

Chapter 1 – MR – Practice Quiz

Introduction to Marketing Research

TRUE/FALSE

1. Developing an understanding of consumer needs, wants, and perceptions is a prerequisite to effective decision making.

ANS: T PTS: 1

2. Marketing research refers to procedures and techniques involved in the design, data collection, analysis, and presentation of information used in making research and development decisions.

ANS: F PTS: 1

3. Strategic decisions are short run in scope and effect and are usually altered on a regular basis.

ANS: F PTS: 1

4. Despite the cost, small businesses and entrepreneurial ventures utilize marketing research to obtain results to help them make better marketing decisions.

ANS: T PTS: 1

5. The research purpose should be declared after the decision alternatives, criteria, and timing and significance of the decisions have been considered.

ANS: T PTS: 1

MULTIPLE CHOICE

1. Marketing research includes which of the following procedures and techniques?

- a. data collection
- b. design
- c. analysis
- d. A and B
- e. A, B, and C

ANS: E PTS: 1

2. Which one of the following shows the correct sequence of the four-step decision-making process?

- a. define problem, identify problem, identify alternative courses of action, select an alternative course of action
- b. identify problem, define problem, identify alternative courses of action, select an alternative course of action
- c. define problem, identify problem, select an alternative course of action, identify alternative courses of action

- d. identify problem, identify alternative courses of action, define problem, select an alternative course of action

ANS: B PTS: 1

3. An example of strategic decision making is
- Pricing of a new product
 - Designing a products package
 - Determine the product size
 - Enter into a new market

ANS: D PTS: 1

4. In terms of the outcome of research, if the research follows a scientific method but is not relevant to management, the results are
- | | |
|--------------------------------|-----------------------------------|
| a. relevant and believable | c. believable but not relevant |
| b. relevant but not believable | d. neither believable or relevant |

ANS: C PTS: 1

5. In terms of selecting a sample, the _____ is defined as the group from which a sample is drawn.
- | | |
|-------------------|----------------------|
| a. probability | c. universe |
| b. nonprobability | d. exploratory group |

ANS: C PTS: 1