

Chapter 3—The Marketing Research Process

TRUE/FALSE

1. The three types of marketing research are exploratory, descriptive, and causal.

ANS: T PTS: 1 DIF: Easy REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

2. Exploratory research is not intended to provide conclusive evidence from which to determine a particular course of action.

ANS: T PTS: 1 DIF: Easy REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

3. Negative consumer attitudes is an example of a symptom.

ANS: T PTS: 1 DIF: Hard REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

4. Descriptive studies are conducted with a considerable understanding of the situation being studied.

ANS: T PTS: 1 DIF: Moderate REF: p. 51

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

5. Correlation is sufficient evidence to determine causality in experiments.

ANS: F

Correlation is associated with concomitant variation, but that is only one piece of causal evidence--temporal sequence and nonspurious association are also necessary.

PTS: 1 DIF: Moderate REF: p. 52 OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

6. When a researcher varies price levels and examines the impact on sales, he is conducting an experiment.

ANS: T PTS: 1 DIF: Hard REF: p. 53

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

7. Exploratory research is typically conducted in the early stages of decision-making.

ANS: T PTS: 1 DIF: Easy REF: p. 54

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

8. The first stage in the research process is planning a research design.

ANS: F

This is the second stage in the research process. The first stage is to define the research objectives.

PTS: 1 DIF: Moderate REF: p. 55 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

9. Deliverables is the term used when describing the expected outcomes of basic research.

ANS: F

Deliverables is the term used often in consulting to describe research objectives to a research client, which is applied rather than basic research.

PTS: 1 DIF: Hard REF: p. 56 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

10. A directed search of published works, including periodicals and books, that discusses theory and presents empirical results that are relevant to the topic at hand is called a literature review.

ANS: T PTS: 1 DIF: Moderate REF: p. 58
OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

11. Pilot studies are a formal research method that produce precise results.

ANS: F

A pilot study is a small-scale research project that collects data from respondents similar to those that will be used in the full study. It can serve as a guide for a larger study or examine specific aspects of the research to see if the selected procedures will actually work as intended.

PTS: 1 DIF: Moderate REF: p. 59 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

12. In its simplest form, a research hypothesis is a “guess” about the outcome of a research study.

ANS: T PTS: 1 DIF: Moderate REF: p. 60
OBJ: 03-3
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

13. Statistics can be used to prove that a research hypothesis is true.

ANS: F

Statistics cannot prove a hypothesis is true. Because our results is based on statistics, there is always the possibility that our conclusion is wrong.

PTS: 1 DIF: Hard REF: p. 61 OBJ: 03-3
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

14. A mystery shopper acts like a customer while observing and recording data.

ANS: T PTS: 1 DIF: Moderate REF: p. 62
OBJ: 03-3
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

15. There is always one best research design for a marketing research study.

ANS: F

The researcher often has several alternatives that can accomplish the stated research objectives.

PTS: 1 DIF: Moderate REF: p. 63 OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

16. Researchers shouldn't draw conclusions from a sample.

ANS: F

Sampling involves any procedure that draws conclusions based on measurements of a portion of the entire population.

PTS: 1 DIF: Moderate REF: p. 63 OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

17. Unobtrusive methods of data gathering are those in which the subjects do not have to be disturbed for data to be collected.

ANS: T PTS: 1 DIF: Moderate REF: p. 64

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

18. Coding is the application of reasoning to understand the data that have been gathered.

ANS: F

This is data analysis.

PTS: 1 DIF: Moderate REF: p. 64 OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

19. Analysis involves checking the data collection forms for omissions, legibility, and consistency in classification.

ANS: F

This is editing.

PTS: 1 DIF: Moderate REF: p. 64 OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

20. A research project refers to numerous related studies that come together to address issues about a single company.

ANS: F

This is referred to as a research program.

PTS: 1 DIF: Moderate REF: p. 65 OBJ: 03-4

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

MULTIPLE CHOICE

1. All of the following are types of marketing research EXCEPT _____.

- a. exploratory
- b. selective
- c. descriptive
- d. causal

ANS: B PTS: 1 DIF: Hard REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

2. _____ research aims to clarify ambiguous situations or discover ideas that may amount to true business opportunities.

