

## Marketing Research MKT 611 Solved MCQS From LEC NO 1

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According to the American Marketing Association, marketing research is primarily distinguished by:

- A) its use of statistical analysis.
- B) its reliance upon demographic data.
- C) the fact that only large firms can afford its cost.
- D) its systematic approach to the process of gathering market information.
- E) its use of psychographic analysis.

**Marketing research is an ongoing activity comprised of a logical flow of tasks related to problem identification, design of information collection methodologies, management of the data collection process, analysis and interpretation of results, and communication of findings to decision makers.**

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The X-Cel Corporation sees marketing research as the key to its efforts to "force long-term relationships with customers." The firm is employing marketing research primarily as a tool to accomplish its strategy of:

- A) effective pricing.
- B) relationship marketing.
- C) packaging design.
- D) quality control
- E) profitable promotion.

**Long-term customer relationships are based upon a deep, and dynamic, understanding of customer desires and a commitment to satisfy those changing desires more effectively than competitors**

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Customer relationship management requires: [www.vchowk.com](http://www.vchowk.com)

- A) customer/market knowledge.
- B) data integration.
- C) information technology.
- D) the creation of customer profiles.
- E) all of the above.

**Customer relationship management (CRM) is the process used for implementing a relationship marketing strategy.**

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The X-Cel Corporation continually monitors the appropriateness of its marketing strategy in order to determine whether changes to the strategy are required. The firm may pursue this objective through the use of all of the following tools EXCEPT:

- A) perceptual mapping.
- B) opportunity assessment.
- C) benefit and lifestyle analysis.
- D) descriptive studies.
- E) importance--performance analysis.

**Perceptual mapping builds upon information developed during situational analysis to begin the process of creating a viable marketing strategy.** [www.vchowk.com](http://www.vchowk.com)

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Similarities and differences in consumer needs are the primary focus of:

- A) marketing decision support systems.
- B) pricing strategy.
- C) benefit and lifestyle studies.
- D) integrated marketing communications
- E) product portfolio strategy

**Benefit and lifestyle studies assist in market segmentation efforts to identify significant similarities and differences in the needs of specific groups of consumers**

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The X-Cel Corporation is focusing upon consumer demographic, psychographic, product usage, brand preference, and decision process information in its current marketing research activities. The firm is engaged in:

- A) target market analysis.
- B) distribution analysis.
- C) product portfolio strategy.
- D) test marketing.
- E) competition analysis [www.vchowk.com](http://www.vchowk.com)

**Target market analysis is intended to identify the specific customers a firm will attempt to serve.**

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The X-Cel Corporation has developed, but not yet introduced, a fuel cell technology that promises clean, efficient power for automobiles--at a price slightly higher than current internal combustion engines. The firm will monitor trends in the availability and price of oil, environmental problems and public concerns, and internal-combustion engine improvements as part of its:

- A) strategic control.
- B) strategic information analysis.
- C) distribution strategy.
- D) opportunity assessment.
- E) product portfolio strategy.

**X-Cel is collecting information on product market factors that will impact the feasibility and timing of its new technology.**

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The process of attempting to establish a general meaning or definition for a firm's product offering that will, hopefully, be consistent with the needs and preferences of customers is at the core of:

- A) segmentation.
- B) positioning.
- C) promotion.
- D) distribution.
- E) test marketing.

**Positioning is used to combine the elements of the marketing mix in a manner that will, hopefully, meet or exceed the expectations of the target market**

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Pricing to the full-scale introduction of potential new products, the X-Cel Corporation routinely gathers information relevant to the reactions of consumers thought to be representative of its target market(s). The firm is engaged in:

- A) positioning.
- B) competition analysis.
- C) market segmentation.
- D) market analysis.
- E) test marketing.

**Test marketing is designed to provide data to guide decisions relevant to product improvements in new product introductions**

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The firm is conducting:

- A) test marketing.
- B) cycle time research.

- C) concept research.
- D) target market research.
- E) product analysis.

**Shortened cycle time generally results in lower customer costs and higher customer satisfaction--the guiding philosophy of JIT**

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Various elements of the firm's marketing mix are best described as examples of:

- A) retailing analysis. [www.vchowk.com](http://www.vchowk.com)
- B) positioning.
- C) demand analysis.
- D) cycle time research.
- E) product analysis.

**Demand analysis seeks to estimate the level of customer demand for a given product and the underlying reasons for that demand**

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Periodically, the X-Cel Corporation attempts to assess the "brand loyalty" of its customers. In order to accomplish this goal, the firm is likely to employ research designed to measure the \_\_\_\_\_ component of attitudes.

- A) cognitive
- B) perceptual
- C) behavioral
- D) affective

- E) communications

**Behavioral studies seek to measure specific types of consumer responses to a given product or brand.**

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Research designed to predict external occurrences that can affect the long-term strategy of a firm is called:

- A) product analysis.
- B) environmental forecasting.
- C) strategic information analysis.
- D) test marketing.
- E) opportunity analysis.

**The fortunes of a firm are dictated by its environment--and the uncontrollable factors in it**

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The information collected through marketing research "projects" is made strategically useful--and vital to the firm's survival--through the development of:

- A) perceptual maps.
- B) target markets.
- C) marketing decision support systems.
- D) Just-In-Time systems.
- E) test markets.

A MDSS allows the firm to collect, categorize, index, relate, process, and distribute valuable information in a strategically effective manner.

