs.
 - They need a capable and creative marketing staff.
 - They need to invest sufficiently in marketing and marketing research.
 - All of the above.
 - None of the above.

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

3. The basic function of marketing research is:
- To conduct surveys and analyze results.
 - To gather information needed to help managers make better decisions.
 - To monitor market trends and developments.
 - To gather intelligence on competitors.
 - All of the above are basic marketing research functions.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

4. Marketing managers have an urgent need for information - the function traditionally responsible for providing it is:
- Marketing communications.
 - Accounting.
 - Marketing research.
 - Manufacturing and development.
 - The federal government.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

5. Marketing research is the process of gathering and interpreting data for use in:
- Increasing sales volumes.
 - Improving corporate profitability.
 - Decreasing manufacturing defects.
 - Developing more competitive products and services.
 - Developing, implementing and monitoring the firm's marketing plans.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

NATIONAL STANDARDS: United States - BUSPROG: Analytic

6. Marketing research is involved with which of these phases of the information management process?
- The specification of what information is needed.
 - The collection and analysis of the information.
 - The interpretation of that information with respect to the objectives that motivated the study in the first place.
 - All of the above.
 - Only A and B.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

7. Marketing research used for _____ deals largely with determining which marketing opportunities are worthwhile and which are not promising for the firm.
- Planning
 - Decision making
 - Problem solving
 - Performance monitoring
 - Control

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

8. _____ marketing research focuses on the short- or long-term decisions that the firm must make with respect to the elements of the marketing mix.
- a. Planning
 - b. Decision making
 - c. Problem solving
 - d. Performance monitoring
 - e. Control

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

9. _____ marketing research helps management isolate trouble spots and keep abreast of current operations.
- a. Planning
 - b. Decision making
 - c. Problem solving
 - d. Performance monitoring
 - e. Control

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

10. Solid marketing research is becoming increasingly important as the world moves to a _____.
- a. Single monetary system.
 - b. Global economy.
 - c. Free market system of trade.
 - d. More regulated business environment.
 - e. All of the above.

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Global

11. Acme Corporation has identified several new market opportunities, but has limited funds to invest and therefore cannot pursue them all. Which function of market research will it conduct to identify the most promising opportunities?
- Planning
 - Decision making
 - Problem Solving
 - Performance monitoring
 - Control

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

12. Which type of firm is one of the three major categories of firms that conduct Marketing Research?
- Marketing research companies.
 - Advertising agencies.
 - Companies that produce or sell products and services.
 - All of the above.
 - None of the above.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

13. Which of the following contributed most to the growth of marketing research?
- Firms were producing too many unpopular products that no one wanted to buy.
 - Firms were experiencing stiff competition from foreign manufacturers.
 - Firms had to gauge market needs because they could no longer sell all they could produce.
 - Advertising agencies learned they could earn more client fees by doing marketing research.
 - Increased government regulation made marketing research a necessity.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

14. The Townsquare Tattler, gossip tabloid, has decided to do some market research to help it sell more advertising. What should it seek to learn through its research?
- Which of its stories are most popular.
 - The demographic profile of its audience.
 - How much readers are willing to pay for an issue.
 - The size of its total readership.
 - Both B and D.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

15. In the United States alone, what size is the marketing research industry?
- \$192 million
 - \$9.2 billion
 - \$19.2 billion
 - \$192 billion
 - \$9.2 trillion

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

16. Marketing research firms that collect certain information on a regular basis which they then sell to interested clients are involved in what kind of research?
- Syndicated
 - Subscription
 - Institutional
 - Licensed
 - Copyrighted

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

17. The largest producer of marketing facts is:

- a. Non-profit organizations.
- b. Polling organizations, like Gallup.
- c. Consumer product companies.
- d. The Federal Government.
- e. The media.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

18. Which of the following currently uses market research?

- a. Salespeople
- b. Politicians
- c. Clergy
- d. Presidents of not-for-profits institutions
- e. All of the above.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

19. The U.S. Bureau of Labor reports that employment for marketing research analysts is expected to grow much faster than the average for all occupations. Why is this?

- a. Because the economy is growing.
- b. Because of increasing competition from offshore manufacturers.
- c. Because the demand for information continues to grow.
- d. Both A and B are correct.
- e. None of the above is correct.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

20. Which of the following is NOT a common marketing research job title?

- a. Interviewer
- b. Senior Analyst
- c. Market Research Director
- d. Clerical Supervisor
- e. Computer Operator

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

21. Which of the following skills are NOT needed in marketing research?

- a. Analytical
- b. Production management
- c. Communications
- d. Human relations
- e. Statistical

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

22. An advantage that marketing researchers who work for producers possess after working so closely with marketing intelligence is they often know more about _____ than anyone else in the company.

- a. Customers
- b. The industry
- c. Competitors
- d. All of the above
- e. Both A and C.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

23. Which of the following skills are needed as a senior-level marketing researcher?
- a. Statistical
 - b. Financial
 - c. Planning
 - d. Verbal communication
 - e. All of the above are needed by senior-level marketing researchers.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

24. A large marketing research firm has a focus on the energy industry. It collects information about the industry and publishes quarterly reports which are distributed to clients of the firm. It is said that this research firm is engaging in what kind of marketing research?
- a. Specific
 - b. Syndicated
 - c. Commissioned
 - d. Focused
 - e. Private

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

25. Which of the following types of organizations do NOT conduct marketing research?
- a. Producers of products and services
 - b. Non-profit organizations
 - c. Advertising agencies
 - d. Marketing research companies
 - e. All of the above conduct marketing research.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

26. A marketing research director that identifies and leads the direction in which the individual studies and overall programs go is said to be:
- Responsible
 - Reactive
 - Proactive
 - Influential
 - Incompetent

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

27. Which of the following is NOT a common activity of a marketing research department?
- Determining the most efficient production sequences for a plant.
 - Identifying the most effective type of ad from several alternatives.
 - Assessing the impact(s) of changes in the marketing mix for a good marketing promotion.
 - Establishing sales territory quotas.
 - Both C and D are uncommon activities of the marketing research department.

