

Chapter 2: Problem Definition and the Research Process

Multiple Choice

1. The first step in the problem-definition process is:
 - a. stating research objectives.
 - b. recognizing that there is a problem or opportunity.
 - c. determining if the needed information is already available.
 - d. determining why the information is being sought.
 - e. none of the above

Ans: B

Difficulty: Easy

Response: See page 35

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

2. Which of the following is not part of defining a problem?
 - a. recognize the problem or opportunity
 - b. determine whether the information already exists
 - c. compile a list of symptoms for individual research
 - d. determine whether the question can be answered

Ans: C

Difficulty: Medium

Response: See page 35

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

3. A teen consumer products firm notes that there were 30 million babies born between 1990 and 2002. The firm also recognizes that because of more single parent homes and dual-earner households, these young consumers are making many more purchase decisions. Beginning the process of marketing to that group of young consumers would be an example of which of the following?
 - a. determining if the information exists
 - b. using symptoms to clarify a problem
 - c. recognizing an opportunity
 - d. stating research objectives
 - e. none of the above

Ans: C

Difficulty: Medium

Response: See page 36

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

4. Large amounts of money, time, and effort are wasted because requests for marketing information were poorly formulated. The preceding could have been avoided if the researcher had:
- found out exactly why the information was being sought.
 - stated his/her objectives more clearly.
 - recognized the opportunity.
 - determined whether the information already exists.
 - all of the above

Ans: A

Difficulty: Hard

Response: See page 36–37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

5. Using marketing research to find and evaluate new opportunities is_____.
- situation analysis
 - case analysis
 - research design
 - opportunity identification

Ans: D

Difficulty: Easy

Response: See page 36

Ref: Recognize the Problem or Opportunity

Learning Objective 2.1: To understand the problem definition process

6. Which of the following is a key question at the problem-definition stage?
- Why is the information being sought?
 - Does the information already exist?
 - Can the question really be answered?
 - Is there an understanding of the decision making environment?
 - all of the above

Ans: E

Difficulty: Medium

Response: See page 35

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

7. _____ is preliminary research conducted to increase the understanding of a concept, to clarify the exact nature of the problem to be solved, or to identify important variables to be studied.
- Pilot study
 - Experience survey
 - Case analysis
 - Exploratory research
 - Situation analysis

Ans: D

Difficulty: Easy

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

6. A/An _____ is a survey using a limited number of respondents and often employing less rigorous sampling techniques than are employed in large quantitative studies.
- pilot study
 - experience survey
 - case analysis
 - situation analysis
 - none of the above

Ans: A

Difficulty: Easy

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

7. _____ is a discussion with knowledgeable individuals, both inside and outside the organization, who may provide insights into a problem.
- Pilot study
 - Experience survey
 - Case analysis
 - Situation analysis
 - none of the above

Ans: B

Difficulty: Medium

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

8. What does the *iceberg principle* refer to?
- Most data analysis techniques tend to be outdated.
 - Research objectives are not often clearly defined.
 - Symptoms are often mistaken for problems in business.
 - none of the above

Ans: B

Difficulty: Hard

Response: See page 39

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

9. Managers may have the ability to look up previous research projects if their company has a sophisticated _____.
- pilot study
 - experience survey
 - Intranet
 - situation analysis
 - none of the above

Ans: C

Difficulty: Medium

Response: See page 40

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

10. Which of the following is not a form of exploratory research?
- secondary data analysis
 - situation analysis
 - pilot study
 - experience survey
 - All of the above are forms of exploratory research.

Ans: E

Difficulty: Medium

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

11. Suppose a sales manager makes the statement, “The problem with this company is declining sales.” Why is such a statement shortsighted?
- The sales manager has identified only a symptom of a deeper problem.

