

**Test Bank for Marketing Management 15th Edition Kotler  
Keller 0133856461 9780133856460**

**Full Link Download:**

**Test Bank:**

<https://testbankpack.com/p/test-bank-for-marketing-management-15th-edition-kotler-keller-0133856461-9780133856460/>

**Solution Manual:**

<https://testbankpack.com/p/solution-manual-for-marketing-management-15th-edition-kotler-keller-0133856461-9780133856460/>

**Test Bank for Marketing Management  
15th Edition by Keller & Kotler**

**Chapter 4 Conducting Marketing Research**

1) \_\_\_\_\_ provide diagnostic information about how and why we observe certain effects in the marketplace, and what that means to marketers.

1. A) Marketing insights
2. B) Marketing metrics
3. C) Marketing channels
4. D) Marketing information systems
5. E) Marketing-mix models

Answer: A

Diff: 1

LO: 4.1: What is the scope of marketing research?

2) \_\_\_\_\_ is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.

1. A) Marketing communications
2. B) Internal marketing
3. C) Marketing research
4. D) Market segmentation

## 5. E) Marketing planning

Answer: C

Diff: 1

LO: 4.1: What is the scope of marketing research?

3) Anne, a beautician by profession, owns a salon in the small town of Franklin, New Jersey. Every weekend, she makes it a point to visit the other salons in Franklin to find out about the beauty services they offer to customers. Anne is attempting to conduct market research by\_\_\_\_\_.

1. A) studying customer behavior
2. B) forming alliances with competing firms
3. C) using experimental research techniques
4. D) checking out rivals
5. E) tapping into marketing partner expertise

Answer: D

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking; Application of knowledge

4) Which of the following types of marketing research firms gathers consumer and trade information and then sells it for a fee (e.g., Nielsen Company)?

1. A) custom marketing research firms
2. B) syndicated-service research firms
3. C) specialty-line marketing research firms
4. D) generic marketing research firms
5. E) focused marketing research firms

Answer: B

Diff: 1

LO: 4.1: What is the scope of marketing research?

5) Amity Inc. is a firm which collects and processes household data and sells it to other firms which produce consumer durables. Amity is an example of a \_\_\_\_\_ research firm.

1. A) custom marketing
2. B) specialty-line marketing
3. C) syndicated-service
4. D) generic marketing
5. E) focused marketing

Answer: C

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

6) The Nielsen Company and IRI are examples of \_\_\_\_\_, or firms that gather consumer and trade information which they sell for a fee.

1. A) customer marketing research firms
2. B) internal marketing insights departments
3. C) qualitative marketing intelligence agencies
4. D) syndicated-service research firms
5. E) specialty-line marketing research firms

Answer: D

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

7) AT&T, GE, Samsung, Shell Oil, and others have engaged in a(n) \_\_\_\_\_ exercise by sponsoring the Innovation Challenge, where top MBA students compete in teams to address company problems.

1. A) crowdcasting
2. B) syndication
3. C) net monitoring
4. D) product-preference
5. E) advertising evaluation

Answer: A

Diff: 3

LO: 4.1: What is the scope of marketing research?

AACSB: Application of knowledge

8) A field-service firm is a \_\_\_\_\_ research firm.

1. A) custom marketing
2. B) syndicated-service
3. C) specialty-line marketing
4. D) consumer marketing
5. E) social marketing

Answer: C

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

9) You are the marketing research director of a medium-sized manufacturing firm and you would like to engage an outside marketing research firm to conduct field interviews. Which of the following categories of marketing research firms should you use?

1. A) syndicated-service research firms
2. B) custom marketing research firms
3. C) global research management firms
4. D) specialty-line marketing research firms
5. E) brand management specialty research firms

Answer: D

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking; Application of knowledge

10) A(n) \_\_\_\_\_ is a gathering of 6 to 10 people carefully selected by researchers based on certain demographic, psychographic, or other considerations and brought together to discuss various topics of interest at length.

1. A) target group
2. B) pilot group
3. C) focus group
4. D) customer base
5. E) ethnographic group

Answer: C

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

11) Good marketing insights often form the basis of successful marketing programs.

Answer: TRUE

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

12) When companies engage students to design and carry out projects, the payoff to the students is experience and visibility; the payoff to the companies is a fresh sets of eyes to solve problems at a fraction of what consultants would charge.

Answer: TRUE

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

13) A good example of a syndicated-service research firm is Nielsen Media Research.

Answer: TRUE

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Application of knowledge

14) Custom marketing research firms sell field interviewing services to other firms.

Answer: FALSE

Diff: 1

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

15) Discuss the different ways that can be adopted by small manufacturing firms to conduct market research.

Answer: The small firms can adopt the following ways to conduct market research:

- They can engage students or professors to design and carry out projects
- They can collect considerable information at very little cost by examining competitors' Web sites, or accessing published data
- The owners of small business firms can routinely visit competitors to learn about changes they have made
- By tapping into marketing partner expertise

Diff: 1

LO: 4.1: What is the scope of marketing research?

16) What are the six steps involved in the marketing research

process? Answer: The six steps are:

1. define the problem and research objectives
2. develop the research plan
3. collect the information
4. analyze the information
5. present the findings
6. make the decision

Diff: 1

LO: 4.1: What is the scope of marketing research?