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

28. The primary reasons for studying marketing research include:
- Some may pursue a career in marketing research.
 - Knowledge of the marketing research makes for a "smarter" consumer.
 - Managers should know the benefits and limitations of marketing research.
 - Managers should gain an appreciation for the marketing research process.
 - All of the above are reasons for studying marketing research.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

29. Spacely Sprockets, an aerospace manufacturer, commissioned a survey to determine whether the purchasers of its aircraft favored speed or fuel efficiency most. The survey results will influence which element of the marketing mix?
- Price
 - Product
 - Place
 - Promotion
 - Preference

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

30. Which of the following marketing decisions can be safely made without the benefit of marketing research?
- Changing the price of a best-selling product.
 - Entering a new market.
 - Determining which features should be included in a new product.
 - Determining how much product to manufacture based on forecasted demand.
 - All of the decisions above are ideally made with supporting market research.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

31. Which of the following is NOT a common activity of a marketing research department?
- Measuring market potential.
 - Location analysis.
 - Creating new advertising.
 - Sales analyses.
 - Studying the competitions advertising.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

32. Which of the following would find NO reason to use marketing research?
- a. A large state supported university.
 - b. A small landscaping company in a small town.
 - c. A police department of a large metropolitan city.
 - d. A company like Proctor and Gamble that manufacturers consumer goods.
 - e. All of the above would find some reason to use marketing research.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

33. A store manager for Kroger noticed that several of his regular customers have stopped coming to his store. He also noticed that most of these customers had started shopping at the Walmart Supercenter that had opened about a mile from Kroger a few months ago. The fundamental source of this marketing problem might best be described as
- a. a planned change in the marketing environment.
 - b. serendipity.
 - c. an unplanned change in the marketing environment.
 - d. a planned change that occurred at the Kroger store.
 - e. None of the above.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

34. Which of the following is NOT a potential application for marketing research principles and techniques?
- a. The marketing of political candidates.
 - b. Conducting public opinion polls.
 - c. The marketing of services for the United Way.
 - d. Determining the type of raw materials used.
 - e. The needs and wants of your business customers.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

35. Marketing managers generally focus their efforts on the elements of the marketing mix, which include all of the following EXCEPT:
- a. Product
 - b. Price
 - c. Promotion
 - d. Purpose
 - e. Place

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

36. Camille's Calendar Company, after learning that the main sellers of the company's calendar products were limited to small gift shops, posed this question: Are there promising new markets for our products? This question focuses on which aspect of marketing research?
- a. Planning
 - b. Problem-solving
 - c. Control
 - d. Product placement
 - e. Distributorship selection

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

37. The basic purpose of marketing research is to help develop new products.
- a. True
 - b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

38. Marketing research is the use of information to identify and define marketing problems.
- a. True
 - b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

39. Distribution and the list price of a product can be controlled by marketing management.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

40. The federal government is the largest producer of marketing facts.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

41. Marketing managers generally focus their efforts on the elements of the marketing mix that include production and publicity.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

42. About \$30.00 is spent on research each year for every American man, woman and child.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

43. Successful marketing researchers tend to be proactive rather than reactive.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

44. Control-oriented marketing research focuses on the short or long term decisions that the firm must make with respect to the elements of the marketing mix.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Moderate
NATIONAL STANDARDS: United States - BUSPROG: Analytic

45. Marketing research as an organizational function was adopted by most firms when they could no longer satisfy demand for their products.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Moderate
NATIONAL STANDARDS: United States - BUSPROG: Analytic

46. Problem-solving marketing research focuses only on short-term marketing decisions with respect to the marketing mix elements.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Moderate
NATIONAL STANDARDS: United States - BUSPROG: Analytic

47. The basic purpose of marketing research is to assist marketing managers in making more informed _____.

ANSWER: decisions
POINTS: 1
DIFFICULTY: Moderate
NATIONAL STANDARDS: United States - BUSPROG: Analytic

48. Marketing research became a significant business activity after World War II when the economy changed from a production orientation to a(n) _____ orientation.

ANSWER: consumption
POINTS: 1
DIFFICULTY: Moderate
NATIONAL STANDARDS: United States - BUSPROG: Analytic

49. _____ spans the informational boundary between the firm and its environment.

ANSWER: Marketing research

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

50. The marketing manager adjusts the marketing mix element(s) with the _____ as the main target.

ANSWER: customer

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

51. Marketing research is a \$_____ industry in the United States.

ANSWER: 9.2 billion

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic

52. Discuss at least four main functions of marketing research.

ANSWER: Marketing research (1) generates information in the firm's environment, (2) transmits information from the environment to the firm, (3) interprets feedback information, and (4) makes decisions based upon information from the environment.

POINTS: 1

DIFFICULTY: Moderate

NATIONAL STANDARDS: United States - BUSPROG: Analytic