

Multiple Choice Questions
[205 SC – MKT- 01]
[Marketing Research]

Unit I
Marketing Research Introduction

Sr. No	Questions	Answer
1	Which form of data below can usually be obtained more quickly and at a lower cost than the others? a) Primary b) Survey research c) Experimental research d) Secondary e) Observational research	d
2	Secondary data are _____. a) Collected mostly via surveys b) Expensive to obtain c) Never purchased from outside suppliers d) Not always very usable	d
3	Causal research is used to _____. a) Describe marketing problems or situations b) Quantify observations that produce insights unobtainable through other forms of research c) Find information at the outset in an unstructured way d) Test hypotheses about cause-and-effect relationships	d
4	Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take. a) Selecting a research agency to help b) Defining the problem and research objectives c) Developing the research plan d) Determining a research approach	b
5	In the second step of the marketing research process, research objectives should be translated into specific _____. a) Financial amounts b) Results that justify the means c) Marketing goals d) Information needs	d

6	<p>Secondary data consists of information_____.</p> <p>a) That already exists somewhere and was collected for another purpose</p> <p>b) Used by competitors</p> <p>c) That does not currently exist in an organized form</p> <p>d) That already exists somewhere and is outdated</p>	a
7	<p>Which form of data below can usually be obtained more quickly and at a lower cost than the others?</p> <p>a) Survey research</p> <p>b) Syndicated</p> <p>c) Secondary</p> <p>d) Primary</p>	c
8	<p>Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?</p> <p>a) It may not be current.</p> <p>b) It may not exist.</p> <p>c) It may not be useable.</p> <p>d) It is generally more expensive to obtain than primary data</p>	d
9	<p>Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?</p> <p>a) Focus groups</p> <p>b) Personal interviews</p> <p>c) Questionnaires</p> <p>d) Observational research</p>	d
10	<p>Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering_____information.</p> <p>a) Attitudinal</p> <p>b) Personal</p> <p>c) Preference</p> <p>d) Descriptive</p>	d
11	<p>Typically, customer information is buried deep in separate databases, plans, and records of many different company functions and departments. To overcome such problems, which of the following could you try?</p> <p>a) Customer satisfaction measurement</p> <p>b) Synergetic meetings of the minds</p> <p>c) Customer relationship management</p> <p>d) More sophisticated software</p>	c

12	<p>Survey research is least likely to be conducted through which of the following?</p> <p>a) Observation b) Person-to-person interactions c) The telephone d) The Web</p>	a
13	<p>Which of the following is not a disadvantage of telephone interviews.</p> <p>a) Interviewer bias is introduced b) Under time pressures, some interviewers might cheat. c) Potential respondents may refuse to participate d) Interviewers tend to interpret answers similarly.</p>	d
14	<p>Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements?</p> <p>a) Personal interviewing b) Ethnographic research c) Observational research d) Online interviewing</p>	a
15	<p>Which of the following is a disadvantage of online focus groups?</p> <p>a) Results take longer to tabulate and analyze. b) Participants must be in a central location. c) The cost of online focus groups is greater than that of most other qualitative research methods. d) The Internet format can restrict respondents' expressiveness.</p>	d
16	<p>Mr. Ravi regularly conducts online marketing research at work. He has found that it has several advantages over traditional methods. Which of these is not an advantage?</p> <p>a) Respondents cannot remain anonymous. b) It is more cost efficient. c) It is easy to control who responds to surveys. d) Report generation turnaround time is much quicker</p>	c
17	<p>What are the two types of research data?</p> <p>a) Qualitative and Quantitative. b) Primary and secondary. c) Predictive and quantitative. d) Qualitative and predictive.</p>	a
18	<p>What is a major drawback of probability sampling?</p> <p>a) Takes too much time b) Sampling error cannot be measured c) Easiest population from which to obtain info is chosen d) Everyone has an equal chance of selection</p>	a
19	<p>The most common research instrument used is the</p> <p>a) Questionnaire b) Moderator c) Telephone interviewer d) Live interviewer e) Mechanical device</p>	a

20	In marketing research, the _____ phase is generally the most expensive and most subject to error. a) Interpreting and reporting the findings b) Exploratory research c) Data collection d) Planning e) Data validation	c
21	Despite the data glut that marketing managers receive, they frequently complain that they lack_____. a) Enough information of the right kind b) Accurate and reliable information c) Quality information d) Valid information	a
22	The real value of a company's marketing research and information system lies in the _____ a) Amount of data it generates b) Marketing information system it follows c) Efficiency with which it completes studies d) Quality of customer insights it provides	d
23	What is the first step in the marketing research process? a) Developing a marketing information system b) Developing the research plan for collecting information c) Implementing the research plan d) Defining the problem and research objectives e) Interpreting data and deciding on type of research	d
24	In CRM, findings about customers discovered through_____ techniques often lead to marketing opportunities. a) Data warehouse b) Customer loyalty management c) Customer relationship strategy d) Data mining	d
25	What source of marketing information provides ready access to research information, stored reports, shared work documents, contact information for employees and other stakeholders, and more? a) An extranet b) Marketing intelligence c) The Internet d) An intranet	d
26	When managers use small convenience samples such as asking customers what they think or inviting a small group out to lunch to get reactions, they are using_____. a) Informal surveys b) Experiments c) Focus groups d) Observation	a

