

## MKT711 Marketing Research MCQS



Solved by DR ABDUL SABOOR

MS business administration (HRM)

mb120400120@vu.edu.pk

dr7wbvr@gmail.com

Cell=+92-334-7165488

1.

The systematic and objective identification, collection, analysis, and dissemination of information, undertaken to improve decision making related to identifying and solving problems (or opportunities) in marketing, is the definition of:

**marketing research**

MIS

DSS

data analysis

2. [www.vchowk.com](http://www.vchowk.com)

If the Akire Ferret Farm is going to engage in problem identification research, they are likely to study all of the following except:

Forecasting and business trend research

Market share and market potential research

**Segmentation and marketing mix research**

Image and market characteristic research

3. [www.vchowk.com](http://www.vchowk.com)

The first step in the marketing research process is:

analyzing data

doing the field work

formulating a research design

**defining the problem**

4.

What is the ultimate goal of marketing research?

To identify customers and satisfy customer needs

**To remove uncertainty and improve the quality of decision making in a highly complex environment**

To maximize data gathering to have more information available than competitors

To put information into the MIS and DSS

5. [www.vchowk.com](http://www.vchowk.com)

John works as a data analyst of helicopter marketplace trends at the company headquarters of Bell Helicopter. Two other members of his department perform surveys and manage the firm's MIS. His department is best described as a(n):

external supplier

**internal supplier**

full-service firm

syndicated service

6. [www.vchowk.com](http://www.vchowk.com)

Schwartz Research in Tampa, Florida performs focus groups for a wide variety of clients based on their specific needs, including taste tests, advertising copy testing, and radio play books. Schwartz Research can be classified as all of the following forms of suppliers except:

customized service firm

limited-service supplier

**data analysis service**

field service

7.

Greenfield Online specializing in developing web-based surveys that can be accessed by anyone online. Greenfield would be best classified as a(n):

**Internet service**

full-service supplier

syndicated service

data analysis service

8.

[www.vchowk.com](http://www.vchowk.com)

All the following factors characterize the search for a research supplier except:

Long-term contracts with research suppliers are preferable to selection on a project-by project basis

**A client must develop a checklist detailing the criteria governing the selection of outside suppliers only if a formal "request for proposal" is used.**

Selecting an appropriate firm should consider more factors than just technical expertise and cost.

Compatible working relationships and good communication skills can become primary considerations when selecting a research supplier

9.

[www.vchowk.com](http://www.vchowk.com)

Alex is about to receive his Bachelor's degree in marketing and statistics from a technical

university. If he were to choose a job in marketing research, what would be the most likely position he would be offered?

**junior research analyst**

operational supervisor

project manager

senior data analyst

10. [www.vchowk.com](http://www.vchowk.com)

A formalized set of procedures for generating, analyzing, storing, and distributing pertinent information to marketing decision makers on an ongoing basis defines:

marketing research

DSS

expert system

**MIS**

11.

The marketing research department at American Airlines has collected a vast amount of competitive intelligence, internal records, marketing research information, and other data. In order for managers to perform "what-if" modeling, this information should be housed in a(n):

**DSS**

MIS

computer

full-service data analysis firm

12. [www.vchowk.com](http://www.vchowk.com)

The management at Avco-Lycoming aircraft engines has implemented a company-wide effort involving all employees to apply quality standards to all external and internal processes, operations, and results. Avco-Lycoming has implemented:

MIS

DSS

**TQM**

MQ

13.

Budget Gourmet would like to do marketing research regarding a possible product introduction of convenience frozen dinners designed for Asian markets. Where would the firm most likely conduct their first research studies?

**Japan**

China

Korea

Taiwan

14.

Throughout the history of marketing research data collection, more and more data has become available. The movement of marketers dealing with a vast array of individual facts about products and markets to a way to assimilate all the data into pattern of related data characterizes the transition of marketing research from the \_\_\_\_\_ wave to the \_\_\_\_\_ wave.

second, third

first, third

third, fourth

**first, second**

15.

[www.vchowk.com](http://www.vchowk.com)

In the face of conflict, the behavior of the stakeholders in marketing research should be guided by:

the needs of the client

the advice of the marketing researcher

**an ethical code of conduct**

public opinion