

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) An organization's desire to remain competitive and be knowledgeable about consumers' changing needs makes it necessary to collect appropriate _____ before and after critical decisions are made. 1) _____
 - A) analysis
 - B) data
 - C) objectives
 - D) samples
 - E) information

- 2) The marketing function that links the consumer to the marketing through information is 2) _____
 - A) marketing planning.
 - B) brand management.
 - C) technology.
 - D) information technology.
 - E) marketing research.

- 3) The degree of similarity of results achieved if another research study were undertaken under similar circumstances is also called 3) _____
 - A) marketing research.
 - B) reliability.
 - C) hypothesis.
 - D) consistency.
 - E) validity.

- 4) A research procedure's ability to measure what it is intended to measure is called 4) _____
 - A) hypothesis.
 - B) validity.
 - C) reliability.
 - D) consistency.
 - E) marketing research.

- 5) Nike is collecting and recording new data to resolve a problem. They are performing 5) _____
 - A) primary research.
 - B) reliability.
 - C) validity.
 - D) secondary research.
 - E) research objective.

- 6) Bell Canada contacted 1000 customers and surveyed them to find out their opinions on Bell Canada and its competitors. This is an example of 6) _____
 - A) a validity test.
 - B) a reliability test.
 - C) secondary research.
 - D) a hypothesis.
 - E) primary research.

- 7) A statement of what outcomes are predicted in a marketing research investigation is also called a(n) 7) _____
A) research objective.
B) hypothesis.
C) primary statement.
D) problem definition.
E) sampling frame.
- 8) A statement that outlines what the marketing research is to accomplish is called a(n) 8) _____
A) research objective.
B) problem definition.
C) hypothesis.
D) probability sample.
E) sampling frame.
- 9) Eddie Bauer wants a representative portion of their entire population to be used to obtain information about their population. They wish to use a(n) 9) _____
A) hypothesis.
B) primary data.
C) sample.
D) sampling frame.
E) population.
- 10) The first step in primary research is 10) _____
A) situation analysis.
B) creating a hypothesis.
C) formulating objectives.
D) problem definition.
E) sample design.
- 11) In marketing research, a group of people with a certain specific age, gender, or other demographic characteristics is called a 11) _____
A) sample.
B) population.
C) universe.
D) Both A and B are correct.
E) Both B and C are correct.
- 12) Motorola Canada would like to conduct a marketing research study. For the study they would like to contact people who fit the following description " single or married men between the ages of 25 and 35 years of age living in cities with more than 1 million residents". In marketing research, this group of people is called the 12) _____
A) sampling frame.
B) population.
C) hypothesis.
D) sample.
E) target market.

- 13) In marketing research, a list used to access a representative sample of a population is called a _____ 13) _____
A) sampling frame.
B) non-probability list.
C) target list.
D) sample.
E) mailing list.
- 14) Sears Canada would like to conduct a marketing research study and would like to contact people who fit the following description "single or married men between the ages of 25 and 35 years of age living in cities with more than 1 million residents". In order to access a sample of this group, Sears uses the telephone directory. The telephone directory is an example of a(n) _____ 14) _____
A) non-probability sample.
B) sampling frame.
C) target market.
D) mailing list.
E) universe.
- 15) In marketing research, a sample of respondents who are known to have an equal chance of selection and are randomly selected from the sampling frame is called a(n) _____ 15) _____
A) non-probability sample.
B) random sample.
C) probability sample.
D) equal sample.
E) sampling frame.
- 16) A larger sample size offers _____ accuracy of the data collected at a _____ cost. 16) _____
A) controlled; limited
B) greater; higher
C) greater; lower
D) limited; controlled
E) lower; higher
- 17) Staff at Costco often randomly stop shoppers inside their stores to seek their input on a number of marketing issues. This is called a(n) _____ 17) _____
A) equal sample.
B) non-probability sample.
C) population
D) random sample.
E) probability sample.
- 18) General Motors is conducting a telephone survey and uses a predetermined and systematic procedure for picking respondents from a telephone directory so that each respondent has an equal chance of being selected. This is a(n) _____ 18) _____
A) random sample.
B) probability sample.
C) non-probability sample.
D) unequal sample.
E) population.