27	A common problem in international marketing research is the availability of ____ a) Primary data b) Research specialists c) Secondary data d) Consumers willing to answer surveys	c
28	Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference? a) Exploratory research b) Descriptive research c) Experimental research d) Ethnographic research	b
29	As a small business consultant, you recommend to your clients that they use no-cost methods of observation to gather market research. Which of the following are you not likely to recommend your clients do? a) Visit and socialize with competitors b) Observe vehicle and pedestrian traffic. c) Monitor competitors' advertising from local media d) Hire additional staff to observe extensively	d
30	Marketing intelligence is everyday information about developments in the marketing environment that assists marketers in their preparation of their plans and strategies. This information is obtained from a number of sources and includes which of the following? a) Newspaper articles. b) Sales representative feedback. c) Customer feedback. d) All of the above.	d
31	The marketing research process consists of four steps. Which of the following is not one of these steps? a) Evaluating the competitor strategies. b) Developing the research plan for collecting information. c) Defining the problem and research objectives. d) None of the above	a
32	What do many researchers encounter when conducting market research in foreign countries? a) Some countries have poor roads that limit personal contacts. b) Some cultures may not value marketing research. c) Some countries have few telephones, limiting access to respondents d) All of the above	d
33	Ravi just completed reading a marketing research report about the top 25 countries that purchase German products. What might the report say about international research with these countries? a) Despite the costs of international research, the costs of not doing it are higher. b) There is a lack of qualified research personnel. c) The costs are higher than the benefits. d) Interpretations of German quality are consistent among different countries.	a

34	Behavioural targeting, the practice of _____, is being used by more and more companies. a) Mining and analyzing data from data warehouses b) Tracking customers' activities and rewarding customer loyalty c) Observing and interacting with consumers in their natural environments d) Tracking consumers' online movements and using this information to target ads to them	d
35	To consumers, research studies may appear to be little more than vehicles for _____. a) Gathering names for resale b) Building company image c) Training future salespeople to work with people face-to-face d) Selling the sponsor's products	d
36	Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can be applied to obtain qualitative research? a) Elicitation interviews. b) One to one interviews. c) Focus group d) All of the above	d
37	What are examples of techniques of obtaining qualitative data? a) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; experimentation. b) Video conferencing; focus groups; in-depth interviews; observational techniques. c) Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; call center feedback. d) All of the above.	a
38	What are four methods of continuous research? a) Consumer panels; home audits; omnibus surveys; retail audits. b) Consumer panels; home audits; personal interviews; omnibus surveys. c) Home audits; omnibus surveys; personal interviews; in-store video footage of consumer behaviour. d) Consumer panels; home audits; personal interviews; in-store video footage of consumer behaviour.	a
39	“what new product should be developed” is an example of ?? a) Causal b) Exploratory c) Descriptive d) None of the above	b
40	Sources of marketing information are categorized into two groups - what are they? a) External sources; internal sources. b) Causal resources. c) Macro environmental sources; micro environmental sources	a

	d) All of the above.	
41	<p>What are the criteria for evaluating secondary data sources?</p> <p>a) Source of data; who collects the data; method of data collection; construct of research.</p> <p>b) Source of data; who collects the data; method of data collection; construct of data.</p> <p>c) Relevance of data; who collects the data; method of data collection; who paid for the research.</p> <p>d) Relevance of data; who collects the data; method of data collection; evidence of careful work.</p>	d
42	<p>What are three popular methods for obtaining primary data?</p> <p>a) Experimentation; personal interview; Delphi technique.</p> <p>b) Survey; interviews; experimentation.</p> <p>c) Interviews and surveys; observation; experimentation.</p> <p>d) Interviews and surveys; observation; Harrison methodology.</p>	c
43	<p>Marketing research is the function that links the _____ to the marketer through information---information used to identify and define marketing opportunities and problems; to generate, refine and evaluate marketing actions; to monitor marketing performance; and to improve understanding of the marketing process.</p> <p>a) Marketer, agent and retailer</p> <p>b) Demander, buyer and user</p> <p>c) Specifier, influencer and user</p> <p>d) Consumer, customer and public</p>	d
44	<p>The marketing information system (MIS) begins and ends with _____</p> <p>a) Marketing managers</p> <p>b) Marketing intelligence</p> <p>c) Information technologies</p> <p>d) Consumers</p>	a
45	<p>As marketing managers and researchers define the problem and set research objectives, they should employ the following type(s) of research: _____</p> <p>a) Exploratory research alone</p> <p>b) Exploratory, descriptive and causal research</p> <p>c) Descriptive research alone</p> <p>d) Causal research alone</p>	b
46	<p>What are secondary data?</p> <p>a) Information that has been collected for the specific purpose at hand</p> <p>b) Information that has already been collected and recorded for another purpose and is thus readily accessible</p>	b

	c) Information based on second-rate research d) Information based solely on rumours	
47	Small businesses and non-profit organisations on shoestring budgets nevertheless have access to useful marketing information by _____ a) Relying exclusively on secondary data b) Conducting informal surveys c) Collecting and evaluating secondary data, as well as observing and conducting their own surveys and experiments d) Hiring a few highly-skilled researchers	c
48	International marketers may have difficulty finding useful secondary data in other countries mainly because _____. a) Secondary data are difficult to translate b) Foreign consumers may be hostile to marketers c) Some countries lack reliable research services---if they provide such services at all d) Consumers tend to lie on surveys and in interviews, either deliberately or inadvertently	c
49	Which of the following represents major public policy and ethics issues in marketing research? a) Intrusion on and abuse of consumer privacy b) Representing database compilation and promotional pitches as 'pure' research c) Intrusion on consumer privacy and the misuse of research findings d) False claims and pushy sales representatives	c
50	What is the first stage of the marketing research process? a) Implement the research plan b) Collect and analyse the data c) Develop the research plan d) Define the research problem	d

Unit II
Marketing Research Proposal

1	Primary data is_____ a) Always collected before secondary data b) Collected for the specific purpose at hand c) Information that already exists d) Data collected for other purposes	b
2	What are the two major advantages of collected data through telephone interviews? a) Sample control and speed of data collection b) Cost and response rate c) Cost and speed of data collection d) Flexibility and quantity of data collected	a
3	Exploratory research undergoes following methods except a) Expert surveys b) Pilot study c) Case studies d) None of the above	d
4	Census comes under which research? a) Causal b) Exploratory c) Descriptive d) None of the above	c
5	Cause and effect research comes under which research type? a) Causal b) Exploratory c) Descriptive d) None of the above	a
6	Rigid sequential approach to sampling and data collection comes under which research a) Causal b) Exploratory c) Descriptive d) None of the above	a
7 is called pre-assumption of the expected result of the research a) Hypothesis b) Expenditure c) Research problem d) None of the above	a
8 is kind of prelude to the end result one hopes to achieve and therefore it requires considerable thoughts a) Hypothesis b) Expenditure c) Research problem d) None of the above	c

