

Marketing Research MKT711 solved MCQS

Solved by ABDUL SABOOR

mb120400120@vu.edu.pk

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Defining the Marketing Research Problem and Developing an Approach

1.

What is the first (and most important) step in the marketing research process?

Performing fieldwork

Deciding on a research design

Developing a problem approach

Defining the marketing research problem

2.

To define a research problem correctly, the researcher must perform a number of tasks. These tasks would include all of the following except:

Discuss the problem with decision makers in the client organization

Interview industry experts and other knowledgeable individuals

Implement a survey determining the buyer behavior of the potential respondents

Collect secondary data and perform some qualitative research.

3.

Alex has been retained by Cargill, Inc. to do a marketing research project to determine the cause of sinking fertilizer sales. Alex has started the process by interviewing management about the history of their problem, discussing the alternative courses of action available, and determining which specific data is needed to answer the research question. Alex's tasks are part of the:

problem audit

qualitative research plan

definition of the environmental context of the problem

analytical model definition

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Soo needs to collect secondary data to better define her research problem and could perform all of the following tasks except:

look at U.S. Census data on the Internet

conduct a survey to identify the needs and wants of respondents

review the past three years of annual reports from competitor companies

purchase an industry report published by the national trade organization

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When defining the environmental context of the marketing research problem, a researcher should look at all of the following factors except:

the legal and economic environment surrounding the problem

past information, resources and constraints, and objectives of the decision maker

the analytical, verbal, and mathematical models used

buyer behavior and past qualitative research

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The American Red Cross, a non-profit charitable organization, is worried that the U.S. government will pass a law that no longer allows charitable contributions to be tax deductible. The performance of the Red Cross would potentially be impacted by:

the firm's objectives

demographic trends

The economic environment

the legal environment

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Jari wants to know whether her firm should introduce a new line of clothing made of recycled materials. Jari is faced with the:

marketing research problem

hypotheses development

management decision problem

analytical model definition

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If a researcher defines a problem too narrowly, the researcher would be faced with all of the following flaws except:

A lack of guidelines about the subsequent steps in the process

Restrictive sampling, which could result in erroneous conclusions

Inability to examine innovative options

Preventing the researcher from addressing important components of the management decision problem

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An analytical model that describes the relationships between variables in the form of an equation is a:

verbal model

graphical model

empirical model

mathematical model

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Serge is about to study the relationship between demographics and Internet purchases. He has tentatively proposed that people with higher education levels are more likely to purchase goods and services over the Internet. Serge's yet-to-be-proved statement is a(n):

research question

hypothesis

analytical model

theory

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Tito is involved in the TQM program at his ferret grooming company and has conducted extensive marketing research to determine customer attitudes and needs and wants. Tito has determined that customers evaluate his firm on the basis of grooming quality, response time, and billing. These three components make up the:

SPSS

TQM

CVP

RQs

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Many international marketing efforts fail because _____ is not conducted prior to entering the foreign market, and the relevant environmental factors are not taken into account.

theory construction

hypothesis testing

analytical modeling

a problem audit

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Morgan is using a piece of software called Think Tank that is allowing him to list ideas about a marketing research problem and then sort these ideas into a hierarchical format to help him better define the problem and develop a research approach. Morgan is using a(n):

outline processor

text processor

idea processor

problem approach processor

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Ethical dilemmas that could potentially face stakeholders during the problem definition and approach development process include all of the following except:

A client wants to conduct research that is not warranted or needed, so the researcher must decide to communicate this to the client and lose the work.

A client asks the researcher to remove some questionnaires from the data set that do not support the hypotheses proposed.

A researcher who completed a project for a client in the airline industry is tempted to use their client-specific model for a new customer in the airline industry.

The client wants to perform research to defend a personal decision that has already been made even though this objective is at variance with the overall objectives of the firm

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The Internet can add value to the traditional methods of defining a marketing research problem and developing an approach. In which areas would the Internet be most beneficial in facilitating these steps of the marketing research process?

discussions with decision makers and interviews with industry experts

analytical model development, including graphical and mathematical models

qualitative research of buyer behavior

formulating the objectives of the marketing research project