17) List the challenges faced to conduct a good focus group discussion.

Answer: There are many challenges to conducting a good focus group. Some researchers believe consumers have been so bombarded with ads, they unconsciously parrot back what they've really think. There's always just trying to concern t maintain their self-image and public persona or have a need to identify with

the other members of the group. Participants also may not be willing to acknowledge in public — or may not even recognize — their behavior patterns



and motivations. And the “loudmouth-it-all” problem often occurs when one highly opinionated person drowns out the rest of the group.

Diff: 3

LO: 4.1: What is the scope of marketing research?

18) What are the relative advantages of online and in-person focus groups?

Answer: An area of increasing interest is online focus groups. These may cost less than a fourth of a traditional, in-person focus group. Online focus groups also offer the advantages of being less intrusive, allowing geographically diverse subjects to participate, and yielding fast results. They are useful at collecting reactions to focused topics such as a specific new product concept.

Proponents of in-person focus groups, on the other hand, maintain that in-person focus groups allow marketers to be immersed in the research process, get a close-up look to people’s emotional and psychological reactions, and ensure that sensitive materials are not leaked. Marketers can also make spontaneous adjustments to the flow of discussion and delve deeply into more complex topics, such as alternative creative concepts for a new ad campaign.

Diff: 3

LO: 4.1: What is the scope of marketing research?

19) Give an example of experimental research.

Answer: Experimental research is designed to capture cause-and-effect relationships by eliminating competing explanations of the observed findings. If the experiment is well designed and executed, research and marketing managers can have confidence in the conclusions. Experiments call for selecting matched groups of subjects, subjecting them to different treatments, controlling extraneous variables, and checking whether observed response differences are statistically significant.

Diff: 2

LO: 4.1: What is the scope of marketing research?

20) Explain qualitative research and why it might be useful to marketers. What are its major drawbacks?

Answer: Qualitative research techniques are relatively unstructured measurement approaches to permit a range of possible responses, and they are a creative means of ascertaining consumer perceptions that may otherwise be difficult to uncover. Because of the freedom it affords both researchers in their probes and consumers in their responses, qualitative research can often be an especially useful first step brand and product perceptions. It is indirect in nature, so consumers may be less guarded and reveal more about themselves in the process.

Qualitative research does have its drawbacks. Marketers must temper the in-depth insights that emerge with the fact that the samples are often very small and may not necessarily generalize to broader populations. And different researchers examining the same qualitative results may draw very different conclusions.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

21) Give an example of the different technological devices that have been developed to provide insight into the co

Answer: There has been much interest in recent years in various technological devices. Galvanometers can measure the interest or emotions aroused by exposure to a specific ad or picture. The tachistoscope flashes an ad to a subject with an exposure interval that may range from less than one hundredth of a second to several seconds. After each exposure, the respondent describes everything he or she recalls. Eye cameras study respondents' eye movements to see where they linger on a given item, and so on.

Diff: 2

LO: 4.1: What is the scope of marketing research?

22) What is the chief advantage of using each of the following contact methods: mail questionnaire, telephone interview, and personal interview?

Answer: The chief advantage of each contact method mentioned is 1) mail questionnaire — the best way to reach people who would not give personal interviews or whose responses might be biased or distorted by the interviews, 2) telephone interviews — the best method for gathering information quickly and the interviewer is also able to clarify questions if respondents do not understand them, and 3) personal interview — the most versatile method because they can ask more questions and record additional observations about the respondent.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

23) Give reasons to justify that online research is versatile.

Answer: Student answers will vary. Increased broadband penetration offers online research even more flexibility and capabilities. For instance, virtual reality software lets visitors inspect 3-D models of products such as cameras, cars, and medical equipment and manipulate product characteristics. Even at the basic tactile level, online surveys can make answering a questionnaire easier and more fun than paper-and-pencil versions. Online community blogs allow customer participants to interact with each other.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

24) Mars Group is a market research firm that sells field interviewing services to a software development firm. Can Mars Group be categorized as a custom market research firm? Give reasons to support your answer.

Answer: No, Mars group is a specialty-line marketing research firm as it sells field interviewing services, whereas a custom marketing research firm is hired to carry out specific projects.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

25) As a marketing researcher of Matrix Private Limited you have been asked to forecast the demand for your new range of body wash if a discount of 10 percent is offered on each unit sold. Identify the research category into which this market research falls.

Answer: Here the researcher needs to study the effect of the discount on the demand for body wash. The objective of this research is to establish the cause and effect relationship between the discount and the demand for body wash. Therefore, this can be categorized as causal research.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Reflective thinking

26) Highspeed Motors is planning to introduce its new sports bike into the market. It collects data on prices, designs, features, and performance of sports bikes manufactured by other companies from their respective Web sites. What type of data is being used by Highspeed motors in this case?

Answer: Highspeed Motors is using secondary data for its research.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking; Application of knowledge

27) Ryan has been appointed by Target International, a hardware manufacturing firm, as a marketing researcher and has been asked to conduct marketing research to produce new insights of consumer attitude on its vacuum tubes. Ryan begins the research process by defining the problem, the decision alternatives, and research objectives. Mention the next step that Ryan will follow to continue with the research.

Answer: After defining the problem, the decision alternatives, and research objectives, the researcher develops the most efficient plan for gathering the needed information, and will estimate the cost of conducting the research.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

28) Axis Centre, a department store, has installed CCTV cameras to record consumer actions. Which research approach has been adopted by Axis and why?