9	Detail blueprint of research is called as..... a) Research proposal b) Research design c) a and b d) a or b	b
10	In which type of research hypothesis is vague?? a) Causal b) Exploratory c) Descriptive d) None of the above	b
11	“How should a new product be distributed??” is an example of ? a) Causal b) Exploratory c) Descriptive d) None of the above	c
12	“Will increase in the service staff be profitable?” Is an example of ?? a) Causal b) Exploratory c) Descriptive d) None of the above	a
13	A powerful tool use in longitudinal research with exactly same people, group or organization across time periods is called..... a) Focus group b) consumer panel c) RSA d) None of the above	b
14	For primary data to be useful to marketers, it must be relevant, current, unbiased, and _____. a) Complete b) Accurate c) Inexpensive d) Collected before secondary data e) Experimental	b
15	____ is the variation of the panel with data being collected from retail stores on the product being stocked, shelf placed , sale and promotion , so on a) Retail shop audit b) consumer panel c) TRP d) None of the above.	a
16	Multiple business locations, recourse, budget limitations is challenges for.... a) Retail shop audit b) consumer panel c) TRP d) None of the above.	a

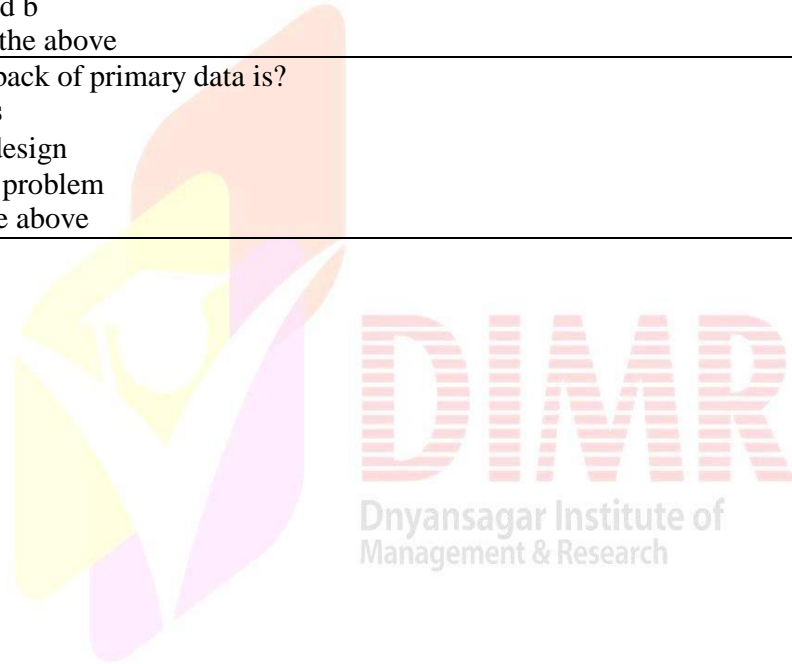
17	The advertising is selecting slots for the advertising on the basis of which study? a) Retail shop audit b) consumer panel c) TRP d) Media Audience tracking study.	d
18	What is TRP? a) Television Rating point b) Television rating part c) All of the above d). Television Rating process	a
19	_____ research is the gathering of primary data by watching people. a) Survey b) Informative c) Observational d) Experimental	c
20	Market research is function linking the consumer customer and public to market through a) The media b) Information c) Market research d) All of the above	b
21	Marketing research is related to..... a) Finance process b) Marketing Process c) Business Process d) None of the above	b
22	Advance plan of research is called as a) Research process b) Research design c) Research proposal d) None of the above	b
23	Research design consist of following things except..... a) Hypothesis b) Expenditure c) Research problem d) None of the above	a
24	A formal statement of research question or “purpose of research study” generally a) Is made prior to literature review b) Is made after literature review c) Will help guide the research process d) Both a and c	d
25	Source of research problem include a) Researcher’s experience b) Practical issue that require solutions c) Theory and past research d) All of the above	d

26	A is written account of the plan for the research project. a) Research design b) Research proposal c) Hypothesis d) All of the above	b
27	In qualitative research proposal you would not expect to see a a) Research questions b) Research rim c) Hypothesis d) Operational definition	c
28	Following are characteristics of hypothesis except a) Clarity b) Simple c) Consistent d) None of the above	a
29	The null hypothesis is a) which is to be disprove b) H ₀ c) None of the above d) A and B	d
30	The research which is “unstructured, qualitative, highly flexible “ is called as a.) Causal b) Exploratory c) Descriptive d) None of the above	b
31 is snapshot of some aspect of the market environment a) Causal b) Exploratory c) Descriptive d) None of the above	c
32	Which of the following is advantages of stating of HYPOTHESIS ?? a) It forces researcher to think deeply and specifically about the possible outcome of study b) It simplifies the study c) None of the above d) All of the above	a
33	Customer Satisfaction is an example of which of research design? a) Qualitative b) Quantitative c) Causal d) None of the above	a
34	Alternative hypothesis is a) H ₀ b) H _a c) Which shows positive relationship between the variables d) B , C	d

35	<p>Following are techniques of Qualitative Research?</p> <p>a) Depth interview b) Focus group c) Projective technique d) All of the above</p>	d
36	<p>Data analysis in qualitative research as contrasted with quantitative research is generally</p> <p>a) Theoretical b) Deductive c) Applied d) Inductive</p>	a
37	<p>Which of the following is not general feature that characteristics most qualitative research?</p> <p>a) Inflexible design b) Holistic process c) Naturalistic inquiry d) Personal contact</p>	c
38	<p>Conclusion from qualitative research are:</p> <p>a) Less certain than from quantitative b) Of little practice use c) Seldom defensible d) Of descriptive value only</p>	d
39	<p>The first step in the marketing research process is:</p> <p>a) Defining the problem b) Gathering the budget necessary to conduct the research c) Establishing the need for marketing research d) Getting approval from top management to do research</p>	c
40	<p>Which of the following is true regarding the steps in the marketing research process?</p> <p>a) Not all studies use all steps in the marketing research process. b) There is nothing sacred about the number of steps in the research process as proposed by your authors. c) The steps in the marketing research process presented by your authors are universally accepted and are adopted by the American Marketing Association. d) A and B are true.</p>	d
41	<p>In establishing the need for marketing research, which of the following would serve as a good decision rule for managers?</p> <p>a) Ensuring that competitors are using marketing research, therefore a company considering marketing research would not be at a competitive disadvantage b) Determining the value to be derived from marketing research c) Determining the cost of conducting marketing research d) Weighing the value derived from the marketing research with the cost of obtaining the marketing research information</p>	d