- 19) A sample of respondents who have an unknown chance of selection and are chosen because of factors such as convenience or judgement of the researcher is a 19) _____
- A) sampling frame.
 - B) non-probability sample.
 - C) hypothesis.
 - D) probability sample.
 - E) random sample.
- 20) The systematic collection of data by communicating with a representative sample by means of a questionnaire is called 20) _____
- A) survey research.
 - B) secondary research.
 - C) observation research.
 - D) experimental research.
 - E) online research.
- 21) Canadian Tire administers a customer questionnaire with ten questions about the level of customer service received by customers. Each question includes a pre-determined set of answers for the respondents to choose from. This is an example of 21) _____
- A) a good survey.
 - B) open-response questioning.
 - C) a probability sample.
 - D) a sampling frame.
 - E) fixed-response questioning.
- 22) Retailers will conduct research in which the behaviour of the consumer is observed and recorded. This is called 22) _____
- A) secondary research.
 - B) experimental research.
 - C) a test market.
 - D) exponential research
 - E) observation research.
- 23) Which of the following is NOT one of the primary means of contacting consumers when conducting surveys to collect quantitative data? 23) _____
- A) mail surveys
 - B) personal interviews
 - C) test markets
 - D) online surveys
 - E) telephone interviews
- 24) Wendy's is developing a questionnaire and wants to follow the planned format. What is the format in the correct order? 24) _____
- A) Screening questions, issue questions, and classification questions.
 - B) Classification questions, screening questions, and issue questions.
 - C) Issue questions, screening questions, and demographic questions.
 - D) Screening questions, classification questions, and issue questions.
 - E) The order does not matter.

- 25) Research in which one or more factors are manipulated under controlled conditions, while other elements remain constant so that the respondents reactions can be evaluated is called 25) _____
- A) experimental research.
 - B) exponential research.
 - C) online research.
 - D) secondary research.
 - E) experiential research.
- 26) Coca- Cola Canada has developed a new television ad and runs the ad in three major cities for four weeks in order to observe the potential impact before running the ad nationally. This is an example of 26) _____
- A) secondary research.
 - B) observational research.
 - C) local research.
 - D) a focus group.
 - E) test marketing.
- 27) Data collected from small samples in a controlled environment that describes feelings and opinions on issues is called 27) _____
- A) qualitative data.
 - B) secondary data.
 - C) random data.
 - D) experimental data.
 - E) quantitative data.
- 28) Which of the following statements is true about focus group data? 28) _____
- A) Focus group data is very quantifiable in nature.
 - B) Focus group data is usually representative of the entire population.
 - C) Focus group data may be unreliable.
 - D) Most focus groups are held in only one location.
 - E) People like to disagree with each other and express their opinions in focus groups.
- 29) Which of the following is NOT one of the four primary ways of conducting surveys to collect quantitative data? 29) _____
- A) personal interviews
 - B) focus groups
 - C) the Internet
 - D) mail
 - E) telephone interviews
- 30) The comparison and contrasting of answers to questions by various sub- groups with the total number of responses is called 30) _____
- A) cross- tabulation.
 - B) data interpretation.
 - C) data analysis.
 - D) tabulation.
 - E) frequency distribution.

- 31) The number of times each answer on a survey was chosen for a question could be shown on a _____
A) cross-tabulation.
B) data interpretation.
C) frequency distribution.
D) tabulation.
E) data analysis.
- 32) Which of the following is NOT a disadvantage of using personal interviews as a survey method? _____
A) respondents reluctant to respond
B) observation not possible
C) interview bias possible
D) more time needed
E) higher cost
- 33) Which of the following is NOT a common criteria for evaluating creative using the managerial approach? _____
A) Is the ad memorable?
B) Is the ad misleading?
C) Does the ad communicate the creative objectives?
D) Should the ad be researched?
E) Will be ad generate sales?
- 34) A test that measures a target audience's awareness of a brand, copy, or of the advertisement itself, after the audience has been exposed to the message is a(n) _____
A) opinion-measure test.
B) recall test.
C) recognition test.
D) physiological response test.
E) pre-test.
- 35) Which of the following is NOT a common technique for measuring the effectiveness of creative? _____
A) recall testing
B) recognition testing
C) opinion-measure testing
D) frequency testing
E) physiological response testing
- 36) A post-test recognition procedure that measures readers' recall of an advertisement, ability to identify the sponsor and whether they read more than half of the written material is a(n) _____
A) pupilometer test.
B) day-after-recall test.
C) Starch readership test.
D) market test.
E) test market.
- 37) In a Starch readership test, responses are divided into three categories: noted, associated, and _____
A) recognized.
B) recalled.
C) memorized.
D) read most.
E) related.

