



MKT611 MCQS

Solved by DR ABDUL SABOOR

MS business administration(HRM)

mb120400120@vu.edu.pk

dr7wbvr@gmail.com

cell=+92-334-7165488

1

www.vchowk.com

The practice of marketing research faces challenges from:

- A) the advent of the internet and e-commerce.
- B) "gatekeeper" technologies and data privacy legislation.
- C) global market expansion.
- D) the emergence of marketing research as a strategy.
- E) all of the above.

Marketing research must be as dynamic as the environment in which it exists

2

www.vchowk.com

Given the trends impacting the marketing research process, the term _____

process may be a more appropriate description of its future role.

- A) market creation
- B) information research
- C) customer creation
- D) competitive marketing
- E) strategic marketing

Information research focuses upon the meaning and uses of data for long-term strategy as opposed to the mere collection of facts for specific, isolated projects

3

www.vchowk.com

Responsibility for initiating the activities involved in recognizing and defining a problem opportunity situation should be given to:

- A) research specialists.
- B) statisticians.
- C) field interviewers.
- D) decision makers.
- E) distribution specialists.

Decision makers tend to possess a broader understanding of the environmental elements, complexities, and interactions of a problem or opportunity than the more procedurally oriented research specialist.

4

www.vchowk.com

Generally, the information research process is triggered by:

- A) a decision problem.
- B) a decision opportunity.
- C) market performance symptoms.
- D) the need to test new research techniques.
- E) the progress of the "research cycle."

Declines in sales, market share, margins, or profits often signal problems--or the need to seek new opportunities.

5 www.vchowk.com

The information research process is composed of:

- A) the determination of the research problem.
- B) the development of the appropriate research design.
- C) execution of the research design.
- D) communication of the results.
- E) all of the above.

The stages, and subordinate tasks, of the information research process are a specific application of the scientific method.

6 www.vchowk.com

Ultimately, marketing problems and/or opportunities are "solved" through the development and application of:

- A) raw secondary data.
- B) raw primary data
- C) statistical data structures.

- D) psychographic data structures.
- E) information

Data and/or data structures are useless until they have been transformed into information having narrative meaning through the analysis and interpretation activities of decision makers.

7

www.vchowk.com

The most important phase of the information research process is:

- A) determination of the information research problem.
- B) development of the appropriate research design.
- C) execution of the research design.
- D) communication of results.
- E) all are equally important.

While all phases are important, problem definition shapes all of the phases which follow--if it is flawed, the project is doomed.

8

www.vchowk.com

The single most critical task in the information research process is:

- A) determine and clarify management's information needs.
- B) redefining the decision problem as a research problem.
- C) establishing research objectives and determining the value of the information.
- D) development of the appropriate research design.
- E) determine and evaluate the research design and data sources.

ALL of the tasks which follow the final statement of the research problem are guided by the

results of this phase.

9

www.vchowk.com

The X-Cel Corporation often utilizes focus groups early in the research process to develop a better understanding of a problem or opportunity situation. Focus groups would be best described as an example of:

- A) exploratory research.
- B) descriptive research.
- C) casual research.
- D) statistical research.

Focus groups can be used to explore problems and/or opportunities in order to identify those deserving of further study.

10

www.vchowk.com

The X-Cel Corporation often categorizes various consumer attitudes and behaviors according to the demographic characteristics of the sample group. The firm's efforts would be best described as:

- A) causal research.
- B) exploratory research.
- C) descriptive research.
- D) secondary research.
- E) casual research.

Descriptive research uses a set of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics of a defined target population or market structure.

11

www.vchowk.com

Which of the following types of research is best suited to developing an understanding of why certain market phenomena occur as they do?

- A) causal research
- B) exploratory research
- C) secondary research
- D) descriptive research
- E) demographic research

Causal research employs models and/or experiments to identify cause-effect relationships.

12

www.vchowk.com

Primary data is developed from:

- A) "firsthand" raw data and structures.
- B) exploratory, descriptive, or causal research.
- C) surveys, experiments, and/or observation techniques.
- D) data and data structures specifically collected and assembled for a current problem or opportunity.
- E) all of the above.

Primary data is, by definition, produced by a variety of techniques to provide insights into a current, or unique, situation for the first time.

13

www.vchowk.com

If possible, a market researcher would prefer to employ which of the following types of samples?

- A) a census
- B) a defined sample
- C) a probability sample
- D) a non-probability sample
- E) a convenience sample

Unlike other samples, a probability sample allows the researcher to assess the existence and extent of sampling error.

14

www.vchowk.com

Which of the following data collection methods allows the researcher to collect the greatest variety and depth of raw data?

- A) mail questionnaires
- B) telephone interviews
- C) observation techniques
- D) personal interviews
- E) computer/fax questionnaires

The personal interviewer can rephrase unclear questions, ask follow-up questions, and make observations.

15

www.vchowk.com

In which of the following stages of the information research process are usable results first produced?

- A) problem definition

- B) transforming data structures into information
- C) sampling design
- D) data analysis
- E) target market selection

Data is not usable information until decision makers and/or researchers analyze and interpret these results to produce a narrative interpretation/understanding that will hopefully solve the problem or clarify the opportunity.