42	<p>Following cases would marketing research NOT be needed?</p> <p>a) Competitors have introduced a successful new product and it is too late to respond.</p> <p>b) Brand managers wish to assess the profitability of different items in the product line and this information is available from the internal reports system.</p> <p>c) There have been significant changes in the demographic characteristics of the market since marketing research was last conducted.</p> <p>d) A competitor has introduced a new innovative distribution system.</p>	b
43	<p>Under which of the following conditions will marketing research likely have greater value to management?</p> <p>a) When the research helps clarify problems or opportunities</p> <p>b) When the research identifies changes that are occurring in the marketplace among consumers and/or competitors</p> <p>c) When the research clearly identifies the best alternatives to pursue</p> <p>d) When the research helps a company's brand establish a competitive advantage e) All of the above</p>	d
44	<p>Which of the following statements is true regarding the marketing research step "defining the problem"?</p> <p>a) Defining the problem is the third most important step in the research process.</p> <p>b) Defining the problem should be undertaken only after the project has been approved by top management.</p> <p>c) Defining the problem is the most important step in the marketing research process.</p> <p>d) Defining the problem should be undertaken only after a sufficient number of firms have been gathered to conduct the marketing research project.</p>	c
45	<p>Problems stem from which two primary sources?</p> <p>a) Gaps between what is supposed to happen and what did happen and gaps between what is supposed to happen and what happened in the past.</p> <p>b) Gaps between what is supposed to happen and what did happen and gaps between what did happen and what could have happened</p> <p>c) Gaps between what is happening now and what happened prior to the present</p> <p>d) Gaps between what management desires and what stockholders desire</p>	b
46	<p>Which of the following is true regarding research objectives?</p> <p>a) Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.</p> <p>b) Research objectives, when obtained, will ensure the viability of the marketing research department.</p> <p>c) Research objectives, when achieved, provide the information necessary to solve the problem.</p> <p>Research objectives are seldom achieved but should be stated as goals to besought.</p>	c

47	Which of the following is true regarding research design? a) There are four categories of research design. b) There are three categories of research design. c) There are five categories of research design. d) There are eight categories of research design. e) Research design may not be categorized.	b
48	Which of the following would be true regarding exploratory research? a. Exploratory research is highly structured. b. Exploratory research is very formal. c. Exploratory research determines causality. d. Exploratory research is both unstructured and informal.	d
49	Interview is an example of which data?? a) Primary b) Secondary c) Both a and b d) None of the above	a
50	Main drawback of primary data is? a) Biasness b) sample design c) Research problem d) All of the above	a



Unit III
Advanced Analytical Tools

1	Wrong questionnaire is an example of a. Primary data collection problem b. Secondary collection problem c. a and b both d. None of the above	a
2 usually is a list of population members to obtained a sample. a) Sampling Frame b) Sample c) Sampling d) All of the above	a
3	All sample have same chance of getting selected is called as..... a) Probability b) Non-Probability c) Quota d) Snowball	a
4	Convenience sampling is an example of a) Probabilistic sampling b) Stratified sampling c) Non probabilistic sampling d) Cluster sampling	c
5	Which of the following is an example of non probabilistic sampling? a) Simple random sampling b) Stratified simple random sampling c) Cluster sampling d) Judgment sampling	d
6	Stratified random sampling is a method of selecting a sample in which a) The sample is first divided into strata, and then random samples are taken from each stratum b) Various strata are selected from the sample c) The population is first divided into strata, and then random samples are drawn from each stratum d) None of these alternatives is correct.	c
7	Despite the data glut that marketing managers receive, they frequently complain that they lack..... a) Enough information of the right kind b) Timely information c) Accurate information d) Reliable information e) Valid information	a

8	<p>Which of the following is true regarding causal research?</p> <p>a. Causal research is the questions of who, what, where, when, and how.</p> <p>b. Causal research is informal and unstructured.</p> <p>c. Causal research isolates causes and effects.</p> <p>d. Causal research describes marketing phenomena.</p>	c
9	<p>Which of the following is true regarding primary information?</p> <p>a. Primary information is information gathered on school children in the primary grades first through fifth.</p> <p>b. Primary information refers to information that is collected in the early, or primary, stages of the marketing research process.</p> <p>c. Primary information is information that has already been collected for some other purpose.</p> <p>d. Primary information is information collected specifically for the problem at hand.</p>	d
10	<p>Which of the following determines how representative a sample is of a population?</p> <p>a. The size of the sample</p> <p>b. The sampling company from which the sample is acquired</p> <p>c. The sample plan</p> <p>d. The size of the sample relative to the size of the population</p> <p>e. How varied the population is</p>	c
11	<p>Which of the following is true regarding the size of the sample?</p> <p>a) There is no such thing as having a sample that is too large.</p> <p>b) You should strive to have a sample that is at least 50 percent of the size of the population.</p> <p>c) A sample size that is too large wastes research dollars; the sample size should be just</p> <p>c) Large enough to give the researcher accurate results without wasting money.</p> <p>d) Sample size is more important than the sample plan.</p>	c
12	<p>The existing company information is an example of which data??</p> <p>a) Primary</p> <p>b) Secondary</p> <p>c) Both a and b</p> <p>d) None of the above</p>	b
13	<p>Which of the following statements is NOT true regarding information collected for marketers?</p> <p>a) Many managers lack information of the <i>right</i> kind.</p> <p>b) Most managers do not need more information.</p> <p>c) Most managers need <i>better</i> information.</p> <p>d) Many managers are burdened by data overload.</p> <p>e) Managers have enough of the right information.</p>	e