Answer: Axis has adopted observational research approach to gather fresh data by observing the consumers' actions

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

29) As a marketing manager of Kids Care, a manufacturer of baby soaps, Tim plans to analyze customer attitudes by using the focus group research approach. How will he conduct the research in this case?

Answer: Student answers will vary. Tim selects 8 first-time mothers who can adequately represent the users you want to target. He also appoints a skilled moderator to facilitate the discussion among these women to ensure everyone

participates and stays on track. The moderator provides questions based on the “script” prepared by Tim. The discuss analysis.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

30) Copra, a manufacturer of cigarettes, conducts a survey before launching its new range of herbal cigarettes. What is the basic purpose of undertaking such a survey by Copra?

Answer: Copra undertakes the survey to assess preferences, and satisfaction and to measure these magnitudes in the general population.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

31) Greenfoods, a manufacturer of ready-to-eat foods, conducts over 60,000 customer surveys each month through its retail outlets. What risk is Greenfoods likely to face by putting out so many surveys each month?

Answer: By putting out so many surveys each month, Greenfoods may run the risk of creating “survey burnout”

an

Diff: 3

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

32) As a marketing researcher of a firm, you plan to conduct behavioral research to develop marketing insight. What procedure would you follow in this case?

Answer: In order to conduct behavioral research, the marketing researchers need to develop consumer insight by analyzing store scanning data, catalog purchases, and customer databases.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

33) A questionnaire used in a survey-R- con Us offers the best everyday prices” and the responses can opt for are: “Strongly Disagree,” “D

“Strongly Agree.” Identify-end questionand thatdefinehas th been exemplified in this case.

Answer: The question mentioned above is a Likert Scale question. A Likert Scale is a statement with which the respondent shows the amount of agreement or disagreement.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

34) Suppose, as a marketing manager of a firm, you plan to conduct market research using qualitative measures. For the purpose of developing consumer insight you have distributed among the respondents a picture of a man and woman in a coffee shop, and have asked the respondents to make up a story about what is happening in the picture. Identify and define the type of question used in this case.

Answer: The marketing manager has used Thematic Apperception Test in this case. In Thematic Apperception Test, a picture is presented and respondents are asked to make up a story about what they think is happening or may happen in the picture.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

35) The Bledsoe Marketing Research group has been hired to administer a series of questions to shoppers in a local mall. If questions on the survey questionnaire have only two possible responses, what are these?

Answer: Questions of this type are closed-end questions that are dichotomous in nature.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

36) As a marketing researcher, if you plan to conduct your research using qualitative measures like brand personification, what are you likely to ask the respondents in order to elicit their impression on your brand?

Answer: Student answers will vary. When the marketing researcher uses the brand personification approach to get in what they think or feel about brands and products, he is likely to ask the respondents what kind of person they think of when the brand is mentioned.

Diff: 2

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

37) Jane is a marketing researcher of a cellular service providing firm. She is conducting market research before the firm decides to launch its 4G services. After deciding on the research approach and instruments, what is the next



step that Jane should follow? What are the three things that she is required to consider in this step?

Answer: After deciding on the research approach and instruments, Jane must design a sampling plan. In order to design the plan, Jane has to decide upon the sampling unit (whom she should survey?), the sample size (how many people should she survey?), sampling procedure (how should she choose the respondents?).

Diff: 3

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

38) A marketing research firm has instructed its research associates to collect primary data by stopping people at a shopping mall or busy street corner and request an interview on the spot. Which contact method is being used by the researchers in this case? What probable risk may the researchers face while using this method?

Answer: The researchers are using intercept interviewing method for collecting primary data in this case. The researchers run the risk of including nonprobability samples while using this method.

Diff: 2

LO: 4.1: What is the scope of marketing research?

39) Aromas is a popular brand of cosmetic products. During the last quarter, the company suffered a drop in sales of some of its more popular offerings. In an attempt to find out the problem, Aromas designed an online questionnaire for its existing customers, who can fill out the questionnaire and also leave their comments and suggestions for improvement. What are the problems that Aromas is likely to face by using this method of contacting its customers?

Answer: Student answers will vary. Aromas is using online contact method to gather customer feedback. The major problems of using this method are:

- samples may be small and skewed
- online panels and communities can suffer from excessive turnover

- such online market research can suffer from technological problems and inconsistencies

Diff: 3

LO: 4.1: What is the scope of marketing research?

AACSB: Analytical thinking

40) When American Airlines decided to review new ideas aimed at first-class passengers on very long flights, like an ultra high-speed Wi-Fi service and 124 channels of high-definition satellite cable TV, their first step in the marketing research process was to\_\_\_\_\_.

1. A) develop the research plan
2. B) define the problem and research objectives
3. C) collect the information
4. D) analyze the information
5. E) make the decision

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

41) The marketing research process begins by\_\_\_\_\_.

1. A) developing a research plan
2. B) defining the problem, the decision alternatives, and research objectives
3. C) analyzing the internal environment
4. D) reading marketing research journals
5. E) contacting a professional research consultant

Answer: B

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

42) When American Airlines-classaskedpassengers“1) Wha would respond most to ultra high-speed Wi-Fi service and 2) How many are likely to use it at different price leve

1. A) setting specific research objectives
2. B) conducting exploratory research
3. C) outlining decisions
4. D) defining the problem
5. E) designing a research plan

Answer: A

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

43) Which of the following is considered to be the last step in the marketing research process?

