

**Marketing Research, 7/E (Burns/Bush)**

**Chapter 2 The Marketing Research Industry**

1) Which of the following professional organizations is devoted to improving the quality of the marketing research industry and to ensuring the future of the marketing research profession?

- A) AMA (American Marketing Association)
- B) MRA (Marketing Research Association)
- C) QRCA (Q Research Council & Association)
- D) AAPOR (American Association for Public Opinion Research)
- E) CASRO (Council of American Survey Research Organizations)

Answer: B

Difficulty: Easy

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

2) The marketing research industry has a certification program for marketing researchers, and this certification program is hosted by:

- A) American Marketing Association.
- B) Research Certification Board.
- C) Marketing Research Corporation.
- D) Marketing Research Association.
- E) Association of Specialized and Professional Accreditors.

Answer: D

Difficulty: Easy

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

3) What did the Marketing Research Association do in 2005 that changed the credentialing of marketing research professionals?

- A) They brought a lawsuit against several practitioners who were not qualified to practice marketing research.
- B) They required all practitioners to take a test on qualitative research methods.
- C) They created the Professional Researcher Certification program.
- D) They required all AACSB accredited colleges to offer a course in marketing research.
- E) Nothing has been done; one of the problems the industry has is that there is no credentialing program.

Answer: C

Difficulty: Moderate

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

4) Who, among the following, is given credit for conducting the first continuous and organized marketing research and is also recognized today as the "Father of Marketing Research"?

- A) Charles Coolidge Parlin
- B) C. J. Craig
- C) Jed Bartlet
- D) Charlie Young
- E) Josh Lyman

Answer: A

Difficulty: Moderate

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

5) What was the significance of the years following the Industrial Revolution to the marketing research industry?

- A) The early development of questionnaires, which were put into use providing marketing researchers with a method of gathering new information from customers, dealers, and competitors, occurred.
- B) Companies were separated from their customers, and there was a need to understand faraway markets.
- C) Marketing research became fully accepted; formal recognition of the marketing research function led to the creation of marketing research departments.
- D) High-tech products such as CARDS, CATIs, SPSS, and DBMs developed.
- E) Nothing really changed in the marketing research industry after the Industrial Revolution.

Answer: B

Difficulty: Hard

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

6) In terms of the evolution of the marketing research industry, what was the significance of the era which ranged from about 1940 to 1960?

- A) Questionnaires were put into use providing marketing researchers with a method of gathering new information from customers, dealers, and competitors.
- B) Finally, marketing research became fully accepted; formal recognition of the marketing research function led to the creation of marketing research departments.
- C) High-tech products such as CARDS, CATIs, SPSS, and DBMs developed.
- D) Focus groups, statistical analysis, and the computer became part of the marketing researchers' tool kit, greatly aiding them in their research efforts.
- E) none of the above

Answer: D

Difficulty: Hard

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

- 7) Which of the following best explains the role of marketing research by the 1960s?
- A) Marketing research seemed to outlive its usefulness.
  - B) The Marketing Research Association, Inc., was formed and accepted all firms as members whether accredited or not.
  - C) The number of marketing research departments grew.
  - D) Few people wanted to major in marketing research.
  - E) Marketing research gained acceptance in organizations and was recognized as being needed for survival.

Answer: E

Difficulty: Hard

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

- 8) An annual publication that lists the top 25 global marketing research firms in the world is known as:

- A) the World's Top 25.
- B) Research World's 25.
- C) the Honomichl Global Top 25.
- D) the Limbaugh Top 25.
- E) the MRA's Top 25.

Answer: C

Difficulty: Moderate

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

- 9) Which of the following reports a list of marketing research firms ranked in terms of revenues from U. S. operations only?

- A) the Limbaugh Top 50
- B) the U.S. Top 50
- C) the Honomichl Top 50
- D) MRA's Top U.S.
- E) Smith & Wolensky's Top 125

Answer: C

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

10) The largest marketing research firm in the world is:

- A) Arbitron Inc.
- B) Burke, Inc.
- C) SymphonyIRI Group, Inc.
- D) Nielsen Holdings N.V. Co.
- E) Ipsos SA.