14	<p>A marketing information system (MIS) consists of people and procedures to assess information needs, _____, and help decision makers analyze and use the information.</p> <p>a) Experiment to develop information b) Test market the information c) Develop the needed information d) Critique the needed information e) Question the needed information</p>	c
15	<p>A good MIS balances the information users would _____ against what they really _____ and what is _____.</p> <p>a) Need; like; feasible b) Like; can afford; needed c) Like to have; need; feasible to offer d) Need; can afford; useful e) Use; have to use; available</p>	c
16	<p>Marketers must weigh carefully the costs of additional information against the _____ resulting from it.</p> <p>a) organization b) benefits c) creativity d) ethical issues e) cost</p>	b
17	<p>Four common sources of internal data include the accounting department, operations, the sales force, and the _____.</p> <p>a) Owners b) Stockholders c) Marketing department d) Competition e) Web</p>	c
18	<p>Marketing information from which type of database usually can be accessed more quickly and cheaply than other information sources?</p> <p>a) External B) LexisNexis C) Dun & Bradstreet's D) internal E) Hoover's</p>	d
19	<p>_____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.</p> <p>a) Marketing data b) Marketing intelligence c) Sales management d) Customer intelligence e) Competitive intelligence</p>	b

20	<p>Which of the following statements regarding marketing intelligence is true?</p> <p>a) The advantage of using competitive intelligence is negligible. b) All marketing intelligence is available for free. c) Marketing intelligence relies upon privately held information. d) Marketing intelligence relies upon publicly available information.</p>	d
21	<p>Which of the following is NOT considered a source of marketing intelligence?</p> <p>a) Suppliers b) Resellers c) Key customers d) Causal research e) Activities of competitors</p>	d
22	<p>Which of the following is NOT a potential source for marketing intelligence?</p> <p>a) Looking through competitors' garbage b) Purchasing competitors' products c) Monitoring competitors' sales d) Collecting primary data e) Talking with purchasing agents</p>	d
23	<p>Which of the following is an example of a free online database that a company could access in order to develop marketing intelligence?</p> <p>a) LexisNexis b) ProQuest c) Dialog d) The U.S. Security and Exchange Commission's database e) Hoover's</p>	d
24	<p>_____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.</p> <p>a) The marketing information system b) Marketing intelligence c) Marketing research d) Competitive intelligence e) Causal research</p>	c
25	<p>What is the first step in the marketing research process?</p> <p>a) Developing a marketing information system b) Defining the problem and research objectives c) Developing the research plan for collecting information d) Implementing the research plan e) Hiring an outside research specialist</p>	

26	<p>Which step in the four-step marketing research process has been left out of the following list: defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings?</p> <p>a) Developing the research budget b) Choosing the research agency c) Choosing the research method d) Developing the research plan</p>	d
27	<p>Causal research is used to_____.</p> <p>a) Test hypotheses about cause-and-effect relationships b) Gather preliminary information that will help define problems c) Uncover information at the outset in an unstructured way d) Describe marketing problems or situations e) Quantify observations that produce insights unobtainable through other forms of research</p>	a
28	<p>Managers often start with_____ research and later follow with _____ research.</p> <p>a) Exploratory; causal b) Descriptive; causal c) Descriptive; exploratory d) Causal; descriptive e) Causal; exploratory</p>	a
29	<p>Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with_____, which is often the hardest step to take.</p> <p>a) Developing the research plan b) Determining a research approach c) Defining the problem and research objectives d) Selecting a research agency</p>	c
30	<p>Through which of these sources of information is a competitor LEAST likely to reveal intelligence information?</p> <p>a) Annual reports b) Trade show exhibits c) Web pages d) Press releases e) Internal marketing conferences</p>	e
31	<p>To combat marketing intelligence efforts by competitors, Unilever Corporation is now providing_____ to employees.</p> <p>a) Competitive intelligence training b) Privacy blocks c) Protection d) Less information e) A code of ethics</p>	a

32	<p>The objective of _____ research is to gather preliminary information that will help define the problem and suggest hypotheses.</p> <p>a) Exploratory b) Descriptive c) Causal d) Primary</p>	a
33	<p>In the second step of the marketing research process, research objectives should be translated into specific _____.</p> <p>a) Marketing goals b) Information needs c) Dollar amounts d) Research methods</p>	b
34	<p>Secondary data consists of information _____.</p> <p>a) That already exists somewhere but is outdated b) That does not currently exist in an organized form c) That already exists but was collected for a different purpose d) Used by competitors</p>	c
35	<p>Information collected from online databases is an example of _____ data.</p> <p>a) Primary b) Secondary c) Observational d) Experimental e) Ethnographic</p>	b
36	<p>Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is NOT one of them?</p> <p>a) It may not exist. b) It may not be relevant. c) It is generally more expensive to obtain than primary data. d) It may not be current. e) It may not be impartial.</p>	c
37	<p>Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?</p> <p>a) Observational b) Survey c) Questionnaire d) Focus groups e) Personal interviews</p>	a