- a. Exploratory
- b. Preliminary
- c. Clarifying
- d. Descriptive

ANS: A PTS: 1 DIF: Moderate REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

3. Companies, such as Kraft and Procter & Gamble, invite consumers to discuss ways to make their products better or to share ideas for new products that may be potential business opportunities. What type of marketing research is this?

- a. inferential
- b. causal
- c. descriptive
- d. exploratory

ANS: D PTS: 1 DIF: Hard REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

4. _____ are observable cues that serve as a signal of a problem because they are caused by that problem.

- a. Signs
- b. Descriptors
- c. Opportunities
- d. Symptoms

ANS: D PTS: 1 DIF: Moderate REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

5. Over the past two years, food prices have been increasing. This is an example of a(n) _____.

- a. symptom
- b. ambiguous situation
- c. descriptive hypothesis
- d. causal inference

ANS: A PTS: 1 DIF: Hard REF: p. 48

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

6. What type of research is being conducted to answer the question: "Can we describe the age, gender, and income of our typical purchaser?"

- a. exploratory research

- b. focus group research
- c. descriptive research
- d. causal research

ANS: C PTS: 1 DIF: Moderate REF: p. 49
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

7. Which type of marketing research addresses *who, what, when, where, why, and how* questions?
- a. causal research
 - b. exploratory research
 - c. descriptive research
 - d. proscriptive research

ANS: C PTS: 1 DIF: Moderate REF: p. 49
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

8. Which of the following seeks to diagnose reasons for market outcomes and focuses specifically on the beliefs and feelings consumers have about and toward competing products?
- a. causal research
 - b. diagnostic analysis
 - c. concomitant research
 - d. test-market

ANS: B PTS: 1 DIF: Moderate REF: p. 51
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

9. Which type of research is being conducted when a researcher conducts an experiment to answer the question, "Will consumers purchase more of our brand if we change the package design?"
- a. causal research
 - b. exploratory research
 - c. pilot study research
 - d. descriptive research

ANS: A PTS: 1 DIF: Hard REF: p. 51
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

10. Which type of research allows decision makers to make causal inferences?
- a. exploratory research
 - b. descriptive research
 - c. causal research
 - d. all of these choices

ANS: C PTS: 1 DIF: Hard REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

11. A conclusion that when one thing happens, another specific thing will follow is known as a _____.
- a. diagnostic analysis
 - b. manipulation
 - c. causal inference
 - d. deliverable

ANS: C PTS: 1 DIF: Moderate REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

12. Which of the following should a marketing researcher do in order to infer causality?
- recognize the presence of alternative plausible explanations for the results
 - establish a sequence of events
 - measure the concomitant variation between the cause and the effect
 - all of these choices

ANS: D PTS: 1 DIF: Easy REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

13. Which aspect of causality deals with the time order of events?
- concomitant variation
 - temporal sequence
 - nonspurious association
 - parallel sequencing

ANS: B PTS: 1 DIF: Easy REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

14. Ron has noticed that when the economy is strong, sales at his retail clothing store rise. This is an example of _____.
- concomitant variation
 - nonspurious variation
 - diagnostic variation
 - absolute variation

ANS: A PTS: 1 DIF: Hard REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

15. Which type of association is said to occur when any covariation between a cause and effect is indeed due to the cause and not simply due to some other variable?
- nonspurious association
 - spurious association
 - concomitant association
 - temporal association

ANS: A PTS: 1 DIF: Moderate REF: p. 52
OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

16. Which of the following is a carefully controlled study in which the researcher manipulates a proposed cause and observes any corresponding change in the proposed effect?
- survey
 - unobtrusive observation
 - diagnostic analysis
 - experiment

ANS: D PTS: 1 DIF: Moderate REF: p. 53
OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