- 38) Research conducted on the day following the respondent's exposure to a message to determine the degree of recognition and recall of the advertisement, the brand and the selling message is called a(n) _____ 38) _____
- A) test market.
 - B) recall test.
 - C) day- after recall test.
 - D) Starch readership test.
 - E) related recall test.
- 39) _____ refers to the percentage of a test commercial audience who claims to remember the test commercial and can provide as verification some description of the commercial. 39) _____
- A) Unrelated recall
 - B) Related recall
 - C) Day- after recall
 - D) Unaided recall
 - E) Recognition recall
- 40) A form of research yielding information about the effect of a commercial message on respondents' brand name recall, interest in the brand, and purchase intentions is called _____ 40) _____
- A) physiological testing.
 - B) Starch readership testing.
 - C) opinion- measure testing.
 - D) day- after- recall testing.
 - E) market testing.
- 41) Which of the following is a common physiological- response testing method? 41) _____
- A) pupilometer test
 - B) focus group
 - C) Starch readership test
 - D) test market
 - E) day- after recall test
- 42) Physiological- response testing is popular with researchers because _____ 42) _____
- A) logical responses are the key to understanding consumers.
 - B) redemption rates are easily measured.
 - C) physiological responses are very subtle.
 - D) these tests allow them to charge more.
 - E) emotions trigger physiological responses that can be measured.
- 43) Which of the following is NOT a common way to measure and evaluate sales promotion? 43) _____
- A) number of contest entries received
 - B) number of new product listings
 - C) repeat purchases by existing customers
 - D) response rate to coupon offers
 - E) day- after recall

- 44) Which of the following is NOT a common way to measure and evaluate direct response communications? 44) _____
- A) degree of stickiness
 - B) number of phone calls received
 - C) number of response cards received
 - D) number of new product listings
 - E) actual sales from a particular offer
- 45) A website's ability to keep people at the site for an extended period is referred to as 45) _____
- A) ad views.
 - B) hits.
 - C) stickiness.
 - D) visits.
 - E) ad clicks.
- 46) Which of the following is NOT a common way to measure and evaluate public relations? 46) _____
- A) number of articles written
 - B) clippings
 - C) ad views
 - D) impressions
 - E) advertising equivalency
- 47) _____ is a mathematical model that equates public relations to an advertising value by evaluating the space occupied by a public relations message in relation to advertising space 47) _____
- A) Day- after recall
 - B) Mathematical equivalency
 - C) Gross impressions
 - D) Stickiness
 - E) Advertising equivalency
- 48) An organization that scans the print and broadcast media in search of a company's or brand's name is called a(n) 48) _____
- A) communications service.
 - B) media service.
 - C) clipping service.
 - D) equivalency service.
 - E) advertising service.
- 49) Which of the following is NOT a common way to measure and evaluate event marketing and sponsorship? 49) _____
- A) number of people who sign up for a contest at an event
 - B) how well the event reaches the target audience
 - C) impressions
 - D) number of leads generated
 - E) brand sales
- 50) Which of the following is NOT a common measure of the effectiveness of the Integrated Marketing Communications effort? 50) _____
- A) impressions
 - B) productivity
 - C) customer satisfaction
 - D) market share
 - E) profit