38	<p>Ethnographic research _____</p> <p>a) Comes from traditional focus groups</p> <p>b) Is gathered where people live and work</p> <p>c) Provides secondary data</p> <p>d) Is most popular in the service sector</p>	b
39	<p>What is Conjoint Analysis?</p> <p>a) A market research tool for developing effective sales design</p> <p>b) A market research tool for developing effective product design</p> <p>c) A market research tool for identifying consumer preferences</p> <p>d) A market research tool for making joint analyses</p>	b
40	<p>What are the key product characteristics that buyers consider in their assessment of products?</p> <p>a) Attributes</p> <p>b) Strategies</p> <p>c) Utilities</p> <p>d) Ice-cream Flavours</p>	a
41	<p>In which of the following is Conjoint Analysis used?</p> <p>a) Marketing</p> <p>b) Operations Research</p> <p>c) Product Management</p> <p>d) All the above</p>	d
42	<p>Factor Analysis is What Technique?</p> <p>a) Dependent</p> <p>b) Interdependent</p> <p>c) Significant</p> <p>d) All the Above</p>	b
43	<p>In Factor Analysis which factor explains the largest portion of the total variance?</p> <p>a) First Factor</p> <p>b) Second Factor</p> <p>c) Fourth factor</p> <p>d) All the Above</p>	a
44	<p>Which represents the total variance explained by each factor?</p> <p>a) Factor Loading</p> <p>b) Eigen Value</p> <p>c) Communality</p> <p>d) Factor Matrix</p>	b
45	<p>Each new variable created in a factor analysis is called a</p> <p>a) Factor</p> <p>b) Indicator</p> <p>c) Vector</p> <p>d) Design</p>	a
46	<p>Which of the following is not the part of the exploratory factor analysis process?</p> <p>a) Extracting factors</p> <p>b) Determining the number of factors before the analysis</p> <p>c) Rotating the factors</p> <p>d) Refining and interpreting the factors</p>	b

47	Which method of analysis does not classify variables as dependent or independent? a) Regression analysis b) Discriminant analysis c) Analysis of variance d) Cluster analysis	d
48	Which of the following function is used for k-means clustering? a) k-means b) k-mean c) heatmap d) none of the mentioned	A
49	Which of these describes a case of individual discrimination? a) A female executive believes that women are superior negotiators because they are better at finding compromise. When a position opened up for a negotiator, she only interviewed women. b) A professor thinks that all girls are bad at math but treats all of his students the same. c) A bartender knows a man who stopped drinking. The man no longer goes out to the bar. This causes the bartender to believe that people who do not drink do not know how to have fun. d) A baseball fan does not like fans of a rival team and believes that they must be less intelligent if they like such a bad team.	a
50	Which of the following is an example of Marketing research software? a) SAS b) Minitab c) SPSS d) all of the above	d

Unit IV
Marketing Research Applications – I

1	In a local market, which one of the following is not likely to be sold? a) Meat b) Fruits c) electric d) Grocery items	c
2	Which Ngo had raised time and cried over the issue of contamination of Pepsi and Coke with pesticides? a) Green Peace b) Center for science and environment c) Center for development of advanced computing d) None of these	b
3	Maruti Suzuki buys 1,000 car tyres from JK Rubber ltd. Tyre, in this case, would be a/an : a) FMCG b) Consumer good c) Industrial good d) White good	c
4	Marketing is a process that creates, communicates, and delivers. a) Services to customers b) Products to customers c) Value to customers d) Materialistic benefits to the customer	c
5	The major focus of the societal marketing concept is – a) Profit only b) Society's well being only c) Satisfaction of customers only d) All of these	d
6	If you are spending some money on print-media advertisements, you are, in fact, activating the following P. a) Product b) Price c) Place d) All of these	d
7	The marketing decision support system (MDSS) links a decision-maker to – a) Markets b) Databases c) Analysis tools d) Both b and c	d

8	Which one of the following is not part of MIS? a)Marketing research system b) Internal records system c)Marketing intelligence system d) Power management system	d
9	If we get data from a marketing research agency this data would be deemed. a)Primary data b) Secondary data c)Tertiary data d) d. Raw data	b
10	Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called: a)new products. b) concept products. c)altered products. d) d. supplemental products.	a
11	New products continue to fail at a disturbing rate. One study estimated that new consumer packaged goods (consisting mostly of line extensions) fail at a rate of: a)100 percent. b) 90 percent. c)80 percent. d) 70 percent.	c
12	If a new product has higher quality, new features, and higher value in use than its competition, then it is called a(n): a) unique superior product. b) synergistic product. c) positioned product. d) pre-launch product.	a
13	To create successful new products, a company must understand consumers, markets, and competitors and: a) develop a great advertising campaign. b) have a strong Web site to push the product. c) adopt a push rather than pull promotional concept. d) develop products that deliver superior value to consumers.	d
14	The systematic search for new-product ideas is characteristic of which stage in the new-product development process? a) idea screening b) concept development and testing c) idea generation d) business analysis	c
15	According to the text, all of the following are thought to be sources of new-product ideas EXCEPT: a)internal sources. b) customers. c)competitors. d) the local library	d

16	Introducing a new product and marketing program to more realistic market settings following functional and consumer approval is carried out at which new-product development stage? a) idea generation b) screening c) marketing strategy d) test marketing	d
17	If a company wishes to test its positioning strategy, advertising, distribution, pricing, branding and packaging, and budget levels, it can do so during which of the following stages of the new-product development process? a) commercialization b) test marketing c) product development d) marketing strategy development	a
18	_____ factors are the most popular bases for segmenting customer groups. a) Geographic b) Demographic c) Psychographic d) Behavioral	b
19	Proctor & Gamble joined a growing list of marketers who use _____ segmentation when they developed Secret, a brand specially formulated for a woman's chemistry. a) geographic b) income c) benefit d) gender	d
20	_____ is the process of dividing a market into different groups based on social class, lifestyle, or personality characteristics. a) Gender segmentation b) Behavioral segmentation c) Psychological segmentation d) Psychographic segmentation	b
21	"Coke in the morning" is an attempt to segment according to which of the following? a) gender segmentation b) psychographic segmentation c) benefit segmentation d) occasion segmentation	d
22	When companies market products on the basis of what the product's attributes will do for a given segment of consumers, they are using a powerful form of behavioral segmentation known as: a) occasion segmentation. b) benefit segmentation. c) user status segmentation. d) usage rate segmentation.	b