1. A) presenting findings
2. B) analyzing information
3. C) controlling the environment
4. D) arriving at a decision
5. E) drafting the report

Answer: D

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

44) If the goal of marketing research is to shed light on the real nature of a problem and to suggest possible solutions or new ideas, the research is said to be\_\_\_\_\_.

1. A) descriptive
2. B) quantitative
3. C) primary
4. D) secondary
5. E) exploratory

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

45) Unistar Inc., is an FMCG company that produces a wide range of offerings such as grocery items and personal care products. If Unistar wants to estimate the demand for its new line of body moisturizers, which are all priced at \$18, it should opt for \_\_\_\_\_ research.

1. A) descriptive
2. B) exploratory
3. C) prescriptive
4. D) causal
5. E) qualitative

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

46) When American Airlines asked how many first-class passengers would purchase in-flight Internet service at \$25, they were conducting research.

1. A) causal
2. B) exploratory
3. C) secondary
4. D) ethnographic
5. E) descriptive

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

47) Researchers usually start their investigation by examining some of the rich variety of low-cost and readily available data, then collect data if the \_\_\_\_\_ needed data don't e incomplete or unreliable.

1. A) primary; secondary
2. B) secondary; primary
3. C) primary; econometric
4. D) secondary; econometric
5. E) exploratory; econometric

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

48) A company would like to study the impact of advertising expenditure on sales and sales revenue. This is an example of \_\_\_\_\_ research.

1. A) prescriptive
2. B) causal
3. C) secondary
4. D) exploratory
5. E) qualitative

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

49) The marketing manager needs to know the cost of the research project before approving it. During which stage of the marketing research process would such a consideration most likely take place?

1. A) defining the problem
2. B) analyzing the information
3. C) drafting the report
4. D) developing the research plan
5. E) collecting information

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

50) Designing a research plan calls for decisions on all of the following EXCEPT \_\_\_\_\_.

1. A) research objectives
2. B) data sources
3. C) research approaches
4. D) research instruments
5. E) sampling plans

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

51) \_\_\_\_\_ data are data that were collected for another purpose and already exist.

1. A) Primary
2. B) Secondary
3. C) Primitive
4. D) Cross-sectional
5. E) Ordinate

Answer: B

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

52) Before Sandra opened her florist shop she read all she could about the floral industry. She also consulted several published research reports to understand growth patterns in the local area with particular interest in the location of florists throughout the city. This \_\_\_\_\_ helped her to decide on the location of her store.

1. A) primary data
2. B) secondary data
3. C) primitive data
4. D) tertiary information
5. E) licensed information

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

53) Primary data can be collected in several ways. Installing CCTV cameras in \_\_\_\_\_ a retail store whereby consumers' act research.

1. A) focus group
2. B) survey
3. C) observational
4. D) behavioral
5. E) experimental

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

54) \_\_\_\_\_ research approach uses concepts and tools from anthropology and other social science disciplines to provide deep cultural understanding of how people live and work.

1. A) Cognitive
2. B) Inductive
3. C) Archaeological
4. D) Ethnographic
5. E) Deductive

Answer: D

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

55) The goal of ethnographic research is to\_\_\_\_\_.

1. A) capture cause-and-effect relationships by eliminating competing explanations of the observed findings
2. B) understand consumers' behavior by discussing various topics of interest at length



3. C) study demographic variables such as age, gender, income, education, and so on, in relation to consumer buying patterns
4. D) analyze customers' purchasing behavior and customer databases
5. E) immerse the researcher into consumer unarticulated desires that might not surface in any other form of research

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

56) As the marketing manager of Cominform Pvt. Ltd., a manufacturer of health drinks, you have selected 10 individuals who match the profile of your target customer, to participate in a discussion on changing lifestyle trends related to health. You have also hired a skilled moderator to facilitate the discussion and ensure that everyone participates and stays focused on the topic. The moderator provides questions prepared by you. The discussions are also recorded for further analysis.

Which of the following methods of acquiring primary data is being used in this case?

1. A) observational research
2. B) surveys
3. C) behavioral data
4. D) experiments
5. E) focus groups

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

57) Why must researchers avoid generalizing from focus group participants to the whole market?

1. A) Participants' responses are not re
2. B) Most of the participants are likely to be ignorant about the topic of discussion.
3. C) The size of the group is too small and the sample is not drawn randomly.
4. D) Most of the participants are likely to exhibit similar tastes and preferences.
5. E) The participants usually come from diverse backgrounds.

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

58) Which of the following is used to as preferences, and satisfaction and to measure these magnitudes in the general population?

1. A) observational research
2. B) descriptive research
3. C) quantitative research
4. D) survey research
5. E) experimental research

Answer: D

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

59) Orville Redenbacher popcorn yielded deep consumer insights from its \_\_\_\_\_research, which suggested that the essence of popcorn was that it was a “facilitator of interaction.”

1. A) cognitive
2. B) inductive
3. C) archaeological
4. D) ethnographic
5. E) deductive

Answer: D

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

60) The most scientifically valid research is \_\_\_\_\_research.