- b. The sales manager is not in a position to make such a statement.
- c. The sales manager has not been shortsighted, but has identified the problem.
- d. (a) or (b)
- e. none of the above

Ans: A

Difficulty: Hard

Response: See page 39

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

12. _____ is a goal statement, defining specific information needed to solve the marketing research problem.
- a. Exploratory research
 - b. Marketing research objective
 - c. Management objective
 - d. Managerial decision problem
 - e. none of the above

Ans: B

Difficulty: Easy

Response: See page 40

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

13. Which of the following should be action oriented?
- a. objectives statement
 - b. marketing research problem
 - c. management decision problem
 - d. statement of problem symptoms
 - e. none of the above

Ans: C

Difficulty: Medium

Response: See page 39

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

14. A manager at a publishing house asks for a single question to be added to a research study because she's curious about whether customers would be interested

in a different genre of romance novels. You advise her that the information may be interesting, but it isn't actionable. This is called:

- a. hypothesis
- b. case analysis
- c. nice to know syndrome
- d. the information already exists

Ans: C

Difficulty: Easy

Response: See page 40

Ref: Translate the Management Problem into a Marketing Research Problem

Learning Objectives 2.2: To learn the steps involved in the marketing research process

15. Extremely low-incidence studies, such as trying to survey the automobile buyer characteristics of astronauts, are usually not feasible. A marketing research firm concerned about the feasibility of such a project would probably:
- a. see if the information already exists.
 - b. first conduct a pilot survey.
 - c. conduct a focus group.
 - d. determine whether or not the question can be answered.
 - e. all of the above

Ans: D

Difficulty: Hard

Response: See page 40

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.3: To understand the components of the research request.

16. If a network executive wondered if an audience would tune into a young adult series, what type of exploratory research would you recommend to help him answer the question?
- a. situation analysis
 - b. case analysis
 - c. focus groups
 - d. none of the above

Ans: B

Difficulty: Hard

Response: See page 38

Ref: Understand the Decision-Making Environment with Exploratory Research

Learning Objective 2.3: To understand the components of the research request

17. Once the research project is completed, it is critical to determine if the _____ have been met.
- a. situation analyses
 - b. pilot studies
 - c. experience surveys
 - d. research objectives
 - e. all of the above

Ans: D

Difficulty: Medium

Response: See page 41

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

18. “We believe that raising the price of membership of our country club will make it more desirable, and will increase our membership base” is an example of a(n) _____.
- a. objective
 - b. management problem
 - c. hypothesis
 - d. marketing research problem
 - e. none of the above

Ans: C

Difficulty: Easy

Response: See page 41

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.3: To understand the components of the research request.

19. In a causal study of the effect of shelf placement on sales of a brand of cereal, which is the dependent variable?
- a. where the cereal was placed on the shelf
 - b. sales of the cereal
 - c. concomitant variation of the cereal
 - d. none of the above

Ans: B

Difficulty: Hard

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

20. Which of the following is a problem associated with laboratory experiments?
- They provide little useful information about a population.
 - The participants may act differently in a real-world setting.
 - The cost of simulating the real-world environment outweighs the benefits.
 - all of the above
 - none of the above

Ans: B

Difficulty: Medium

Response: See pages 44–45

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

21. To test the effectiveness of changes in an advertising campaign, a marketing research firm decides to implement certain changes in Atlanta, other changes in Dallas, and no change to the ad campaign in Denver. With regard to the products in question, the purchasing propensities in the three cities are equal. What type of research design is the marketing research firm invoking?
- exploratory study design
 - observational study design
 - descriptive study design
 - causal study design
 - all of the above

Ans: D

Difficulty: Medium

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

22. When retailers monitor consumer shopping behavior by using scanner technology, this is an example of _____.
- survey research
 - observation research
 - experimental research
 - cause-effect research
 - none of the above

Ans: B

Difficulty: Hard

Response: See page 44

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

21. Because consumers' responses on surveys aren't always consistent with their actions, researchers sometimes turn to this type of research.
- syndicated research
 - observation research
 - experimental research
 - cause and effect research
 - none of the above

Ans: B

Difficulty: Hard

Response: See page 44

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

22. The researcher cannot compute the statistical reliability of this type of sample.
- probability sample
 - experimental sample
 - nonprobability sample
 - observational sample
 - all of the above

Ans: C

Difficulty: Medium

Response: See page 45

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

23. Who puts together a request for proposal (RFP)?
- custom research suppliers
 - syndicated data suppliers
 - companies that want to hire a research supplier
 - respondents
 - none of the above

Ans: C

Difficulty: Hard

Response: See page 48

Ref: Managing the Research Process

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

24. A _____ sample is characterized by every element in the population having a nonzero chance of being selected.
- a. nonrandom
 - b. nonprobability
 - c. probability
 - d. (a) and (b)
 - e. none of the above