23	<p>A marketing firm classifies customers as nonusers, ex-users, potential users, first-time users, and regular users. Which of the following classifications is the firm most likely using to segment its market and devise strategies for selling its products and services?</p> <p>a) user status b) user rate c) loyalty status d) benefit status</p>	A
24	<p>Married and unmarried women may use the same perfume, and might respond in a similar way to promotional sales of this fragrance. It might, therefore, be difficult to consider that marital status designates separate segments in this case. Which of the following requirements of effective segmentation would probably rule out segmentation based on marital status in this case?</p> <p>a) actionable b) substantial c) differentiable d) measurable</p>	c
25	<p>A (n) _____ is a set of buyers sharing common needs or characteristics that the company decides to serve.</p> <p>a) undifferentiated market b) market segment c) target market d) differentiated market</p>	c
26	<p>Setting the competitive positioning for the product and creating a detailed marketing mix is called:</p> <p>a) mass marketing. b) target marketing. c) market segmentation. d) marketing positioning.</p>	d
27	<p>During which step of the marketing segmentation, targeting, and positioning process does the firm “develop a marketing mix for each segment?”</p> <p>a) market segmentation b) market targeting c) market positioning d) The firm does not go through the “development” during any of the above steps.</p>	c
28	<p>During which step of the marketing segmentation, targeting, and positioning process does the firm “develop a marketing mix for each segment?”</p> <p>a) market segmentation b) market targeting c) market positioning d) The firm does not go through the “development” during any of the above steps.</p>	c
29	<p>The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as</p> <p>a) Positioning b) Targeting c) Segmentation d) None of the above</p>	a

30	When a company focuses on two frames of reference it is a) Straddling positioning b) Stretching positioning c) Dual positioning d) None of the above	a
31	This is the price band against which customers judge the purchase price of offerings in their own minds. a) Sale prices. b) Luxury prices. c) Reference prices. d) Odd-Number prices	c
32	7. _____ occurs when companies temporarily reduce their prices below the standard price for a period of time to raise awareness of the offering to encourage trials and raise short-term brand awareness. a) Promotional pricing b) Relative price c) List pricing d) Loss-leader pricing	a
33	This allows us to determine how the quantity of an offering relates to the price at which it is offered: a) Price bundling. b) Price elasticity. c) Price inelasticity. d) Price inflation.	b
34	Segmentation pricing is where varying prices are set for different groups of customers. Economists call this approach: a) Price discrimination. b) Internal pricing. c) Listed pricing. d) Cost pricing.	a
35	Which of the following are aimed at providing customers with the peace of mind of knowing that the company they are purchasing from is competitive in price? a) Price competitiveness. b) Price assurance. c) Reference prices. d) Price guarantee schemes.	d
36	The major objectives of concept testing are: a) To get the reaction of consumers' views of the new product idea b) To give direction regarding the development of the project c) To choose the most promising concepts for development d) All of the above	d
37	Test Marketing as a ____ a) Managerial Control Tool b) Predictive Research Tool c) New Products or Brands d) All of the above	d

38	Qualitative research is a _____. a) Motivation research b) Corporate image research c) Strategic research d) All of the above	d
39	Market potential is very helpful to a company in augmenting its sales function. a) Allocation of Marketing Resources b) Defining sales Territories c) Setting Sales Quotas: d) All of the above	d
40	Marketing Research, as defined by the author, is everything except _____. a) systematic b) politically biased c) objective d) used to assist management in decision making	b
41	The emphasis in marketing is on the identification and satisfaction of _____. a) business needs b) marketing goals c) market needs d) customer needs	
42	Which of the following is not an example of a full service supplier? a) syndicated services b) customized services c) internet services d) analytical services	d
43	Marketing research has often been described as having four stakeholders. These stakeholders have certain responsibilities to each other and to the research project. Which of the following is not one of the stakeholders? a. the marketing researcher b. the respondent c. the public d. the environment	d
44	In _____ approaches to collecting perception data, the respondents are asked to use their own criteria to judge how similar or dissimilar the various brands or stimuli are. a) direct b) preference c) derived d) Likert	a
45	Conjoint analysis could be used for all of the marketing applications below except: a) determining the relative importance of attributes in the consumer choice process b) estimating market share of brands that differ in attribute levels c) used as a general data reduction tool d) determining the composition of the most preferred brand	c

46	_____ is a problem that entails determining what information is needed and how it can be obtained in the most feasible way. a) The environmental context of the problem b) The management decision problem c) The marketing research problem d) Problem definition	c
47	Which of the following is not true for forecasting? a) Forecasts are rarely perfect b) The underlying casual system will remain same in the future c) Forecast for group of items is accurate than individual item d) Short range forecasts are less accurate than long range forecasts	d
48	Which of the following is not a forecasting technique? a) Judgemental b) Time series c) Time horizon d) Associative	c
49	In which of the following forecasting technique, data obtained from past experience is analyzed? a) Judgemental forecast b) Time series forecast c) Associative model d) All of the above	b
50	Short term regular variations related to the calendar or time of day is known as a) Trend b) Seasonality c) Cycles d) Random variations	b

Unit V
Marketing Research Applications – II

1	Extension of marketing activities across the globe is called as _____. a) International Business b) Universal Marketing c) International Marketing d) Borderless Marketing	c
2	_____ factors affects international marketing decisions. a) Political b) Economical c) Social d) All of the above	d
3	_____ is the performance of business activities that direct the flow of a company's goods and services to consumers or users in more than one nation for a profit. a) Intranational Marketing b) International Marketing c) Multinational Marketing d) Universal Marketing	b
4	_____ refers to the selling of the products below the cost of production or at below the ongoing price in the market. a) Gate pricing b) Dumping c) Cheap pricing d) Countertrade	b
5	An arrangement to pay for import of goods and services with something other than cash is known as _____. a) Countertrade b) Dumping c) Dropshipping d) Reversal buying	a
6	The importance of international marketing research has been aptly emphasized by____ a) Milton L. Rusk b) Philip Kotler c) David Aaker d) Brian Solis	a
7	What is Different about international Marketing research? a) national differences b) comparability of research c) none of the above d) both of the above	d