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 51) Primary research is the process of collecting and recording new data to solve a particular problem; usually at a high cost. 51) _____
- 52) The first step in conducting primary research is setting the objectives and hypotheses. 52) _____
- 53) A sample of respondents who have an unknown chance of selection and are chosen because of factors such as convenience or judgement of the researcher is a probability sample. 53) _____
- 54) In marketing research, generally, the larger the sample, the greater the accuracy of the data collected and the higher the cost. 54) _____
- 55) Most surveys are designed with minimal structure and format. 55) _____
- 56) Test marketing is a form of observational research. 56) _____
- 57) Qualitative data is measurable data collected from large samples and structured research procedures. 57) _____
- 58) A focus group are best used to gather quantitative data. 58) _____
- 59) A major strength of focus groups is the reliability of the data generated. 59) _____
- 60) Quantitative data is gathered from structured questions with a large sample to ensure accuracy and reliability. 60) _____
- 61) When trying to determine if their product's level of brand awareness varies by gender, an organization would perform cross-tabulation on the data. 61) _____
- 62) The editing stage of marketing research is done to ensure the responses are in line with the hypothesis. 62) _____
- 63) The process of counting various responses for each question in a survey is called tabulation. 63) _____
- 64) Online surveys offer quick results at a higher cost over traditional data collection methods. 64) _____
- 65) One of the advantages of telephone surveys is that the questionnaire can be longer and more detailed. 65) _____
- 66) A Starch Readership Test divides responses into three categories - noted, associated and read most. 66) _____
- 67) A related recall test measures intrusiveness and recall. 67) _____
- 68) An eye-movement camera test, a pupilometer test and a voice pitch analysis test are all physiological tests that measure involuntary responses to a specific element of an advertisement. 68) _____

- 69) Trial purchases by new customers is a common way to measure the effectiveness of sales promotions. 69) _____
- 70) The best way to measure and evaluate the effectiveness of public relations is by measuring the impact on sales. 70) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 71) Describe the difference between reliability and validity, as they pertain to marketing research. 71) _____
- 72) Outline the basic steps of sample design. 72) _____
- 73) Discuss the three primary methods that a researcher can use to collect data. 73) _____
- 74) What is the difference between open- response and fixed- response questions? 74) _____
- 75) What is experimental research? Give an example to illustrate. 75) _____
- 76) Describe the difference between qualitative data and quantitative data, using examples to illustrate. 76) _____
- 77) Discuss the four primary means of contacting consumers when conducting surveys to collect quantitative data. How does the marketer choose the method to use? 77) _____
- 78) What are the advantages and disadvantages of using mail surveys? 78) _____
- 79) List the three main techniques for measuring the effectiveness of creative. 79) _____
- 80) What is the difference between pre- testing and post- testing in creative research? 80) _____
- 81) Describe a forced exposure test. 81) _____
- 82) Discuss the main methods for measuring and evaluating consumer and trade sales promotions. 82) _____
- 83) Discuss the main methods for measuring and evaluating direct response and Internet communications. 83) _____
- 84) Discuss the main methods for measuring and evaluating public relations communications. 84) _____
- 85) What are the most common measures of an event's success? 85) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 86) Describe the three primary methods a research can use to collect data.

- 87) Discuss the four methodologies for collecting primary research including the advantages and disadvantages of each.
- 88) Discuss the managerial approach for evaluating creative that may be used by clients.
- 89) List the common techniques used to measure the effectiveness of creative. Provide an example of each.
- 90) Explain some of the common methods for measuring the success of an integrated marketing communications campaign.

Answer Key

Testname: UNTITLED1

- 1) E
- 2) E
- 3) B
- 4) B
- 5) A
- 6) E
- 7) B
- 8) A
- 9) C
- 10) D
- 11) E
- 12) B
- 13) A
- 14) B
- 15) C
- 16) B
- 17) B
- 18) B
- 19) B
- 20) A
- 21) E
- 22) E
- 23) C
- 24) A
- 25) A
- 26) E
- 27) A
- 28) C
- 29) B
- 30) A
- 31) C
- 32) B
- 33) E
- 34) C
- 35) D
- 36) C
- 37) D
- 38) C
- 39) B
- 40) C
- 41) A
- 42) E
- 43) E
- 44) D
- 45) C
- 46) C
- 47) E
- 48) C
- 49) C
- 50) A