Ans: C

Difficulty: Medium

Response: See page 45

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

25. What type of document does a research supplier prepare in response to an RFP?
- a. research proposal
 - b. sampling report
 - c. finished research report
 - d. none of the above

Ans: A

Difficulty: Easy

Response: See page 49

Ref: The Marketing Research Proposal

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

26. A manager who wants to show cause-and-effect between two variables would be advised to use which basic method of research?
- a. survey
 - b. observation
 - c. experiment
 - d. none of the above

Ans: C

Difficulty: Medium

Response: See page 44

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

27. In analyzing the effects of shelf placement on sales, shelf placement of the product is the _____.
- a. independent variable
 - b. dependent variable
 - c. spurious variable
 - d. temporal variable
 - e. none of the above

Ans: A

Difficulty: Hard

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.4: To understand the components of the research request.

28. A laboratory experiment would be better than a field experiment in helping a researcher eliminate _____.
- a. causality
 - b. concomitant variation
 - c. variables
 - d. spurious associations
 - e. none of the above

Ans: D

Difficulty: Hard

Response: See pages 43–44

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

29. Most clients tend to prefer what type of reports?
- a. elaborate written reports
 - b. oral reports
 - c. PowerPoint presentations
 - d. none of the above

Ans: C

Difficulty: Easy

Response: See page 46

Ref: Marketing Research Process

Learning Objective 2.2: To learn the steps in the marketing research process.

30. According to a recent survey, what is the most desirable quality in a marketing researcher, from the client's perspective?
- flexibility
 - attention to detail
 - maintains client confidentiality
 - customer-oriented

Ans: C

Difficulty: Medium

Response: See pages 50–51

Ref: The Marketing Research Proposal

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

31. In depth discussions, usually consisting of 8-12 participants, led by a moderator and generally limited to one particular concept, idea or them are:
- Study groups
 - Accuracy groups
 - Focus groups
 - Case groups

Ans: C

Difficulty: Medium

Response: See page 38

Ref: Critical Importance of Correctly Defining the Problem.

Learning Objective 2.1: To understand the problem definition process

32. Ideally, who should define the problem in the marketing research process?
- Entry-level employees
 - Middle managers
 - Always the CEO
 - Top Management

Ans: D

Difficulty: Hard

Response: See pages 39, 41

Ref: Critical Importance of Correctly Defining the Problem.

Learning Objective 2.1: To understand the problem definition process.

33. What is a plan for addressing the research objectives or hypotheses? In essence, the researcher develops a structure or framework to answer a specific research problem/opportunity.

- a. Research Design
- b. Design Strategy
- c. Research Opportunity
- d. Strategic Design

Ans: A

Difficulty: Medium

Response: See page 42

Ref: Marketing Research Process

Learning Objective 2.2: To learn the steps involved in the marketing research process.

34. All of the following are sections of a formal research request except:
- a. Action
 - b. Use
 - c. Information
 - d. Logistics
 - e. All of the above

Ans: E

Difficulty: Medium

Response: See page 47

Ref: Managing the Research Process

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

35. What is the most important determinant of research use?
- a. technical quality
 - b. research findings
 - c. type of study
 - d. none of the above

Ans: A

Difficulty: Medium

Response: See page 51

Ref: What motivates decision makers to use research information?

Learning Objective 2.5: To become familiar with how the marketing research process is initiated

True/False

36. The opportunity identification step comes after problem recognition.

Ans: False

Difficulty: Medium

Response: See page 36

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

37. Defining the solution is the critical first step in the “marketing research process.”

Ans: False

Difficulty: Easy

Response: See page 35

Ref: Marketing Research Process

Learning Objective 2.1: To understand the problem definition process.

38. Descriptive research allows the researcher to determine if one variable causes another.

Ans: False

Difficulty: Medium

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.2: To understand the components of the research request.

39. Exploratory research is often referred to as preliminary research.

Ans: True

Difficulty: Easy

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

40. The ultimate goal of defining a problem is to develop clear, concise, and meaningful research.

Ans: True

Difficulty: Medium

Response: see page 35

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

41. Marketing research problems are much broader in scope than management problems.

Ans: False

Difficulty: Hard

Response: See page 39

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

42. Pilot studies are more scientific than other types of studies.

Ans: False

Difficulty: Medium

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

43. Marketing researchers try to get a client or manager to prioritize their questions to avoid wasting resources and effort on unusable research.