1. A) observation
2. B) focus group
3. C) survey
4. D) behavioral
5. E) experimental

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

61) \_\_\_\_\_research is designed to capture cause-and-effect relationships by eliminating competing explanations of the observed findings.

1. A) Experimental
2. B) Behavioral
3. C) Observational
4. D) Focus group
5. E) Descriptive

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

62) Which of the following rules must be kept in mind while framing a questionnaire?

1. A) Use broad and loosely defined words in the questions.
2. B) Avoid using response bands.
3. C) Ensure that fixed responses overlap.
4. D) Frame hypothetical questions.
5. E) Allow for the -answerresponsequestions“other”. in fi

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

63) Because of its flexibility, \_\_\_\_\_ are the most common technique of collecting primary data.

1. A) questionnaires
2. B) telephonic interviews
3. C) behavioral research studies
4. D) experimental designs
5. E) focus groups

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

64) \_\_\_\_\_ questions allow respondents to answer in their own words and often reveal more about how people think.

1. A) Open-end
2. B) Dichotomous
3. C) Likert scale
4. D) Multiple choice
5. E) Semantic differential

Answer: A

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

65) Which of the following is true of qualitative research?

1. A) It is a structured measurement approach that permits a range of possible responses.
2. B) It is indirect in nature, so consumers may be less guarded.
3. C) It requires large sample sizes.
4. D) Its results can be easily generalized to broader populations.
5. E) It generally results in similar results and conclusions across researchers.

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

66) A scale that connects two bipolar words is called a\_\_\_\_\_.

1. A) dichotomous question
2. B) multiple-choice question
3. C) Likert scale

4. D) semantic differential
5. E) word association

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

67) A question that respondents can answer in an almost unlimited number of ways is called a \_\_\_\_\_ question.

1. A) structured
2. B) closed-end
3. C) completely unstructured
4. D) dichotomous
5. E) multiple choice

Answer: C

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

68) "Truancy should be checked in school  
3) Neither agree nor disagree, 4) Agree, 5) Strongly agree." example of a \_\_\_\_\_.

1. A) Likert scale
2. B) semantic differential
3. C) multiple choice question
4. D) Thematic Appreciation Test (TAT)
5. E) dichotomous question

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

69) An item in a questionnaire states that respondents are required to provide their answers by choosing any one of the following options: 1) Strongly disagree, 2) Disagree, 3) Neither agree nor disagree, 4) Agree, 5) Strongly agree. This is an example of a\_\_\_\_\_.

1. A) semantic differential
2. B) word association question
3. C) Thematic Appreciation Test (TAT)
4. D) Likert scale
5. E) dichotomous question

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

70) If a marketing researcher chooses to use word associations, the researcher is using\_\_\_\_\_questions.

1. A) closed-end
2. B) Likert scale
3. C) open-end
4. D) rating scale
5. E) semantic differential

Answer: C

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

71) In which of the following types of tests is a picture presented and respondents are asked to make up a story about what they think is happening or may happen in the picture?

1. A) semantic differential test
2. B) word association test
3. C) story completion test
4. D) thematic apperception test
5. E) picture test

Answer: D

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

72) The question “What is your opinion of government to control inflation?” question. is an \_\_\_\_\_

1. A) semantic differential
2. B) word association
3. C) completely unstructured
4. D) story completion
5. E) dichotomous

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

73) In which of the following qualitative methods are subjects asked to complete an incomplete stimulus?

1. A) word association
2. B) projective techniques



3. C) visualization
4. D) brand personification
5. E) laddering

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

74) \_\_\_\_\_ requires people to create a collage from magazine photos or drawings to depict their perceptions.

1. A) Brand personification
2. B) Projective technique
3. C) Visualization
4. D) Laddering
5. E) Zaltman Metaphor Elicitation Technique

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

75) During his research about people's p  
Gerry asked people to create collages, on their own, out of magazine photos, which is a technique called\_\_\_\_\_.

1. A) brand personification
2. B) projective technique
3. C) visualization
4. D) laddering
5. E) transformation

Answer: C

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

76) The primary purpose of \_\_\_\_\_ is to identify the range of possible brand associations in consumers' minds.

1. A) experimental research
2. B) dashboarding
3. C) laddering
4. D) semantic differentials
5. E) word associations

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

77) The John Deere brand might make someone think of a rugged, Midwestern male who is hardworking and trustworthy, which the brand management folks would learn through \_\_\_\_\_ research.

1. A) brand personification
2. B) projective technique
3. C) visualization
4. D) laddering
5. E) Zaltman Metaphor Elicitation Technique

Answer: A

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

78) If a researcher asks a consumer why s/he wants to buy a Nokia cell phone, and learns, “They look well built important that the phone be well built?” and learns reliable” (a functional benefit); then a learns “Because my colleagues or family emotional benefit), the researcher is using a technique called\_\_\_\_\_.

1. A) brand personification
2. B) projective technique
3. C) visualization
4. D) laddering
5. E) Zaltman Metaphor Elicitation Technique

Answer: D

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

79) With respect to the sampling plan, three decisions must be made: 1) the sampling unit — who is to be surveyed; 2) sample size — how many people should be surveyed; and 3)\_\_\_\_\_.