17. The Food and Drug Administration is targeting salt in processed foods as a health hazard, and some experts believe the agency will require food manufacturers to limit the amount of salt in processed foods. However, the reduction will occur in phases, with salt content being reduced in steps so that consumers will be weaned off of salt gradually. Carefully controlled research studies are underway in which the salt levels are varied and consumers' reactions to the taste are measured. This research is an example of a(n) _____.
- exploratory study
 - descriptive study
 - experiment
 - diagnostic analysis

ANS: C PTS: 1 DIF: Hard REF: p. 53

OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

18. The proposed cause which the researcher controls by manipulating its value in an experiment is referred to as a(n) _____.
- experimental variable
 - dependent variable
 - endogenous variable
 - concomitant variable

ANS: A PTS: 1 DIF: Moderate REF: p. 53

OBJ: 03-1

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19. _____ means that the researcher alters the level of the experimental variable in specific increments.
- Causality
 - Testing
 - Analyzing
 - Manipulation

ANS: D PTS: 1 DIF: Moderate REF: p. 53

OBJ: 03-1

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20. The first stage of the marketing research process is _____.
- planning a research design
 - defining the research objectives
 - analyzing the data
 - planning a sample

ANS: B PTS: 1 DIF: Moderate REF: p. 55

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

21. All of the following are stages in the research process EXCEPT _____.
- analyzing data
 - formulating conclusions and preparing a report
 - demonstrating causality
 - planning a sample

ANS: C PTS: 1 DIF: Hard REF: p. 55

OBJ: 03-2

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22. The goals that researchers intend to achieve by conducting research as referred to as _____.
a. results
b. causal inferences
c. research outcomes
d. research objectives

ANS: D PTS: 1 DIF: Moderate REF: p. 56

OBJ: 03-2

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23. In research conducted for a specific client, research objectives are often referred to as _____.
a. deliverables
b. outcomes
c. conclusions
d. action items

ANS: A PTS: 1 DIF: Moderate REF: p. 56

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

24. The _____ is a written statement of the research design emphasizing what the research will accomplish.
a. research report
b. research proposal
c. deliverable
d. research objective

ANS: B PTS: 1 DIF: Moderate REF: p. 58

OBJ: 03-2

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25. What type of research is being conducted to answer the question: "Would this target market be interested in this type of new product?"
a. causal research
b. exploratory research
c. situation analysis research
d. descriptive research

ANS: B PTS: 1 DIF: Hard REF: p. 58

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

26. All of the following are examples of exploratory research techniques EXCEPT _____.
a. previous research
b. pilot studies
c. case studies
d. experimentation

ANS: D PTS: 1 DIF: Hard REF: p. 58

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

27. Before designing a research study on consumers' susceptibility to interpersonal influence, Cindy is searching for other studies that have addressed similar issues. This search is called a(n) _____.
a. pilot study
b. experiment
c. preliminary analysis
d. literature review

ANS: D PTS: 1 DIF: Hard REF: p. 58

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

28. The Small Business Development Center is conducting an email survey with 25 of its client small businesses to examine the use of mobile marketing applications. This is a precursor to a larger study in which the questionnaire will be sent nationwide to more than 1,000 similar small businesses. This initial small-scale project is known as a _____.
a. testing study
b. pilot study
c. preliminary study
d. test market

ANS: B PTS: 1 DIF: Hard REF: p. 59

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

29. Which of the following refers to a small-scale study in which the results are only preliminary and intended only to assist in design of a subsequent study?
a. pretest
b. focus group
c. primary test
d. preliminary study

ANS: A PTS: 1 DIF: Moderate REF: p. 59

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

30. Carol was invited to participate in a research study along with ten other consumers to discuss her experiences using cleaning products. The group was asked to discuss their experiences and were encouraged to feed on each other's comments. What is this type of study called?
a. multivariate research
b. literature review
c. pretest
d. focus group interview

ANS: D PTS: 1 DIF: Hard REF: p. 59

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

31. A formal, logical explanation of some events that includes descriptions of how things relate to one another is called a(n) _____.
a. hypothesis
b. theory
c. causal statement
d. empirical study