Answer: D

Difficulty: Moderate

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

11) In discussing the structure of the marketing research industry, the authors define an internal supplier firm as one that:

- A) makes research decisions based primarily upon information supplied by the internal reports system.
- B) is organized in a staff relationship to other internal departments.
- C) provides syndicated services, but only to members of the syndicate.
- D) has its marketing research provided by an entity, such as a marketing research department, within the firm.
- E) includes internal data analysis services.

Answer: D

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

12) Owners/proprietors of small firms are more likely to take advantage of:

- A) specialized internal research teams.
- B) research agencies.
- C) informal departments organized around budget categories.
- D) do-it-yourself research.
- E) ad hoc task forces.

Answer: D

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

13) Which of the following types of marketing research firms would be considered "limited-service" firms?

- A) syndicated data services firms
- B) packaged services firms
- C) customized services firms
- D) field services firms
- E) online research services firms

Answer: D

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

14) External supplier firms may be either:

- A) vertically or horizontally integrated.
- B) full-service or limited-service firms.
- C) syndicated or internal supplier firms.
- D) certified, or be required to offer letters of qualified research service capability.
- E) strategically aligned or working alone.

Answer: B

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

15) Full-service supplier firms:

- A) take over customer firms.
- B) are known as companies that excel in providing customer service.
- C) have the ability to conduct the entire marketing research project.
- D) are always internal supplier firms.
- E) provide services at a reduced cost due to economies of scale.

Answer: C

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

16) Firms that collect information, store it on a common database, and make it available to multiple subscribers are called:

- A) internal subscription services.
- B) syndicated data service firms.
- C) packaged services firms.
- D) internal supplier firms.
- E) customized research firms.

Answer: B

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

17) Firms that specialize in collecting data are called:

- A) data storage firms.
- B) lab service firms.
- C) market segment data specialists.
- D) field services firms.
- E) data labs.

Answer: D

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

18) A research firm that uses only one technique, such as eye movement research or taste testing, would be called:

- A) a full-service supplier firm.
- B) a syndicated data service firm.
- C) a firm that is said to have "vision."
- D) a limited-service supplier firm.
- E) an internal supplier firm.

Answer: D

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

19) \_\_\_\_\_ is (are) a key driver for revenues in the marketing research industry.

- A) The global economy
- B) National or regional economies
- C) The unemployment rate
- D) Growth industries around the world
- E) Corporate profits

Answer: E

Difficulty: Moderate

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

20) Current studies show that the health of the marketing research industry \_\_\_\_\_ that of the economy in general.

- A) follows and corresponds to
- B) slightly exceeds
- C) significantly exceeds
- D) is weaker than
- E) cannot be compared to

Answer: C

Difficulty: Moderate

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

21) Research revenues vary around the world, but \_\_\_\_\_ has the largest market share.

- A) North America
- B) Europe
- C) Middle East & Africa
- D) Latin America
- E) Asia Pacific

Answer: B

Difficulty: Hard

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

22) Which of the following is the fastest growing country, in terms of net growth revenue gains for market researchers from 2009 to 2010?

- A) the United States
- B) the United Kingdom
- C) Germany
- D) Russia
- E) Austria

Answer: E

Difficulty: Hard

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

23) As the marketing research industry evolves, traditionalists question whether the challenges posed by \_\_\_\_\_ threaten to render the industry obsolete.

- A) the explosion of technological tools and providers
- B) the mistreatment of respondents
- C) an over-focus on technique
- D) commoditization
- E) outdated pricing models

Answer: A

Difficulty: Hard

AACSB: Use of IT

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

24) The 2007 Confront industry survey of firms in several countries reported that the leading challenge facing the marketing research industry was:

- A) quick and cheap access to data on the Internet.
- B) the overuse of standardized research techniques.
- C) falling response rates.
- D) the outsourcing of projects to external suppliers.
- E) a failure to understand clients' real problems.

Answer: C

Difficulty: Moderate

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research



25) The issue of \_\_\_\_\_ continues to be dominant in today's world of "scraping" websites to gather information.

