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Chapter 2: Problem Definition, Exploratory Research, and the Research Process

Multiple Choice

1. The first step in the problem-definition process is:
   a. stating research objectives.
   b. recognizing that there is a problem or opportunity.
   c. determining if the needed information is already available.
   d. determining why the information is being sought.
   e. none of these

Ans: B
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

2. A teen consumer products firm notes that there were 30 million babies born between 1990 and 2002. The firm also recognizes that because of more single parent homes and dual-earner households, these young consumers are making many more purchase decisions. Beginning the process of marketing to that group of young consumers would be an example of which of the following?
   a. determining if the information exists
   b. using symptoms to clarify a problem
   c. recognizing an opportunity
   d. stating research objectives
   e. none of these

Ans: C
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

3. Large amounts of money, time, and effort are wasted because requests for marketing information were poorly formulated. The preceding could have been avoided if the researcher had:
a. found out exactly why the information was being sought.
b. stated his/her objectives more clearly.
   c. recognized the opportunity.
   d. determined whether the information already exists.
   e. all of these

Ans: A
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem

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Learning Objective 2.1: Analyze the problem definition process.

4. Which of the following is (are) key question(s) in the problem-definition process?
   a. Why is the information being sought?
   b. Does the information already exist?
   c. Can the question really be answered?
   d. Is there an understanding of the decision making environment?
   e. All of these

Ans: E
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

5. _____ is preliminary research conducted to increase the understanding of a concept, to clarify the exact nature of the problem to be solved, or to identify important variables to be studied.
   a. Pilot study
   b. Experience survey
   c. Case analysis
   d. Exploratory research
   e. Situation analysis

Ans: D
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

6. A/An _____ is a survey using a limited number of respondents and often employing less rigorous sampling techniques than are employed in large quantitative studies.
   a. pilot study
   b. experience survey
   c. case analysis
   d. situation analysis
   e. none of these

Ans: A
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
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7. _____ is a discussion with knowledgeable individuals, both inside and outside the organization, who may provide insights into a problem.
   a. Pilot study
   b. Experience survey

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c. Case analysis
d. Situation analysis
e. none of these

Ans: B
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

8. What does the *iceberg principle* refer to?
   a. Most data analysis techniques tend to be outdated.
   b. Research objectives are not often clearly defined.
   c. Symptoms are often mistaken for problems in business.
   d. None of these

Ans: B
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

9. Managers may have the ability to look up previous research projects if their company has a sophisticated _____.
   a. pilot study
   b. experience survey
   c. Intranet
   d. situation analysis
   e. None of these

Ans: C
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

10. Which of the following is not a form of exploratory research?
    a. secondary data analysis
    b. situation analysis
    c. pilot study
    d. experience survey
    e. definitive research

Ans: E
Difficulty: Medium
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11. Suppose a sales manager makes the statement, "The problem with this company is declining sales." Why is such a statement shortsighted?
    a. The sales manager has identified only a symptom of a deeper problem.
    b. The sales manager is not in a position to make such a statement.
    c. The sales manager has not been shortsighted, but has identified the problem.
    d. None of these

Ans: A
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

12. _____ is a goal statement, defining specific information needed to solve the marketing research problem.
    a. Exploratory research
    b. Marketing research objective
    c. Management objective
    d. Managerial decision problem
    e. None of these

Ans: B
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.2: Learn the steps involved in the marketing research process

13. Which of the following should be action oriented?
    a. objectives statement
    b. marketing research problem
    c. management decision problem
    d. statement of problem symptoms
    e. none of these

Ans: C
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

14. Extremely low-incidence studies, such as trying to survey the automobile buyer characteristics of astronauts, are usually not feasible. A marketing research firm concerned about the feasibility of such a project would probably:
    a. see if the information already exists.
    b. first conduct a pilot survey.
    c. conduct a focus group.
    d. determine whether or not the question can be answered.
    e. all of these

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Ans: D
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

15. Once the research project is completed, it is critical to determine if the _____ have been met.
    a. situation analyses
    b. pilot studies
    c. experience surveys
    d. research objectives
    e. all of these

Ans: D
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

16. "We believe that raising the price of membership of our country club will make it more desirable, and will increase our membership base" is an example of a(n) _____.
    a. objective
    b. management problem
    c. hypothesis
    d. marketing research problem
    e. none of these

Ans: C
Difficulty: Easy
Ref: Research Objectives as Hypotheses
Learning Objective 2.1: Analyze the problem definition process.