ANS: B PTS: 1 DIF: Moderate REF: p. 60

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

32. A _____ is a formal statement explaining some outcome.
- theory
 - hypothesis
 - causal inference
 - symptom

ANS: B PTS: 1 DIF: Moderate REF: p. 60

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

33. A statement such as: "Consumers with more favorable attitudes toward an advertisement will exhibit more favorable attitudes toward the brand advertised" is an example of a _____.
- hypothesis
 - backward linkage
 - forward linkage
 - non-spurious association

ANS: A PTS: 1 DIF: Hard REF: p. 60

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

34. Which of the following means that something has been examined against reality using data?
- causality
 - manipulation
 - empirical testing
 - spurious association

ANS: C PTS: 1 DIF: Moderate REF: p. 61

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

35. When a researcher collects data to test the hypothesis that consumers will be more satisfied if a business offers compensation after the consumer complains, we say that _____ testing is being conducted.
- validation
 - confirmation
 - observational
 - empirical

ANS: D PTS: 1 DIF: Hard REF: p. 61

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

36. When the data from an empirical study are consistent with a research hypothesis, we say that the hypothesis is _____.
- confirmed
 - conclusive
 - supported
 - true

ANS: C PTS: 1 DIF: Moderate REF: p. 61

OBJ: 03-3

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

37. The _____ is a master plan that specifies the methods and procedures for collecting and analyzing the needed information.
- research design
 - research objective
 - research program
 - sample plan

ANS: A PTS: 1 DIF: Moderate REF: p. 61

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

38. The most common way to generate primary data in marketing research is by means of _____.
- experimentation
 - surveys
 - observation
 - focus groups

ANS: B PTS: 1 DIF: Moderate REF: p. 61

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

39. Which of the following is a research technique in which a sample is interviewed in some form or the behavior of respondents is observed and described in some way?
- experiment
 - observation study
 - survey
 - personal interview

ANS: C PTS: 1 DIF: Moderate REF: p. 61

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

40. Which of the following is a method of data collection that is used in surveys?
- telephone
 - mail
 - the Internet
 - all of these choices

ANS: D PTS: 1 DIF: Easy REF: p. 62

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

41. All of the following are examples of an observation study EXCEPT _____.
- a mystery shopper pretending to be a customer in a McDonald's outlet
 - a cable laid across the street that records the number of cars that pass a certain intersection
 - scanning and recording bar codes of products purchased
 - a consumer responding to a questionnaire about advertising

ANS: D PTS: 1 DIF: Moderate REF: p. 62

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Comprehension

42. An employee who pretends to be a customer in order to observe the sales behavior of a clerk at a cosmetics counter in a department store is called a(n) _____.
a. secondary data researcher
b. mystery shopper
c. pilot researcher
d. undercover researcher

ANS: B PTS: 1 DIF: Hard REF: p. 62

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

43. Which of the following involves any procedure that draws conclusions based on measurements of a portion of the entire population?
a. sampling
b. theorizing
c. segmenting
d. causal inference

ANS: A PTS: 1 DIF: Moderate REF: p. 63

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

44. When drivers are unaware that a machine is recording how many cars pass a certain intersection that is being considered for a site for a new Wendy's franchise, this is an example of a(n) _____.
a. obtrusive method
b. unobtrusive method
c. experiment
d. exploratory research study

ANS: B PTS: 1 DIF: Hard REF: p. 64

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

45. Evan has completed the fieldwork of collecting data, and now he is checking the data collection forms for omissions, legibility, and consistency in classification. What is Evan doing?
a. analyzing the data
b. editing the data
c. coding the data
d. reporting the results

ANS: B PTS: 1 DIF: Hard REF: p. 64

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

46. The application of computation, summarizing, and reasoning to understand the gathered information is called _____.
a. data transformation
b. editing
c. coding
d. data analysis

ANS: D PTS: 1 DIF: Moderate REF: p. 64

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

47. Which of the following determines the appropriate analytical technique for data analysis?
- management's information requirements
 - characteristics of the research design
 - nature of the data gathered
 - all of these choices