- A) the slow speed of data collection
- B) privacy
- C) resentfulness toward invasive researchers
- D) data incompatibility
- E) misinterpreting clients' real problems

Answer: B

Difficulty: Hard

AACSB: Use of IT; Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

26) Some suggested remedies for some of the problems we see in the marketing research industry are:

- A) certification, the passage of more restrictive legislation to govern the industry, and requiring all marketing researchers to annually pass standardized tests on marketing research.
- B) certification and a system of fining those found not to be conducting research studies at some minimum standard of performance.
- C) certification and education.
- D) requiring all employees of marketing research firms to have business degrees in marketing research and to pass a standardized test.
- E) passage of more restrictive legislation and an auditing system.

Answer: C

Difficulty: Moderate

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

27) For more than a decade, \_\_\_\_\_ has monitored industry trends, publishing an annual report on data provided to the industry in terms of what techniques are being used as well as what drives their use.

- A) Burke Institute
- B) GreenBook
- C) American Association for Public Opinion Research (AAPOR)
- D) Transparency Initiative
- E) Industry Financial Survey

Answer: B

Difficulty: Moderate

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

28) Certification of marketing researchers means:

- A) marketing researchers who earn the PRC would be the "best" marketing researchers.
- B) those having the PRC would be able to charge higher fees for their services.
- C) those certified have passed some standard(s) of performance.
- D) those holding the PRC would have achieved the maximum standard of performance.
- E) those desiring the PRC will have better report writing skills.

Answer: C

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

29) Marketing researcher certification, PRC, stands for:

- A) Public Researcher, Certified.
- B) Professional Researcher Certification.
- C) Public Researcher, Corporate.
- D) Professional Researcher Certificate.
- E) Public Researcher Certification.

Answer: B

Difficulty: Easy

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

30) Professional organizations try to prescribe ethical behavior for members by creating:

- A) representatives in churches to influence future researchers.
- B) codes of ethical behavior.
- C) lobbyists who fight for higher ethical standards in government.
- D) examples of poor ethical behavior in other professions.
- E) means to participate in the development of certification standards in professions other than marketing research.

Answer: B

Difficulty: Easy

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

31) What does sugging refer to?

- A) selling under the guise of a survey
- B) fund raising under the guise of a survey
- C) collecting data through telephone interviews
- D) falsifying data
- E) surveying under the guise of selling

Answer: A

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

32) What does frugging refer to?

- A) selling under the guise of a survey
- B) fundraising under the guise of a survey
- C) collecting data through telephone interviews
- D) falsifying data
- E) frightening (respondents) under the guise of research

Answer: B

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

33) Which of the issues below best illustrates researchers falsifying data in order to make the findings consistent with predetermined points of view?

- A) lack of research integrity
- B) lack of the use of PRCs who would not falsify data for any reason
- C) when clients use fake "research funds provided" to underbid projects
- D) lack of the use of data falsification software
- E) use of data falsification software

Answer: A

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

34) Requests for researchers to conduct a study among 8 to 12 year olds to understand how to persuade kids to demand more of their products (soft drinks and vending machine food) in schools demonstrates the need to:

- A) include educators in the research.
- B) communicate research goals to parents.
- C) adopt industry best practices.
- D) make improvements to ethical conduct in the industry.
- E) maintain credibility of research in the eyes of the public.

Answer: D

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities; Analytic Skills

Objective: 4

Question type: Application

Course LO: Define the nature and role of marketing research

35) Which of the following is true regarding what the authors have to say about the percentage of respondents willing to participate in research surveys?

- A) The percentage has been going up because consumers see a difference between research and telemarketing.
- B) The percentage has been going down because consumers see a difference between research and telemarketing.
- C) The percentage has been stable.
- D) The percentage goes up exponentially when incentives are provided.
- E) The percentage has been going down.

Answer: E

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

36) Deception, especially invasion of privacy, is a serious ethical issue in marketing research and occurs in research studies. Which of the following is an example of deception?