1. A) sample cost — how much does sampling cost
2. B) surveyor skill — who should conduct the survey
3. C) sample security — how should the sample data be protected
4. D) sampling procedure — how should respondents be chosen
5. E) sample supervisor — who leads the sampling effort

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

80) Which of the seven main metaphors in the ZMET reflects a sense of mastery, vulnerability, and well-being?

1. A) Balance
2. B) Transformation
3. C) Journey
4. D) Container
5. E) Control

Answer: E

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

81) Which of the seven main metaphors in the ZMET reflects changes in substance and circumstance?

1. A) Balance
2. B) Transformation
3. C) Journey
4. D) Container
5. E) Control

Answer: B

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

82) During a ZMET study, Chloe selected images that, when entered into the computer program, suggested the metaphor related to the meeting of past, present, and future, or the \_\_\_\_\_ metaphor.

1. A) Balance
2. B) Transformation

3. C) Journey
4. D) Container
5. E) Control

Answer: C

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

83) During a focus-group session, one set of participants indicated that Dell computers reminded them of a surfer, Apple computers of a mad scientist, and IBM was equated to Ebenezer Scrooge Christmas Carol.” Which of the following relates to the approach described above?

1. A) projective techniques
2. B) visualization
3. C) brand personification
4. D) laddering
5. E) brand architecture

Answer: C

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

84) According to the concept of \_\_\_\_\_, a series of increasingly more specific “why” questions can reveal cons deeper, more abstract goals.

1. A) word association
2. B) projection
3. C) visualizing
4. D) brand personification

5. E) laddering

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

85) \_\_\_\_\_measure the interest or emotions aroused by exposure to a specific ad or picture.

1. A) Tachistoscopes
2. B) Polygraphs
3. C) Galvanometers
4. D) Audiometers
5. E) GPS systems

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

86) \_\_\_\_\_flash an ad to a subject with an exposure interval that may range from less than one hundredth of a second to several seconds.

1. A) Tachistoscopes
2. B) Audiometers
3. C) Polygraphs
4. D) GPS systems
5. E) Galvanometers

Answer: A

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

87) \_\_\_\_\_ attached to television sets in participating homes now record when the set is on and to which channel it is tuned.

1. A) Tachistoscopes
2. B) Polygraphs
3. C) GPS systems
4. D) Audiometers
5. E) Galvanometers

Answer: D

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

88) Which of the following statements about telephone interviewing is true?

1. A) It usually takes a long time to gather information through telephone interviews.
2. B) The interviewer is unable to clarify questions if respondents do not understand them.
3. C) The response rate for telephone interviews has been typically lower than for mailed questionnaires.
4. D) The US government generally encourages telemarketing by firms.
5. E) Telephone interviewing in the US is getting more difficult because of consumers' growing antipathy toward t

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

89) If a marketing researcher wishes to reach those people who would not give personal interviews or whose responses might be biased or distorted by interviewers, he or she should use\_\_\_\_\_.

1. A) mail questionnaires
2. B) telephonic interviews
3. C) online interviews
4. D) focus groups
5. E) observational research

Answer: A

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

90) Which of the following is considered to be the most versatile of all the contact methods?

1. A) mail questionnaires
2. B) telephone interviews
3. C) personal interviews
4. D) online interviews
5. E) field trials

Answer: C

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

91) In\_\_\_\_\_interviews, researchers stop people at a shopping mall or busy street corner and request an interview on the spot.

1. A) intercept
2. B) arranged



3. C) group
4. D) structured
5. E) behavioral

Answer: A

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

92) Which of the following is an advantage of personal interviews?

1. A) It is a relatively inexpensive method of gathering information.
2. B) The possibility of interviewer bias is minimized.
3. C) Participants can choose to respond at their own convenience.
4. D) It facilitates anonymous responses.
5. E) Interviewers can record additional observation about the respondent such as body language.

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

93) Which of the following is one of the key disadvantages of online market research?

1. A) Online research is expensive.
2. B) Online research is time consuming.
3. C) People tend to be dishonest online.
4. D) Online research lacks versatility.
5. E) Samples can be small and skewed.

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

94) Which of the following is an advantage of online research?

1. A) Samples are generally representative of the target population.
2. B) Members of online panels and communities tend to have low turnover.
3. C) Online research is relatively free of technological problems and inconsistencies.
4. D) People tend to be honest and thoughtful online.
5. E) Online research is slow but gathers detailed information.

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

95) The \_\_\_\_\_ phase of marketing research is generally the most expensive and the most prone to error.

1. A) contact
2. B) research planning
3. C) questionnaire design
4. D) interview design
5. E) data collection

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

96) After collecting the relevant information, the next step in the marketing research process is to\_\_\_\_\_.

1. A) develop the research plan
2. B) define the problem and research objectives
3. C) present the project report
4. D) make the final decision
5. E) analyze the acquired data

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

97) After computing averages and measures of dispersion for the major variables and applying advanced statistical techniques and decision models in the hope of discovering additional findings from the gathered information, researchers\_\_\_\_\_.

1. A) define the problem, the decision alternatives, and the research objectives
2. B) present findings relevant to the major marketing decisions facing management
3. C) evaluate the costs associated with data collected
4. D) analyze the appropriateness of the data sources used
5. E) develop the research plan

Answer: B

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

98) Why do firms employ more than one person to gather information about target consumers?