ANS: D PTS: 1 DIF: Easy REF: p. 64

OBJ: 03-2

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

48. When the researcher has only one or a small number of research objectives that can be addressed in a single study, that study is referred to as a _____.
- research project
 - research program
 - research assessment
 - research snapshot

ANS: A PTS: 1 DIF: Moderate REF: p. 65

OBJ: 03-4

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

49. When a researcher conducts numerous related studies that come together to address multiple, related research objectives, we refer to this as a research _____.
- agenda
 - project
 - program
 - conglomeration

ANS: C PTS: 1 DIF: Moderate REF: p. 65

OBJ: 03-4

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

50. Managers at Procter & Gamble view marketing research at a strategic planning level. Therefore, the company conducts numerous related studies that come together to help in their product planning decisions. This is referred to as a _____.
- research project
 - research program
 - research philosophy
 - research integration

ANS: B PTS: 1 DIF: Hard REF: p. 65

OBJ: 03-4

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

COMPLETION

1. _____ research aims to clarify ambiguous situations.

ANS: Exploratory

PTS: 1 DIF: Moderate REF: p. 48 OBJ: 03-1

NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

2. A research design that is intended to describe important characteristics of a population (e.g. age, gender, income) is called _____ research.

ANS: descriptive

PTS: 1 DIF: Moderate REF: p. 49 OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

3. Research that is conducted to identify cause-and-effect relationships between variables is called _____ research.

ANS: causal

PTS: 1 DIF: Moderate REF: p. 51 OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

4. _____ association means any covariation between a cause and an effect is true and not simply due to some other variable.

ANS: Nonspurious

PTS: 1 DIF: Moderate REF: p. 52 OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

5. A carefully controlled study in which the researcher manipulates a proposed cause and observes any corresponding change in the proposed effect is called a(n) _____.

ANS: experiment

PTS: 1 DIF: Moderate REF: p. 53 OBJ: 03-1
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

6. The second stage of the marketing research process is _____.

ANS: planning a research design

PTS: 1 DIF: Moderate REF: p. 55 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

7. In consulting, the term _____ is often used to describe the objectives to a research client.

ANS: deliverables

PTS: 1 DIF: Moderate REF: p. 56 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

8. Information from a marketing research study conducted by the company last year assessing consumers' attitudes toward the company's brands is an example of _____.

ANS: previous research

PTS: 1 DIF: Hard REF: p. 58 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application

9. A small-scale exploratory research project that collects data from respondents similar to those that will be used in the full study is called a(n) _____ study.

ANS: pilot

PTS: 1 DIF: Moderate REF: p. 59 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

10. A formal statement explaining some outcome is called a(n) _____.

ANS: hypothesis

PTS: 1 DIF: Moderate REF: p. 60 OBJ: 03-3
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

11. A plan that specifies the methods and procedures that will be used for collecting and analyzing data in a research study is called a(n) _____.

ANS: research design

PTS: 1 DIF: Moderate REF: p. 61 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

12. Any procedure that involves selecting a small number of people who are part of a larger population of people is called _____.

ANS: sampling

PTS: 1 DIF: Moderate REF: p. 63 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

13. Checking the data collection forms to correct omissions, illegibly written responses, and the consistency of answers is called _____.

ANS: editing

PTS: 1 DIF: Moderate REF: p. 64 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

14. _____ is the application of computation, summarizing, and reasoning to understand the gathered information.

ANS: Data analysis

PTS: 1 DIF: Moderate REF: p. 64 OBJ: 03-2
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

15. The overall series of marketing research projects is called a research _____.

ANS: program

PTS: 1 DIF: Moderate REF: p. 65 OBJ: 03-4
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Knowledge

ESSAY

1. Compare and contrast exploratory, descriptive, and causal research. Which approach is the best?

ANS:

Exploratory research is conducted to clarify ambiguous situations or discover ideas that may be potential business opportunities. It is not intended to provide conclusive evidence from which to determine a particular course of action. In this sense, it is not an end unto itself, and researchers usually undertake this form of research with the full expectation that more research will be needed to provide more conclusive evidence.

