

205- Marketing Research

1. What is the primary focus of Marketing Research?

- a. Studying consumer behavior
- b. Promoting products
- c. Understanding market trends
- d. Enhancing brand image

Answer: c. Understanding market trends

2. What is the role of information in marketing decisions?

- a. It has no significant role
- b. It helps in decision-making
- c. It only confuses decision-makers
- d. It delays decision-making

Answer: b. It helps in decision-making

3. What is the Marketing Information System responsible for?

- a. Producing goods
- b. Managing finances
- c. Providing market information
- d. Employee training

Answer: c. providing market information

4. What is a threat to Marketing Research?

- a. Lack of skilled researchers
- b. Overreliance on information
- c. Rapid changes in technology
- d. Limited budget for research

Answer: c. Rapid changes in technology

5. What is the relationship between Marketing Research and Marketing?

- a. They are unrelated
- b. Marketing Research supports Marketing
- c. Marketing is a subset of Marketing Research
- d. They have conflicting goals

Answer: b. Marketing Research supports Marketing

6. What is the first step in developing a Marketing Research proposal?

- a. Defining the marketing research problem
- b. Identifying alternative courses of action
- c. Setting research objectives
- d. Writing the report

Answer: a. Defining the marketing research problem

7. What does a Marketing Research brief typically include?

- a. Detailed financial analysis
- b. Background on the decision problem
- c. Marketing strategy implementation
- d. Employee training programs

Answer: b. Background on the decision problem

8. Which of the following is part of the Ethical Issues in Marketing Research?

- a. Quality control issues
- b. Employee satisfaction
- c. Corporate espionage
- d. Marketing budget analysis

Answer: c. Corporate espionage

9. What is the purpose of the Marketing Research proposal's appendices?

- a. Providing additional information
- b. Summarizing key findings
- c. Presenting the main problem
- d. Recommending solutions

Answer: a. providing additional information

10. Why is participant confidentiality important in Marketing Research?

- a. To protect the participants' identity
- b. To promote healthy competition
- c. To minimize research costs
- d. To meet legal requirements

Answer: a. To protect the participants' identity

11. What is the conceptual basis of Conjoint Analysis?

- a. Exploring individual preferences
- b. Analyzing historical data
- c. Studying market trends
- d. Examining competitive strategies

Answer: a. Exploring individual preferences

12. In Factor Analysis, what does PCA stand for?

- a. Principal Component Analysis
- b. Primary Category Analysis
- c. Population Calculation Approach
- d. Public Company Assessment

Answer: a. Principal Component Analysis

13. How is Cluster Analysis used in market segmentation?

- a. Identifying individual preferences
- b. Analyzing competitive strategies
- c. Clustering similar psychographic groups
- d. Predicting future market trends

Answer: c. Clustering similar psychographic groups

14. What does Multi-dimensional Scaling aim to achieve?

- a. Analyzing historical data
- b. Understanding target market selection
- c. Predicting consumer preferences
- d. Assessing advertising effectiveness

Answer: b. Understanding target market selection

15. What is the primary focus of Discriminant Analysis in marketing?

- a. Analyzing competitive strategies
- b. Predicting market trends
- c. Determining factors that distinguish groups
- d. Understanding individual preferences

Answer: c. Determining factors that distinguish groups

16. What is the primary purpose of Sales Analysis and Forecasting?

- a. Identifying internal issues
- b. Analyzing advertising effectiveness
- c. Predicting future sales trends
- d. Assessing customer satisfaction

Answer: c. Predicting future sales trends

17. What is the significance of Consumer Panels in marketing research?

- a. Assessing employee satisfaction
- b. Identifying market potential
- c. Predicting advertising effectiveness
- d. Understanding customer behavior over time

Answer: d. Understanding customer behavior over time

18. In New Product Development, what does test marketing involve?

- a. Testing the product in a controlled environment
- b. Assessing employee satisfaction
- c. Analyzing historical sales data
- d. Predicting future market trends

Answer: a. testing the product in a controlled environment

19. What is the concept of Market Demand?

- a. The total demand for a product in the market
- b. The demand created by advertising
- c. Employee demand for job satisfaction
- d. The demand for a new product category

Answer: a. The total demand for a product in the market

20. How are forecast errors calculated in marketing research?

- a. By analyzing historical data
- b. Using Moving Average and Exponential Methods
- c. Assessing customer satisfaction
- d. Conducting consumer panels

Answer: b. Using Moving Average and Exponential Methods

21. What is the focus of Brand Research?

- a. Analyzing competitor brands
- b. Evaluating advertising effectiveness
- c. Studying brand concepts and equity
- d. Predicting future market trends

Answer: c. Studying brand concepts and equity

22. What does Advertising Research primarily involve?

- a. Analyzing competitor advertising
- b. Assessing employee satisfaction
- c. Evaluating advertising concepts and impact
- d. Predicting future sales trends

Answer: c. Evaluating advertising concepts and impact

23. Why is International Marketing Research complex?

- a. Due to a lack of international markets
- b. Inconsistent international laws
- c. Limited use of technology
- d. Homogeneous global consumer behavior

Answer: b. Inconsistent international laws

24. What are the challenges in multi-country data analysis?

- a. Lack of international markets
- b. Data comparability and validity problems
- c. Homogeneous global consumer behavior
- d. Consistent international laws

Answer: b. Data comparability and validity problems

25. What is a limitation of Advertising Research?

- a. Lack of advertising channels
- b. Difficulty in evaluating ad recall
- c. Limited use of technology
- d. High cost of advertising research

Answer: b. Difficulty in evaluating ad recall

26. Which book is authored by G.C. Beri and focuses on Marketing Research?

- a. Marketing Research - An Applied Orientation
- b. Marketing Research, Churchill, Jr, G.A.
- c. Marketing Research, Green, P.E.
- d. Marketing Research, G C Beri

Answer: d. Marketing Research, G C Beri

27. Which book is authored by Malhotra and Dash and emphasizes an applied orientation in Marketing Research?

- a. Marketing Research, Zikmund, Babin
- b. Marketing Research, Boyd, H.P.
- c. Marketing Research - An Applied Orientation, Malhotra and Dash
- d. Marketing Research, Burns, G.A.

Answer: c. Marketing Research - An Applied Orientation, Malhotra and Dash

28. Who authored the book "Marketing Research, Churchill, Jr, G.A. and D. Iacobucci"?

- a. Green, P.E., Tull, D.S.
- b. Churchill, Jr, G.A. and D. Iacobucci
- c. Suja Nair
- d. Boyd, H.P., R. Westfall and S. F. Stasch

Answer: b. Churchill, Jr, G.A. and D. Iacobucci

29. Which book is authored by Zikmund and Babin and is associated with Cengage Learning?

- a. Marketing Research, Green, P.E., Tull, D.S.
- b. Marketing Research, Suja Nair
- c. Marketing Research, Zikmund, Babin, Cengage Learning
- d. Marketing Research, Burns, G.A. and D. Bush

Answer: c. Marketing Research, Zikmund, Babin, Cengage Learning

30. Who authored the book "Marketing Research, Boyd, H.P., R. Westfall and S. F. Stasch"?

- a. Green, P.E., Tull, D.S.
- b. Churchill, Jr, G.A. and D. Iacobucci
- c. Boyd, H.P., R. Westfall and S. F. Stasch
- d. Burns, G.A. and D. Bush

Answer: c. Boyd, H.P., R. Westfall and S. F. Stasch