Ans: True

Difficulty: Medium

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

44. Well-formulated objectives serve as a road map in pursuing a research project.

Ans: True

Difficulty: Medium

Response: See page 41

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

45. Observation is a method of research that enables the researcher to see if one variable causes another.

Ans: False

Difficulty: Hard

Response: See page 44

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

46. Nonprobability samples include every element in the population.

Ans: False

Difficulty: Hard

Response: See page 45

Ref: Selecting the Sampling Procedure

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

47. Probability samples allow marketing researchers to project their sample results to the population they are studying.

Ans: True

Difficulty: Medium

Response: See page 45

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

48. Casual studies answer who, what, when, where, and how.

Ans: False

Difficulty: Medium

Response: See page 43

Ref: Creating the Research Design

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

49. Secondary research can help define the research problem.

Ans: True

Difficulty: Easy

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

50. The quality of a request for proposal is very important.

Ans: True

Difficulty: Easy

Response: See page 48

Ref: Managing the Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

51. Causality is relatively easy to prove in most marketing research studies.

Ans: False

Difficulty: Medium

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

52. Generally, we say that changes in the dependent variable are associated with or caused by changes in the independent variable.

Ans: True

Difficulty: Hard

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

53. Spurious association implies that the relationship between two variables is related to some explainable cause.

Ans: False

Difficulty: Hard

Response: See pages 43–44

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

54. Two variables must be correlated in order to be causally related.

Ans: True

Difficulty: Hard

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.3: To understand the components of the research request.

55. A pilot study is more rigorous than other types of quantitative studies.

Ans: False

Difficulty: Medium

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

56. Recommendations are included in the typical research proposal.

Ans: False

Difficulty: Hard

Response: See page 49

Ref: The Marketing Research Proposal

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

57. It is often quite easy to hold all factors constant in a field experiment.

Ans: False

Difficulty: Easy

Response: See pages 44–45

Ref: Marketing Research Process

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

58. Exploratory research must always lead to a marketing decision.

Ans: False

Difficulty: Hard

Response: See page 37

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

59. The two criteria that must be met for causality are temporal sequence and concomitant variation.

Ans: True

Difficulty: Easy

Response: See page 43

Ref: Marketing Research Process

Learning Objective 2.2: To learn the steps involved in the marketing research process.

60. Preparing proposal may be the most important function a research supplier performs inasmuch as proposals, and their acceptance or rejection, determine the revenue of the firm.

Ans: True

Difficulty: Medium

Response: See pages 49–50

Ref: The Marketing Research Proposal

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

61. Writing a RFP is the first step in marketing research for a manager or decision maker.

Ans: False

Difficulty: Medium

Response: See page 47

Ref: Managing the Research Process

Learning Objective 2.5: To become familiar with how the marketing research process is initiated.

62. When research managers communicate ineffectively, generate quality data, control costs, and deliver information on untimely, they increase the probability that decision makers will use the research information they provide.

Ans: False

Difficulty: Medium

Response: See page 51

Ref: What Motivates Decision Makers to Use Research Information?

Learning Objective 2.3: To understand the components of the research request.

Essay Questions

63. The President of a small state college commissions a marketing research firm to determine why the college's enrollment has been declining. The President contends that the college is under funded by the state, compared with other colleges of the same size. The research firm does a study and finds the main reason that enrollment is declining is the lack of relationships between faculty and students. Why might the President not be motivated to use the results of the marketing research study?

Ans: The President might not be motivated to use the research firm's results because (1) the results do not confirm to prior expectations, and (2) the results would not be politically acceptable within the college. The results might, in fact, cause state legislatures to appropriate less funding for the college.

Difficulty: Hard

Response: See pages 35–41

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.2: To learn the steps involved in the marketing research process.

64. A firm is experiencing a 15% sales decline over the past year. The firm contracts with a marketing research firm to survey its customers to determine why sales are declining. Suggest how the principals in the marketing research firm should respond to their client's demands.

Ans: The researchers should explain that declining sales are not the problem, and that an exploratory research effort preceding a survey will be necessary to clarify exactly what the problem might be. After the exploratory effort, clear research objectives can be established, and a more formal process can proceed.

Difficulty: Medium

Response: See pages 36–39

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.1: To understand the problem definition process.