8	I.M.R. covers the entire gamut of marketing research studies a) Single b) Multicounty Research c) none of the above d) both of the above	d
9	The scope of any given export marketing research will depend on the following a) the objective of the proposed research; b) the nature of the product, its market and marketing arrangements, and the availability of relevant data about them; c) the availability of financial resources and time; d) all of the above	d
10	In the literature on export marketing research, the term 'desk research' is used to indicate the collection and analysis of ____ data. a) primary b) secondary c) both of the above d) None of the above	b
11	International agencies such as the ____ provide data on such items as population, education, national and per capita income and position with regard to foreign exchange. a) United Nations b) International Monetary Fund c) OECD d) all of the above	d
12	Source of information on various aspects of export marketing is available in the research studies done by ____ a) Indian Institute of Foreign Trade b) India Trade Promotion Organisation c) Export Promotion Councils d) All of the above	d
13	A field survey in a foreign country can be of ____ type. a) product oriented survey b) market oriented survey c) both of the above d) none of the above	c
14	Major sources of error in international surveys are ____ a) Selection Error b) Non-response Error c) Sampling Error d) All of the above	d
15	The study of international marketing should focus primarily on a) Product b) Place c) Promotion d) All of the above	d

16	MNCs are often associated with a) Exploitation b) Ruthlessness c) Power d) All of the above	d
17	The correct components of the 7-S framework are: a) Structure, strategy, shared values, style, staff, skills and systems. b) Strategy, synergy, shared value, standardization, skills, staff and structure. c) Standards, strategy, style, staff, skills, systems and security. d) Shared values, synergy, systems, strategy, style, staff and structure.	a
18	The main aim of global marketing is to: a) satisfy global customers better than competition b) coordinate the marketing activities within the constraints of the global environment. c) find global customers d) achieve all of the above.	d
19	The work of an international marketer is mainly concerned with a) translating product instructions and advertising messages. b) establishing global brands c) transferring a marketing mix to enter a market in another country d) adapting a marketing mix to enter a market in another country	d
20	Key controllable factors in global marketing are a) government policy and legislation b) social and technical changes c) marketing activities and plans d) all of the above.	d
21	_____ is a mode of direct marketing owes to well-structured communications in the form of catalogues. a) Telemarketing b) Sales promotion c) Advertising d) Publicity	a
22	_____ is ether the head of marketing department or a major brand and is responsible for the brand strategy and its implementation, important for complete performance of the brand. a) Chief Branding Officer b) Chief Executive officer c) President of company d) Director of Company	a
23	_____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition. a) Market share b) Brand share c) Product share d) Customer share	a

24	<p>_____ lets you to have your loyal customer's lifetime worth in terms of your brand's purchasing.</p> <p>a) Lifetime value of a customer b) Lifetime value of a brand c) Lifetime value of a company d) Lifetime value of a market</p>	a
25	<p>_____ provides a good quality of service because of a direct interface with the customers, but it is expensive.</p> <p>a) Direct sales b) Telemarketing c) E-marketing d) All of the above</p>	d
26	<p>_____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?</p> <p>a) Customer loyalty b) Brand loyalty c) Product loyalty d) Company loyalty</p>	a
27	<p>Advertising is part of sales promotion by creating awareness and comprehension that form a level of _____.</p> <p>a) Customer pull b) Customer push c) Customer loyal d) Customer image</p>	a
28	<p>Brand assets include:</p> <p>a) The name of the brand b) Reputation, relevance, and loyalty c) Less quality complaints d) All of the given options</p>	b
29	<p>Brand picture is based on which one of the following?</p> <p>a) Brand value b) Brand mission c) Brand vision d) Brand image</p>	d
30	<p>If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a __</p> <p>a) Premium price b) Skimming price c) Market based price d) Retail price</p>	a
31	<p>A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need</p> <p>a) Functional b) Symbolic c) Biological d) Experiential</p>	a

32	A(n) _____ advertising objective is aimed at achieving communication outcomes that precede behavior. a) precise b) planned c) indirect d) direct	c
33	The advertising budget procedure used most frequently is the _____ method. a) percentage-of-sales b) marginal cost c) competitive parity d) None of the above.	d
34	IMC, as presented in the text and in context with promotion, stands for: a) International manufacturing capacity. b) International monetary consistency. c) Integrated marketing communications. d) Integrated marketing corporations.	c
35	The word advertising is means turning of _____ to something. a) Desire b) Attraction c) Attention d) Interest	a
36	An appeal is the _____ of an advertisement a) Theme b) Image c) Color d) Information	a
37	Advertising is subject to _____ a) Social norms b) Group norms c) Company norms d) None of these	a
38	The measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time is called: a) Reach. b) Frequency. c) Impact. d) Performance.	a
39	AIDA refers to the: a) Hierarchy of effects model. b) Broadcast model. c) Subscription model d) Internet model.	a

40	Which of the following promotional forms is often described as being too impersonal and only a one-way communication form? a) Advertising b) Personal selling c) Public relations d) Sales promotion	a
41	A specific communication task to be accomplished with a specific target audience During a specific period of time is called an: a) Advertising campaign. b) Advertising objective c) Advertising criterion. d) Advertising evaluation	b
42	After determining its advertising objectives, a company next sets its _____ for each product. a) Advertising strategy b) Advertising budget c) Advertising goals d) Advertising format.	b
43	_____ fill the communication gap between manufactures and consumers a) Advertising media b) Information c) Message d) Advertiser	a
44	Building selective demand is the objective of which type of advertising? a) Informative advertising b) Persuasive advertising c) Reminder advertising d) Demand-driven advertising	b
45	Keeping consumers thinking about the product is the objective for which type of advertising ? a) Informative advertising. b) Psychological advertising. c) Reminder advertising. d) Persuasive advertising.	c
46	The word 'copy' is used to denote an entire advertisement, including ____ a) message b) pictures c) colours d) All of the above	d
47	ARF stands for ____ a) Advertising Research Foundation b) Advertising Research Forum c) Advertising Reserve Forum d) Advertising Reserve Foundation	a

48	Following is/are the example of Advertising budget a) Affordable Method b) Percentage-of-sales Method c) Competitive-Parity Method d) All of the above	d
49	Which tool of the promotional mix is defined as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor? a) advertising b) public relations c) direct marketing d) sales promotion	a
50	Advertising appeals should have three characteristics. All of the following are among those characteristics EXCEPT: a) Be meaningful. b) Be tasteful. c) Be believable. d) Be distinctive.	b