1. A) Within a group, consumers usually exhibit similar tastes and preferences.
2. B) The distribution of income and wealth are more or less equal across different customer segments.
3. C) Although customers have unique needs, essentially their basic needs and requirements are the same.
4. D) Any target market may have a range of consumers who vary along a number of key dimensions.
5. E) The firms want to provide consumers with a greater number of product choices.

Answer: D

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

99) A \_\_\_\_\_ has been defined as a coordinated collection of data, systems, tools, and techniques with supporting software and hardware by which an organization gathers and interprets relevant information from business and environment and turns it into a basis for marketing action.

1. A) marketing metric
2. B) marketing channel system
3. C) marketing decision support system
4. D) marketing research system
5. E) database management system

Answer: C

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

100) All of the following are considered to be among the seven characteristics of good marketing research EXCEPT \_\_\_\_\_.

1. A) the scientific method
2. B) research creativity
3. C) multiple methods
4. D) ethical marketing
5. E) independence of models and data

Answer: E

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

101) After developing a research plan, a marketing researcher should define the problem and research objectives.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

102) The goal of exploratory research is to shed light on the real nature of the problem and to suggest possible solutions or new ideas.

Answer: TRUE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

103) James collected primary data when he distributed a survey to dorm residents to discover their attitudes and opinions on campus life.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking; Application of knowledge

104) Secondary data are data freshly gathered for a specific purpose or for a specific research project.

Answer: FALSE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

105) The goal of ethnographic research is to immerse the researcher into consumers' lives to uncover unarticulate any other form of research.

Answer: TRUE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

106) Researchers should generalize findings from focus group participants to the whole market.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

107) Keeping a survey short and simple and contacting customers no more than once a month are two keys to drawing people into the data collection effort.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

108) A good example of collecting behavioral data would be when a store uses scanners to read barcodes on products selected by consumers.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Analytical thinking

109) Behavioral research is the most scientifically valid research. Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

110) Experiments call for selecting matched groups of subjects, subjecting them to different treatments, controlling extraneous variables, and checking whether observed response differences are statistically significant.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

111) Owing to its greater flexibility, a questionnaire is by far the most common instrument used to collect primary data.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

112) Qualitative research techniques are relatively structured measurement approaches that permit limited possible responses.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

113) A questionnaire should contain sophisticated and uncommon words. Answer: FALSE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking



114) If a marketing researcher decides to use a Likert scale, the researcher has chosen a technique wherein the respondent reviews a statement that shows the amount of agreement/disagreement with some product, service, or concept.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

115) A dichotomous question is a question with three or more answers.

Answer: FALSE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

116) A scale that describes the responde product is called a rating scale.

Answer: FALSE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

117) Visualization requires people to create a collage from magazine photos or drawings to depict their perceptions.

Answer: TRUE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

118) When Bank of America followed female baby boomers at home and while they shopped to observe things the shoppers might not have been able to articulate, they were using ethnographic research.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

119) Safeway supermarket's- incomescannerpeople data don't necessarily buy the more expensive survey research.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

120) A question that respondents can answer in an almost unlimited number of ways like "What is your opinion of Cr unstructured question.

Answer: TRUE

Diff: 3

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

121) The type of open-ended question where a picture is presented and respondents are asked to make up a story about what they think is happening or may happen in the picture is word association.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

122) When a market researcher asks more questions to reveal consumer motivations and deeper, more abstract goals, s/he is using visualization.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

123) A tachistoscope flashes an ad to a subject with an exposure interval that may range from less than one hundredth of a second to several seconds and asks the respondent to describe what s/he recalls.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

124) Samples of less than 1% of a population can often provide good reliability, with a credible sampling procedure.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

125) Probability sampling allows confidence limits to be calculated for sampling error and makes the sampling more representative.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

126) The response rate is usually very high for mail questionnaires. Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

127) If a marketing researcher is looking for a contact method that can gather information quickly and allow the interviewer to clarify questions if necessary, he or she will choose the telephone interview method.

Answer: TRUE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

128) A good illustration of what is called the arranged interview occurs when interviewers stop people in a shopping mall or on a busy street and solicit information necessary to their research effort.

Answer: FALSE

Diff: 2

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Application of knowledge

129) Online surveys are fast because the survey can automatically direct respondents to applicable questions and transmit results immediately.

Answer: TRUE

Diff: 1

LO: 4.2: What steps are involved in conducting good marketing research?

AACSB: Reflective thinking

130) Marketing \_\_\_\_\_ are a structured way to disseminate the insights gleaned from the two complementary approaches to measuring marketing productivity within the organization.

1. A) metrics
2. B) decision support systems
3. C) dashboards
4. D) segments
5. E) mix models

Answer: C

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

131) Two complimentary approaches to measure marketing productivity \_\_\_\_\_ are and marketing-mix modeling.

1. A) quality ratios
2. B) salesperson satisfaction rates
3. C) marketing metrics
4. D) retailer satisfaction indices
5. E) customer feedback surveys

Answer: C

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

132) Which of the following refers to the set of measures that helps firms to quantify, compare, and interpret their marketing performance?

1. A) marketing diagnostics
2. B) marketing information systems
3. C) marketing simulation
4. D) marketing intelligence
5. E) marketing metrics

Answer: E

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

133) \_\_\_\_\_ London Business School's Tim Ambler marketing performance can be split into two parts: \_\_\_\_\_.