17. In a causal study of the effect of shelf placement on sales of a brand of cereal, which is the dependent variable?
    a. where the cereal was placed on the shelf
    b. sales of the cereal
    c. concomitant variation of the cereal
    d. none of these

Ans: B
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

18. Which of the following is a problem associated with laboratory experiments?

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a. They provide little useful information about a population.
b. The participants may act differently in a real-world setting.
c. The cost of simulating the real-world environment outweighs the benefits.
d. all of these
e. none of these

Ans: B
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

19. To test the effectiveness of changes in an advertising campaign, a marketing research firm decides to implement certain changes in Atlanta, other changes in Dallas, and no change to the ad campaign in Denver. With regard to the products in question, the purchasing propensities in the three cities are equal. What type of research design is the marketing research firm invoking?
    a. exploratory study design
    b. observational study design
    c. descriptive study design
    d. causal study design
    e. all of these

Ans: D
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

20. When retailers monitor consumer shopping behavior by using scanner technology, this is an example of _____.
    a. survey research
    b. observation research
    c. experimental research
    d. cause-effect research
    e. none of these

Ans: B
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

21. Because consumers' responses on surveys aren't always consistent with their actions, researchers sometimes turn to this type of research
    a. syndicated research
    b. observation research
    c. experimental research

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d. cause and effect research
e. none of these

Ans: B
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

22. The researcher cannot compute the statistical reliability of this type of sample.
a. probability sample
b. experimental sample
c. nonprobability sample
d. observational sample
e. all of these

Ans: C
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

23. Who puts together a request for proposal (RFP)?
a. custom research suppliers
b. syndicated data suppliers
c. companies that want to hire a research supplier
d. respondents
e. none of these

Ans: C
Difficulty: Hard
Ref: Managing the Research Process
Learning Objective 2.3: Understand the Components of the research request

24. A _____ sample is characterized by every element in the population having a nonzero chance of being selected.
a. nonrandom
b. nonprobability
c. probability
d. nonrandom and nonprobablity
e. none of these

Ans: C
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

25. What type of document does a research supplier prepare in response to an RFP?

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a. research proposal
b. sampling report
c. finished research report
d. none of these

Ans: A
Difficulty: Easy
Ref: The Marketing Research Proposal
Learning Objective 2.4: Appreciate the importance of marketing research proposal.

26. A manager who wants to show cause-and-effect between two variables would be advised to use which basic method of research?
a. survey
b. observation
c. experiment
d. survey and observation

Ans: C
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

27. In analyzing the effects of shelf placement on sales, shelf placement of the product is the _____.
a. independent variable
b. dependent variable
c. spurious variable
d. temporal variable
e. none of these

Ans: A
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process

28. A laboratory experiment would be better than a field experiment in helping a researcher eliminate _____.
a. causality
b. concomitant variation
c. variables
d. spurious associations
e. none of these

Ans: D
Difficulty: Hard
Ref: Marketing Research Process

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Learning Objective 2.2: Learn the steps involved in the marketing research process.

29. Most clients tend to prefer what type of reports?
    a. elaborate written reports
    b. oral reports
    c. executive summaries
    d. none of these

Ans: C
Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

30. According to a recent survey, what is the most desirable quality in a marketing researcher, from the client's perspective?
    a. flexibility
    b. attention to detail
    c. maintains client confidentiality
    d. customer-oriented

Ans: C
Difficulty: Medium
Ref: The Marketing Research Proposal
Learning Objective 2.4: Appreciate the importance of marketing research proposal.

31. In depth discussions, usually consisting of 8-12 participants, led by a moderator and generally limited to one particular concept, idea or them are:
    a. Study groups
    b. Accuracy groups
    c. Focus groups
    d. Case groups

Ans: C
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem.
Learning Objective 2.1: Analyze the problem definition process.

32. Ideally, who should define the problem in the marketing research process?
    a. Entry-level employees
    b. Middle managers
    c. Always the CEO
    d. Top Management

Ans: D
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem.

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Learning Objective 2.1: Analyze the problem definition process.

33. What is a plan for addressing the research objectives or hypotheses? In essence, the researcher develops a structure or framework to answer a specific research problem/opportunity.
    a. Research Design
    b. Design Strategy
    c. Research Opportunity
    d. Strategic Design

Ans: A
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

34. All of the following are sections of a formal research request **EXCEPT**:
    a. Action
    b. Use
    c. Information
    d. Logistics
    e. All of these are sections in the formal research request

Ans: E
Difficulty: Medium
Ref: Managing the Research Process
Learning Objective 2.3: Understand the components of research request.

35. Which of the following is a determinant of whether management will use the research information provided to them?
    a. conformity to prior expectations
    b. clarity of presentation
    c. research quality
    d. political acceptability within the firm
    e. all of these are determinants

Ans: E
Difficulty: Medium
Ref: What Motivates Decision Makers to Use Research Information?
Learning Objective 2.5: Examine what motivates decision makers to use marketing research information.

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True/False

36. The opportunity identification step comes after problem recognition.

Ans: False
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

37. Descriptive research allows the researcher to determine if one variable causes another.

Ans: False
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

38. Exploratory research is often referred to as preliminary research.

Ans: True
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

39. Marketing research problems are much broader in scope than management problems.

Ans: False
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

40. Pilot studies are more scientific than other types of studies.

Ans: False
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

41. Observation is a method of research that enables the researcher to see if one variable causes another.

Ans: False
Difficulty: Hard
Ref: Marketing Research Process

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Learning Objective 2.2: Learn the steps involved in the marketing research process.