- A) Potential respondents are not told the true identity of the sponsor of the research.
- B) Potential respondents are viewed during a study without their permission.
- C) Potential respondents are told they will remain anonymous when they will not.
- D) all of the above
- E) none of the above

Answer: D

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

37) A common ethical code among major associations is to ensure that respondents understand that they may elect to not participate in a research request. This code falls into the category of:

- A) fair dealings with respondents.
- B) fair dealings with clients and subcontractors.
- C) maintaining research integrity.
- D) concern for society.
- E) raising ethical sensitivities.

Answer: A

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

38) A common ethical code among major associations is to ensure that researchers will not collect information for more than one client at the same time without explicit permission from the clients involved. This code falls into the category of:

- A) fair dealings with respondents.
- B) fair dealings with clients and subcontractors.
- C) maintaining research integrity.
- D) concern for society.
- E) raising ethical sensitivities.

Answer: B

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

39) A common ethical code among major associations is to ensure that researchers will not misrepresent the impact of the sampling method and its impact on sample data. This code falls into the category of:

- A) fair dealings with respondents.
- B) fair dealings with clients and subcontractors.
- C) maintaining research integrity.
- D) concern for society.
- E) raising ethical sensitivities.

Answer: C

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

40) A common ethical code among major associations is to ensure that research released for public information will contain information to ensure transparency. This code falls into the category of:

- A) fair dealings with respondents.
- B) fair dealings with clients and subcontractors.
- C) maintaining research integrity.
- D) concern for society.
- E) raising ethical sensitivities.

Answer: D

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

41) The PRC has been quickly adopted by both clients and research professionals.

Answer: TRUE

Difficulty: Moderate

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

42) Charles Coolidge Parlin is the current president of the Marketing Research Association and started the PRC certification program.

Answer: FALSE

Difficulty: Hard

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

43) During the early days of the history of the United States, artisans and craftsmen were involved in barter exchange and understood their customers wants and needs. There was not much need for marketing research.

Answer: TRUE

Difficulty: Moderate

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

44) By the 1960s, marketing research not only had gained acceptance in organizations, but was recognized as important to firms' survival.

Answer: TRUE

Difficulty: Moderate

Objective: 1

Question type: Concept

Course LO: Define the nature and role of marketing research

45) The Honomichl Global Top 25 is an annual listing of marketing research firms ordered in terms of revenue generated ONLY in the United States.

Answer: FALSE

Difficulty: Hard

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

46) World revenues for the marketing research industry are about \$300 billion annually.

Answer: FALSE

Difficulty: Hard

AACSB: Dynamics of the Global Economy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

47) The Honomichl Top 50 is an annual report listing the top 50 marketing research firms in terms of revenues earned in the United States.

Answer: TRUE

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

48) Research suppliers may be thought of as consisting of two groups: internal suppliers and external suppliers.

Answer: TRUE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

49) General Mills has a research department that provides for the function of marketing research at the company. This is an example of what we mean by an external supplier firm.

Answer: FALSE

Difficulty: Easy

AACSB: Analytic Skills

Objective: 2

Question type: Application

Course LO: Define the nature and role of marketing research

50) Marketing research firms classified as "market segment specialists" and "field services" firms are categorized as being full-service supplier firms.

Answer: FALSE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

51) Internal supplier firms organize the research function by using either committees or by assigning individuals the responsibility. They do not have their own departments of marketing research.

Answer: FALSE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

52) Very few of the largest firms (sales volumes in excess of \$500 million) have their own marketing research departments, but they usually have at least one person responsible for conducting marketing research.

Answer: FALSE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

53) The basic function of formal marketing research departments is to provide information to internal decision makers.

Answer: TRUE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

54) External supplier firms may be classified into the two categories of full-service and field data service firms.

Answer: FALSE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research



55) In most cases, internal suppliers of marketing research also purchase research from external suppliers.

Answer: TRUE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

56) In the marketing research industry, full-service supplier firms have the ability to define the problem, specify the research design, collect and analyze the data, and prepare the final report as part of their service.

Answer: TRUE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

57) Syndicated data services companies provide customized information and services to individual clients.

Answer: FALSE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

58) Packaged services firms use a proprietary process to conduct a service such as test marketing or measuring customer or employee satisfaction.

Answer: TRUE

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

59) Customized service firms tailor research services to each client's specific needs.