65. The United Way agency in your town has contacted you because it has been experiencing declining donations. You tell the agency that your basic plan to determine why donations are declining will be exploratory, then descriptive. Explain what the research firm means.

Ans: Exploratory Research: talk with prominent persons in the agency's community. Ask these prominent people for their impressions of how the agency is doing in their town. Look at the agency's donations record. Has the decline been gradual or sudden. Descriptive Research: armed with the information from the exploratory research effort, conduct a formal survey of the people in the community to establish their opinions of the agency and their intentions concerning giving to the agency.

Difficulty: Medium

Response: See pages 37–39, 42

Ref: Critical Importance of Correctly Defining the Problem

Learning Objective 2.4: To learn the advantages and disadvantages of survey, observation, and experiment research techniques.

66. You are part of a consulting team that is doing a marketing research project for a businessman in a small community. The proposal is in the final stages as it is being written and prepared for presentation. You hear one of the consultants remark “the proposal should be written in as much detail, especially statistical detail, and as eloquently as possible. The thicker the proposal; the better. We want them to know they are getting their money’s worth.” How would you respond to your colleague’s statement?

Ans: Often times the clients of marketing researchers have never had a research methodology course, and don’t have the time to plod through a detailed proposal. So you would disagree with your colleague and state “the proposal should be as concise as possible, specifically outlining the nature of the project and the objectives to be met.

Difficulty: Hard

Response: Pages 49–50

Ref: The Marketing Research Proposal

Learning Objective: 2.5: To become familiar with how the marketing research process is initiated.

67. Suppose you are wanting to contract with a marketing research firm for a specific project. What criteria would you use in your selection process?

Ans: The book outlines desirable characteristics in a marketing research supplier.

Difficulty: Easy

Response: Pages 50–51

Ref: What to Look for in a Marketing Research Supplier

Learning Objective: 2.5: To become familiar with how the marketing research process is initiated.

68. What is the “Research Request?” Why is it so important? What should you include in the research request?

Ans: The Research Request is a document outlining potential research. It outlines the steps that will be taken, associated costs, research objectives and any critical issues that need to be assessed before the project can begin. It is important because, if accepted, it becomes a written agreement between supplier and client. The specific components of the Research Request are outlined in the text.

Difficulty: Medium

Response: Page 47

Ref: Managing the Research Process

Learning Objective 2.3: To understand the components of the research request.

69. Who would researchers for Royal Caribbean cruise lines speak to about their ideas for an interior redesign the interior on future cruise ships? Be sure to identify the type of research.

Ans: Experience surveys involve interviewing knowledgeable individuals regarding the problem researched. If Royal Caribbean is seeking knowledgeable feedback about plans for a redesign they would want to talk to designers, frequent cruisers, cruise staff and crew. These are the people who use the facilities regularly and can offer direct feedback on what they like, don't like, and what might be more practical based on their experience.

Difficulty: Medium

Response: Page 37

Ref: Understand the Decision-Making Environment with Exploratory Research

Learning Objective 2.2: To learn the steps involved in the marketing research process

70. Discuss why marketing researchers for a grocery store chain would need top-level management involved when setting up a research project.

Ans: The decision maker is the one who needs the research done. If changes are to be made on a broad scope at a grocery store chain, just one manager cannot decide this. Top management may not know exactly what they are looking for, but when the researchers work with top management, clear goals can be established.

Difficulty: Medium

Response: Page 41

Ref: Importance of Top Management's Definition of the Management Problem

Learning Objective 2.3: To understand the components of a research request

71. Describe why "use" must be defined in a research request regarding interior redesign for an airline.

Ans: In a research request, the use section will explain how each piece of information will be used in the decision-making process. Giving logical reasons for each part of the research helps the researchers ask the right questions to give the decision makers "useful" responses to make their decisions.

Difficulty: Medium

Response: Page 47

Ref: Managing the Research Process

Learning Objective 2.3: To understand the components of a research request

72. Discuss the benefits of a good Request for Proposal.

Ans: A good request for proposal tells the marketing research team what will be needed to answer the decision maker's question. A typical RFP provides background data on why a study is to be conducted, outlines the research objectives, describes a methodology and suggests a time frame. This also gives the marketing research team a solid reference point to make recommendations and suggestions of their own.

Difficulty: Medium

Response: Page 50

Ref: Request for Proposal

Learning Objective 2.3: To understand the components of a research request