Descriptive research describes characteristics of objects, people, groups, organizations, or environments. It addresses who, what, when, where, why, and how questions. Unlike exploratory research, descriptive studies are conducted with a considerable understanding of the situation being studied.

Causal research allows causal inferences to be made. Exploratory and/or descriptive research usually precede causal research. In causal studies, researchers typically have a good understanding of the phenomena being studied and can make an educated prediction about the cause and effect relationships that will be tested.

No single method is the “best.” The most appropriate type and the amount of research needed are determined in part by how much uncertainty surrounds the marketing situation motivating the research. Exploratory research is conducted during the early stages of decision making, whereas descriptive and causal research are often conducted in the later stages.

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2. Explain how a researcher makes causal inferences.

ANS:

A causal inference can only be supported when very specific causal evidence exists. Three critical pieces of causal evidence are:

- (1) **Temporal sequence** - deals with the time order of events. The cause must occur before the effect.
- (2) **Concomitant variation** - occurs when two events “covary,” meaning they vary systematically. This means that when a change in the cause occurs, a change in the outcome also is observed.
- (3) **Nonspurious association** - means that any covariation between a cause and an effect is true and not simply due to some other variable.

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3. Your marketing research company has been asked to help a business understand why their sales are decreasing. Describe the procedure you should follow to address this research request and the type of marketing research you would recommend.

ANS:

The stages in the marketing research process are:

- (1) Defining the research objectives
- (2) Planning a research design
- (3) Planning a sample
- (4) Collecting the data
- (5) Analyzing the data
- (6) Formulating the conclusions and preparing the report

Students' recommendations regarding the type of marketing research will vary, but they should discuss one or more of the three types of marketing research: exploratory, descriptive, or causal.

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NAT: AACSB Communication| CB&E Model Research| Blooms Application

4. What is a theory and a hypothesis, and what role do they play in marketing research?

ANS:

A **theory** is a formal, logical explanation of some events that includes descriptions of how things relate to one another. Ultimately, theory plays a role in determining the appropriate research objectives. A theory is built through a process of reviewing previous findings of similar studies, simple logical deduction, and knowledge of applicable theoretical areas. This logical explanation helps the researcher know what variables need to be included in the study and how they may relate to one another. A **hypothesis** is a formal statement explaining some outcome. Hypotheses must be testable and should be written as propositions. We often apply statistics to data to empirically test hypotheses. When the data are consistent with a hypothesis, we say the hypothesis is supported. When the data are inconsistent with the hypothesis, we say the hypothesis is not supported. Because our results are based on statistics, there is always the possibility that our conclusion is wrong, so from an absolute perspective, statistics cannot prove a hypothesis is true.

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NAT: AACSB Communication| CB&E Model Research| Blooms Knowledge

5. Explain the difference between a research project and a research program.

ANS:

When the researcher has only one or a small number of research objectives that can be addressed in a single study, that study is referred to as a **research project**. When numerous related studies come together to address issues about a single company, it is referred to as a **research program**. The program strategy refers to a firm's overall plan to use marketing research. It is a planning activity that places a series of marketing research projects in the context of the company's marketing plan.

PTS: 1 DIF: Moderate REF: p. 65 OBJ: 03-4
NAT: AACSB Communication| CB&E Model Research| Blooms Knowledge

6. Think of a marketing activity that can be studied through research and develop one hypothesis. Which type of marketing research is most appropriate for testing your hypothesis? Explain.

ANS:

Students' responses will vary. They should demonstrate that a hypothesis is a formal statement explaining some outcome and must be testable. Because the hypothesis is a formal statement and must be tested, descriptive or causal research are more appropriate than exploratory research.

PTS: 1 DIF: Hard REF: p. 47| p. 60 OBJ: 03-1| 03-3
NAT: AACSB Reflective Thinking| CB&E Model Research| Blooms Application