Answer: TRUE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

60) Many limited-service firms specialize in some form of online research.

Answer: TRUE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

61) Examples of "online research services firms" include Toluna, Knowledge Networks, and Mindfield Internet Panels.

Answer: TRUE

Difficulty: Easy

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

62) Field service firms specialize in collecting data and are full-service firms.

Answer: FALSE

Difficulty: Hard

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

63) A firm specializing in developing samples for companies desiring to conduct marketing research would be an example of a limited-service firm.

Answer: TRUE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

64) Companies that specialize in services such as eye movement research, mystery shopping, taste tests, fragrance tests, and so on are categorized as limited service, specialized research technique firms.

Answer: TRUE

Difficulty: Moderate

Objective: 2

Question type: Concept

Course LO: Define the nature and role of marketing research

65) Marketing researchers may be certified, and the certification is called the Professional Researchers Certification (PRC).

Answer: TRUE

Difficulty: Moderate

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

66) In evaluations conducted on the performance of the marketing research industry, the conclusions have been consistent in saying that the industry is plagued with so many problems that it has not been able to operate at any level other than "unsatisfactory."

Answer: FALSE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

67) Some critics believe that both marketing and marketing research have lost importance in organizations, and that marketing research no longer represents the "voice of the consumer."

Answer: TRUE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

68) Some critics of the marketing research industry believe that the industry is too "tool" oriented, and often the problem is defined in terms of being compatible with an existing tool. Thus, researchers fail to consider focusing on the more complex strategic issues facing the firm.

Answer: TRUE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

69) Some critics of the marketing research industry believe that marketing research is done too quickly. Researchers need to slow down to improve the value of the research information they are providing clients.

Answer: FALSE

Difficulty: Easy

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

70) Several industry initiatives are directed at keeping the public informed about the value of research, the appropriateness of research methods, and the ethics the industry uses in collecting research information.

Answer: TRUE

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities; Communication Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

71) Given the many problems facing the marketing research industry, suggestions for improvement have centered around certification and education.

Answer: TRUE

Difficulty: Easy

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

72) PRC, Professional Researcher Certification, is a designation that indicates the achievement of a minimal standard of performance.

Answer: FALSE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

73) Once PRC certification is awarded to an individual, there is no requirement that the individual do anything else to maintain his/her certification.

Answer: FALSE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

74) While there are many individual classes available for educating members of the marketing research profession, as of 2010, there are no masters programs offering a specialization in marketing research.

Answer: FALSE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

75) The marketing research industry offers many educational opportunities for members of the industry. One highly regarded training program is offered through The Burke Institute.

Answer: TRUE

Difficulty: Hard

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

76) Ethics may be defined as a field of inquiry into determining what behaviors are deemed appropriate under certain circumstances as prescribed by codes of behavior that are set by the government.

Answer: FALSE

Difficulty: Easy

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

77) Although they abound in other areas, codes of ethical behavior have yet to be proposed in the marketing research industry.

Answer: FALSE

Difficulty: Easy

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

78) Although suggesting is considered unethical, it is not illegal.

Answer: FALSE

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

79) Although frugging is considered unethical, it is not illegal.

Answer: TRUE

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

80) Most industry codes of ethics are for the purpose of self-regulating professionals' behavior.

Answer: TRUE

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

81) One ethical issue that does not affect the marketing research industry is research integrity. Because marketing research objectively gathers and reports information, there is no issue with withholding, altering, or intentionally misinterpreting information.

Answer: FALSE

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

82) An ethical issue arises in the marketing research industry when researchers are asked to conduct marketing research on topics such as: how to get more teens to smoke and how to develop Saturday a.m. TV ads, directed at children, whose purpose it is to increase sugar consumption.

Answer: TRUE

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

83) Although ethical issues abound in the conduct of marketing research, there is no evidence that any marketing research firms are being "proactive" and actually helping clients to determine how consumers may evaluate a client's proposed strategy in terms of ethical standards.

Answer: FALSE

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

84) Respondent cooperation rates have gone down in the marketing research industry.

Answer: TRUE

Difficulty: Easy

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 3

Question type: Concept

Course LO: Define the nature and role of marketing research

85) An example of deception in marketing research is to observe shoppers in a supermarket without their permission.