1. A) long-term results and changes in brand equity
2. B) short-term results and changes in brand equity
3. C) long-term results and changes in consumer perceptions

4. D) short-term results and changes in profitability
5. E) changes in market share and changes in profitability

Answer: B

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

134) Which of the following is an external marketing metric that companies need to monitor?

1. A) resource adequacy
2. B) staffing or skill levels
3. C) active innovation support
4. D) market share
5. E) relative employee satisfaction

Answer: D

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

135) Which of the following is an internal marketing metric that companies need to monitor?

1. A) market share
2. B) consumer satisfaction
3. C) relative perceived quality
4. D) total number of customers
5. E) relative employee satisfaction

Answer: E

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

136) Marketing\_\_\_\_\_analyze(s) data from a variety of sources, such as retailer scanner data, company shipment data, pricing, media, and promotion spending data, to understand more precisely the effects of specific marketing activities.

1. A) metrics
2. B) mix models
3. C) forecasting
4. D) intelligence databases
5. E) decision systems

Answer: B

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

137) When the marketers of a mobile phone manufacturing company want to determine the impact of individual media such as television and online display ads on sales as well as that of trade activities like every day low price, off-shelf display and so on, they usually use\_\_\_\_\_.

1. A) marketing metrics
2. B) market segmentation strategies
3. C) market capitalization techniques
4. D) market basket analysis
5. E) marketing-mix models

Answer: E

Diff: 3

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Analytical thinking



138) A \_\_\_\_\_ scorecard records how well the company is doing year after year based on measures such as the average product quality relative to its chief competitor.

1. A) customer-performance
2. B) stakeholder-performance
3. C) marketing balanced
4. D) vendor
5. E) generic

Answer: A

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

139) If a company actively tracks the satisfaction of its suppliers, banks, and distributors, it is using what is called a \_\_\_\_\_ scorecard.

1. A) customer-performance
2. B) stakeholder-performance
3. C) marketing balanced
4. D) vendor
5. E) generic

Answer: B

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

140) According to marketing consultant Pat LaPointe, the\_\_\_\_\_metrics measurement pathway of the marketing dashboard reflects how prospects become consumers.

1. A) customer
2. B) unit
3. C) cash-flow
4. D) brand
5. E) productivity

Answer: A

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

141) According to marketing consultant Pat LaPointe, the\_\_\_\_\_metrics measurement pathway of the marketing dashboard focuses on how well marketing expenditures are achieving short-term returns.

1. A) customer
2. B) unit
3. C) cash-flow
4. D) brand
5. E) productivity

Answer: C

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

142) Marketing expenses and investments as inputs can be quantified only in the long run, whereas the resulting outputs such as broader brand awareness, enhanced brand image, greater customer loyalty, and improved new product prospects manifest themselves in the short run.

Answer: FALSE

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

143) Marketing-mix modeling is used to estimate causal relationships and measure how marketing activity affects outcomes.

Answer: TRUE

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

144) Marketing accountability means that marketers must more precisely estimate the effects of different marketing investments.

Answer: TRUE

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

145) Especially popular with such companies as Procter & Gamble, marketing-mix modeling is used to allocate or reallocate expenditures.

Answer: TRUE

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

146) Marketing-mix modeling focuses on baseline sales or long-term effects instead of incremental growth.

Answer: FALSE

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

147) Management can assemble a summary set of relevant internal and external measures in a marketing dashboard for synthesis and interpretation.

Answer: TRUE

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

148) A stakeholder-performance scorecard tracks the satisfaction with the company and its products and services among such entities as suppliers, banks, and stockholders.

Answer: TRUE

Diff: 1

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

149) Relative perceived quality is an example of an external marketing metric. Answer: TRUE

Diff: 3

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

150) Willingness to change is an internal marketing metric.

Answer: TRUE

Diff: 3

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Reflective thinking

151) A customer-performance scorecard tracks the satisfaction of various constituencies who have a critical inter performance: employees, suppliers, banks, distributors, retailers and stockholders.

Answer: FALSE

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Analytical thinking

152) What are the major shortcomings of marketing-mix modeling?

Answer: The major shortcomings of marketing-mix modeling are:

- Although marketing-mix modeling helps to isolate effects, it is less effective at assessing how different marketing elements work in combination.
- Marketing-mix modeling focuses on incremental growth instead of baseline sales or long-term effects.

- The integration of important metrics such as customer satisfaction, awareness, and brand equity into marketing-mix modeling is limited.
- Marketing-mix modeling generally fails to incorporate metrics related to competitors, the trade, or the sales force.

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

153) As a marketing controller of a company, you have been asked to create a stakeholder-performance scorecard that tracks the satisfaction of various constituencies who have a critical interest and impact your company's performance. List four constituencies that might be included.

Answer: The stakeholder-performance scorecard could track the satisfaction of employees, suppliers, banks, distributors, retailers, and stockholders.

Diff: 2

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Analytical thinking

154) As a marketing controller of a company you have been asked to develop a customer-performance scorecard for your comp measures you might include.

Answer: Student answers will vary. The three measures that might be included are:

1. percentage of new customers to average number of customers
2. percentage of lost customers to average number of customers
3. percentage of win-back customers to average number of customers

Diff: 3

LO: 4.3: What are the best metrics for measuring marketing productivity?

AACSB: Analytical thinking