MARKETING RESEARCH

This test covers concepts and processes involved in systematically designing, gathering, analyzing and communicating information used to identify marketing opportunities and solve marketing problems. Topics include: applications for marketing research; the marketing research process; decision systems and the Internet; exploratory and conclusive research; questionnaire design; sampling and scaling; data reduction; and research reports and follow-up. (3 s.h.) MAR-411-TE

This is a three-hour examination in which you must answer 30 multiple-choice questions (worth 1 point each) and 7 essay questions (worth 10 points each). A passing score is **60** out of 100 points.

Here are the topics covered and their approximate importance on the test:

I. NATURE AND SCOPE OF MARKETING RESEARCH (25%)

A. Characteristics
B. Organization
C. Ethical issues
D. Applications (when used/not used, sales forecasting/analysis, target marketing, marketing mix planning, performance assessment)
E. The marketing research process

II. DECISION SUPPORT SYSTEMS, MARKETING INFORMATION SYSTEMS, INTERNET (15%)

A. Decision support systems characteristics
B. Marketing information system characteristics
C. Internet characteristics

III. DESIGNING MARKETING RESEARCH STUDIES (15%)

A. Research suppliers and designers
B. Exploratory marketing research
C. Conclusive marketing research (statistical, experimental)

IV. DATA COLLECTION (35%)

A. Characteristics of valuable information
B. Sampling design/procedures, sample size
C. Primary and secondary data
D. Survey research (phone, mail, person-to-person)
E. Questionnaires
F. Scaling
G. Observation

V. DATA ANALYSIS AND REPORTING (10%)

A. Data reduction
B. Testing hypotheses
C. Examining differences
D. Examining associations
E. Research reports and follow-up

Textbooks to help you prepare:

Churchill, Gilbert A. *Basic Marketing Research*. Current edition. Cincinnati: South-Western

Zikmund, William G. *Essentials of Marketing Research*. Current edition. Cincinnati: South-Western

SAMPLE QUESTIONS

Multiple-Choice

1. In contrast to a judgment sample, a probability sample is

    a. statistically random in nature
    b. arbitrary
    c. pre-selected from the universe
    d. one in which the sampling error cannot be measured

2. Information sought in marketing surveys usually falls into all of the following categories EXCEPT

    a. factual information relating to the particular subject
    b. respondent descriptions of the interviewer
    c. opinions and attitudes on subjects pertinent to the survey
    d. personality and other characteristics of the respondents to the survey

3. "Do you like or dislike product X?" must be used with which of the following rating scales?

    a. Ratio
    b. Thematic
    c. Ordinal
    d. Interval

4. Marketing research that can be considered conclusive includes all of the following EXCEPT

    a. search of secondary data
    b. statistical analysis
    c. experimentation
    d. simulation

5. Concept testing uses

    a. person-to-person interviewing
    b. mail questionnaires
    c. reader inquiry cards
    d. observation in the market

6. Distance traveled is a good example of a(n)

   a. interval scale
   b. nominal scale
   c. ordinal scale
   d. ratio scale

7. A survey conducted among 100 commercial airline pilots to determine the number of hours flown in a typical year produces a standard deviation of 240 hours. The standard error of the mean is

   a. 2.4
   b. 4.8
   c. 24
   d. 48

8. The most popular technique for predicting values of one variable from values of another variable is

   a. analysis of variance
   b. linear regression
   c. correlation analysis
   d. coefficient of determination

Essay (On the test itself, you will be given a choice of 7 out of 10 essays.)

9. Distinguish reliability from validity as the two terms apply to a research procedure.

10. What is multi-dimensional scaling and how does it differ from most other scaling methods?

11. Compare observation research to experimental research as a means of gathering data. Why would observation be difficult to implement in an individual (non-group) study of the preferences of toddlers as to the design/appearance of juice boxes?

ANSWERS TO SAMPLE QUESTIONS

1. **a** 2. **b** 3. **c** 4. **d** 5. **a** 6. **d** 7. **c** 8. **b**

9. Reliability refers to the fact that the market researcher wants a large, representative, scientifically conducted sample to assure that he or she can treat the results as accurately reflecting the universe in question. Validity refers to the fact that the researcher wants to be sure the information collected is as sound, error-free, and bias-free as possible. If respondents have been untruthful, inconsistent, or confused in the primary data collection part of the research, the responses may be invalid. Invalid responses may also result from faulty sampling plans or good sampling plans that were misapplied in the field.

10. In general, scaling techniques attempt to measure the intensity of a respondent's feelings about his or her answer to a market research question. A question may allow a respondent to indicate how much he or she likes a product on a scale of 1 to 8 or on a scale ranging from "very much," through "somewhat" to "very little."

    Multi-dimensional scaling is one type of scaling, a latent technique, which attempts to determine the attributes of a product, for example, that are most important to a possible buyer being questioned. The

approach is to obtain general or indirect responses from which the attributes can then be deduced, as opposed to the more general direct aided-recall or unaided-recall approach described above.

11. Observation research is the systematic process of recording patterns of occurrences or behaviors on a catch-as-catch-can basis without normally communicating with the subjects involved. In experimentation, the subjects are placed in a contrived situation where the researcher controls both the variables and the timing.

    In-store observation would be ineffective because the toddler probably would be in the shopping cart seat and not have free range of activity. Non-store observation would be difficult because the interaction of the child and the juice box could take place at random times and in situations beyond the researcher's ability to actually observe.