Answer Key

Testname: UNTITLED1

- 51) TRUE
- 52) FALSE
- 53) FALSE
- 54) TRUE
- 55) FALSE
- 56) FALSE
- 57) FALSE
- 58) FALSE
- 59) FALSE
- 60) TRUE
- 61) TRUE
- 62) FALSE
- 63) TRUE
- 64) FALSE
- 65) FALSE
- 66) TRUE
- 67) FALSE
- 68) TRUE
- 69) TRUE
- 70) FALSE
- 71) Reliability is the degree of similarity of results achieved if another research study were undertaken under similar circumstances. Validity is a research procedure's ability to measure what it is intended to measure.
- 72) Define the population, identify the sampling frame, determine the type of sample (probability or non-probability), and determine the sample size.
- 73) Surveys (data are collected systematically by communicating with a representative sample) observation (the behaviour of respondents is observed by personal, mechanical or electronic means), and experiments (variables are manipulated under controlled conditions to observe respondent's reactions).
- 74) Open-response questioning occurs in a situation when a space is available at the end of a question where the respondents can add their comments. Fixed-response questions are questions that are predetermined with set answers for respondents to choose from.
- 75) Experimental research is research in which one or more factors are manipulated under controlled conditions while other elements remain constant so that the respondent's actions can be evaluated. Test marketing is a form of experimental research. Answers will vary depending on example used.
- 76) Qualitative data is usually collected from small samples in a controlled environment and describe feelings and opinions on issues. Quantitative data is measurable data collected from large samples and a structured research procedure. Answers will vary depending on the examples chosen.
- 77) Personal interviews - a face-to-face interview
Telephone interviews - collection of information over the phone
Mail interviews
Online surveys
A decision about which technique to use is based on three factors - nature of information sought, cost and time, and location of respondents.
- 78) Advantages: cost efficient, large sample obtainable, relaxed environment, impersonal nature
Disadvantages: lack of control, potential for misinterpretation by respondent, time lag between distribution and return, low response rates.
- 79) Recognition and recall tests, opinion measure testing, and physiological testing.
- 80) Pre-testing is the evaluation of an advertisement, commercial or campaign before it goes into final production or media placement to determine the strengths and weaknesses of a strategy and execution. Post-testing is the process of evaluating and measuring the effectiveness of an advertisement, commercial or campaign during or after it has run.

Answer Key

Testname: UNTITLED1

- 81) A forced exposure test is when consumers are put in artificial environments to ensure exposure to the campaign occurs. Various questions can then be asked of the respondents with respect to awareness, comprehension and conviction.
- 82) The main methods for consumer promotions are: trial purchase by new customers, repeat purchases by existing customers, response rates to coupon offers, number of entries received for a contest, number of cash rebates, and brand loyalty. The main methods for trade promotions are: number of new listings, sales volume during a promotion, and the amount of merchandising support.
- 83) For direct response one can measure the number of inquiries received, actual sales that result from an offer, and number of response cards returned. Online communications can be measured by ad clicks, ad views, hits, and visits.
- 84) Counting clippings, counting the number of impressions based on clippings, and advertising equivalency (a mathematical model that equates public relations to advertising value) are measures for PR.
- 85) The most common measures of an event's success are how well the event reached the target audience and how well the brand or company is associated with the event.
- 86) Surveys - data collected systematically through some form of communication with a representative sample by means of a questionnaire that records responses.
Observation - form of research in which the behaviour of the respondent is observed and recorded; may be by personal or electronic means.
Experiments - research in which one or more factors are manipulated under controlled conditions while other elements remain constant so that the respondent's actions can be evaluated.
- 87) See Figure 12.5, page 352
- 88) Creative may be evaluated using the following criteria:
- In terms of content, does the advertisement communicate the creative objectives and reflect the positioning strategy of the brand?
 - In terms of how the ad is presented (execution and strategy) does it mislead or misinterpret the the intent of the message?
 - Is the ad memorable?
 - Is the brand recognition effective?
 - Should the advertisement be researched?
- 89) Recognition and recall testing, opinion- measure testing, and physiological- response testing. Answers will vary depending on the examples provided.
- 90) An increase in market share, productivity (new customers, awareness, brand image), sales and profit, customer satisfaction, and social responsibility.