Answer: TRUE

Difficulty: Moderate

AACSB: Ethical Understanding and Reasoning Abilities

Objective: 4

Question type: Concept

Course LO: Define the nature and role of marketing research

86) While you can go directly into marketing research after college, a graduate degree is highly desirable.

Answer: TRUE

Difficulty: Easy

Objective: 5

Question type: Concept

Course LO: Define the nature and role of marketing research

87) In recent years, marketing researchers have come to view themselves as staff members who supply management with information, and information generated by their marketing research "tools." Marketing researchers, when confronted with a problem, determine which of their "tools" should be applied. This situation was discussed in your text and represents:

A) a demise in the significance of research, in that the tools are too quickly applied instead of the researchers being involved in making strategy decisions for the firm.

B) an objective method of conducting research that allows sophisticated tools to provide answers without researchers' subjectivity.

C) the state of the art of marketing research, and is a good sign that the industry has been capable of designing the proper tools to solve client problems.

D) marketing research using only quantitative or qualitative research.

E) marketing researchers, who are to be commended for behaving as staff members, which keeps overhead low.

Answer: A

Difficulty: Hard

AACSB: Analytic Skills

Objective: 3

Question type: Application

Course LO: Define the nature and role of marketing research

88) In 2004, Mack Mitchell, owner of Mitchell Helicopters, decided he needed marketing research conducted before he made a decision that would change the total strategic direction of his company. Mack was convinced that the future market was not for the large, very expensive helicopters the industry had been providing the market for more than 50 years. Rather, he envisioned a significant market of small, single-seat helicopters that would be used by high-income business executives to commute in large cities where commuting was becoming increasingly difficult. To be successful, Mitchell knew that this involved much more than designing and building a small helicopter. It also meant that buyers would have to make infrastructure changes by installing safe-landing pads at home and at work. If he was right, Mitchell would be embarking on a major change for the company; a change that would put the financial stability of the company at risk. Because it was such a major decision, Mitchell wanted research to confirm or disconfirm his decision. Remember we are assuming this situation occurred several years ago in 2004. In 2004, Mitchell would have been hampered in deciding which marketing research firm to hire for this important decision because:

- A) there are no marketing research firms that are market segment specialists in the demand for small, commuter helicopters.
- B) the larger, more reputable marketing research firms have skills that are focused on providing standardized information, such as syndicated data or standardized services.
- C) due to the fact that there was no certification program in the marketing research industry in 2004, it would be more difficult for Mitchell to evaluate whether or not the individual researchers have the business knowledge and marketing expertise to conduct an appropriate marketing research study.
- D) by identifying the nature of the desired research, Mitchell would have made his commuter-copter idea public.
- E) Mitchell has not conducted enough secondary data research to enable him to determine if the value of the research will outweigh the costs of the research.

Answer: C

Difficulty: Hard

AACSB: Analytic Skills

Objective: 3

Question type: Application

Course LO: Define the nature and role of marketing research



89) A marketing research firm, Forrester Research, released a report concluding that developing and deploying web-based portal applications is substantially less expensive using Microsoft technology than it is using competitive software such as a Linux/J2ee combination. However, sometime after this information was released to the public, it was learned that Microsoft had sponsored (i.e. "paid for") the research conducted by Forrester. This example illustrates:

A) firms can gain a great deal of favorable publicity if the research company conducting their research makes the research results public.

B) research findings should not be made public unless they have been replicated at least five to six times in different environments thus ensuring the information is accurate.

C) there is an ethical issue in the marketing research industry in terms of "research integrity." In this case, the issue is whether the research was conducted by Forrester in a way that ensured favorable results for the sponsoring client, Microsoft.

D) there is no ethical issue in this situation at all. Any research company has a First Amendment right to announce anything it wishes at any time it wishes.

E) this is a clear case of frugging and is illegal.

Answer: C

Difficulty: Hard

AACSB: Ethical Understanding and Reasoning Abilities; Analytic Skills

Objective: 4

Question type: Application

Course LO: Define the nature and role of marketing research