

MKT611 Marketing Research MCQS

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Internal records are an important source of information. Which of the following are not deemed as internal records?

1.

- ☐ Accounting records.
- ☒ Competitor information.
- ☐ Customer service records.
- ☐ Marketing and sales records.
- ☐ Manufacturing records.

2.

Dunn and Bradstreet is the world's largest research organization that specializes in information management and marketing intelligence. Which is one of its largest subsidiaries that are focused upon the retail industry?

- ☒ Nielsen.
- ☐ Info Act Workstation.
- ☐ Homescan.

3.

There are various types of research designed to obtain different types of information. What type of research is used to define problems and suggest hypotheses?

- ☐ Causal research.
- ☐ Primary research.
- ☒ Descriptive research.

4.

Which of the following is not a defined use of marketing research?

- ☐ To identify and define marketing opportunities and problems.
- ☐ To monitor marketing performance.
- ☒ To justify previous marketing decisions.
- ☐ To generate, refine and evaluate marketing actions.
- ☐ To improve understanding of the marketing process.

5.

Which of the following is not a sales forecasting method?

- ☒ Binomial regression.
- ☐ Leading indicators.
- ☐ Time series analysis.
- ☐ Time lag analysis.

6.

What type of research would be appropriate in the following situation?

Nestlé wants to investigate the impact of children on their parents' decisions to buy breakfast foods.

- ☒ Qualitative research.
- ☐ Secondary research.
- ☐ Focus groups.
- ☐ Quantitative research.

7.

What type of research would be appropriate in the following situation?

A college or university bookshop wants to get some insights into how students feel about the shop's merchandise, prices and service.

- ☐ Quantitative research.
- ☒ Focus groups.
- ☐ Qualitative research.
- ☐ Secondary data.
- ☐ Mixed methodology.

8.

What type of research would be appropriate in the following situation?

L'Oreal wants to determine whether a new line of deodorants for teenagers will be profitable.

- ☐ Qualitative research.
- ☐ Quantitative research.
- ☐ Primary research.
- ☐ Focus groups.

9.

Why is market research an essential tool for the marketing manager?

- ☐ Define and locate market segments.
- ☐ Develop more appropriate marketing mixes.
- ☐ Monitor progress and diagnose the root causes of marketing problems.
- ☐ Monitor changing needs and attitudes, etc.
- ☐ Understand segments' needs and wants.
- ☒ All of the above.

10.

The Internet is a powerful mechanism for conducting research. However it does have its drawbacks. Which of the following signify these drawbacks?

- ☐ Lack of information about the population responding to the questionnaire.
- ☐ The possible inclusion of individuals not being targeted, that could skew the results.
- ☐ Eye contact and body language, (two useful research indicators) are excluded from the analysis.
- ☐ All of the above.

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