42. Probability samples allow marketing researchers to project their sample results to the population they are studying.

Ans: True
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

43. Secondary research can help define the research problem.

Ans: True
Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

44. Causality is relatively easy to prove in most marketing research studies.

Ans: False
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

45. Generally, we say that changes in the dependent variable are associated with or caused by changes in the independent variable.

Ans: True
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

46. Spurious association implies that the relationship between two variables is related to some explainable cause.

Ans: False
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

47. Two variables must be correlated in order to be causally related.

Ans: True
Difficulty: Hard
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

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48. A pilot study is more rigorous than other types of quantitative studies.

Ans: False
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

49. Recommendations are included in the typical research proposal.

Ans: False
Difficulty: Hard
Ref: The Marketing Research Proposal
Learning Objective 2.4: Appreciate the importance of the marketing research proposal.

50. It is often quite easy to hold all factors constant in a field experiment.

Ans: False
Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

51. Exploratory research must always lead to a marketing decision.

Ans: False
Difficulty: Hard
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

52. The two criterions that must be met for causality are temporal sequence and concomitant variation.

Ans: True
Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

53. Preparing proposal may be the most important function a research supplier performs inasmuch as proposals, and their acceptance or rejection, determine the revenue of the firm.

Ans: True
Difficulty: Medium
Ref: The Marketing Research Proposal

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Learning Objective 2.4: Appreciate the importance of the marketing research proposal.

54. When research managers communicate ineffectively, generate quality data, control costs, and deliver information on untimely, they increase the probability that decision makers will use the research information they provide.

Ans: False
Difficulty: Medium
Ref: What Motivates Decision Makers to Use Research Information?
Learning Objective 2.5: Examine what motivates decision makers to use marketing research information.

55. The last step in the marketing research process is preparation and presentation of the research report.

Ans: False
Difficulty: Medium
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

56. A probability sample is subset of a population in which the chances of selection for the various elements in the population are unknown.

Ans: False
Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

57. Situational analysis is important in the problem definition process.

Ans: True
Diffculity: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

58. Hypotheses are never stated in a null format.

Ans: False
Difficulty: Medium
Ref: Research Objectives as Hypotheses
Learning Objective 2.1: Analyze the problem definition process.

59. Field service firms often provide group research facilities, mall intercept locations, test product storage, and kitchen facilities for preparing test food products to aid in the research process.

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Ans: True
Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.2: Learn the steps involved in the marketing research process.

60. Exploratory research is the definitive research used to determine course of action.
Ans: False
Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

Essay Questions

61. The President of a small state college commissions a marketing research firm to determine why the college's enrollment has been declining. The President contends that the college is under funded by the state, compared with other colleges of the same size. The research firm does a study and finds the main reason that enrollment is declining is the lack of relationships between faculty and students. Why might the President not be motivated to use the results of the marketing research study?

Ans: The President might not be motivated to use the research firm's results because (1) the results do not conform to prior expectations, and (2) the results would not be politically acceptable within the college. The results might, in fact, cause state legislatures to appropriate less funding for the college.

Difficulty: Medium
Ref: What motives decision makers to use marketing research information?
Learning Objective 2.5: Examine what motives decision makers to use marketing research information.

62. A firm is experiencing a 15% sales decline over the past year. The firm contracts with a marketing research firm to survey its customers to determine why sales are declining. Suggest how the principals in the marketing research firm should respond to their client's demands.

Ans: The researchers should explain that declining sales are not the problem, and that an exploratory research effort preceding a survey will be necessary to clarify exactly what the problem might be. After the exploratory effort, clear research objectives can be established, and a more formal process can proceed.

Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

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63. The United Way agency in your town has contacted you because it has been experiencing declining donations. You tell the agency that your basic plan to determine why donations are declining will be exploratory, then descriptive. Explain what the research firm means.

Ans: Exploratory Research: talk with prominent persons in the agency's community. Ask these prominent people for their impressions of how the agency is doing in their town. Look at the agency's donations record. Has the decline been gradual or sudden. Descriptive Research: armed with the information from the exploratory research effort, conduct a formal survey of the people in the community to establish their opinions of the agency and their intentions concerning giving to the agency.

Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

64. You are part of a consulting team that is doing a marketing research project for a businessman in a small community. The proposal is in the final stages as it is being written and prepared for presentation. You hear one of the consultants remark "the proposal should be written in as much detail, especially statistical detail, and as eloquently as possible. The thicker the proposal; the better. We want them to know they are getting their money's worth." How would you respond to your colleague's statement?

Ans: Often times the clients of marketing researchers have never had a research methodology course, and don't have the time to plod through a detailed proposal. So you would disagree with your colleague and state "the proposal should be as concise as possible, specifically outlining the nature of the project and the objectives to be met.

Difficulty: Hard
Ref: The Marketing Research Proposal
Learning Objective: 2.4: Appreciate the importance of the marketing research proposal.

65. Suppose you are wanting to contract with a marketing research firm for a specific project. What criteria would you use in your selection process?

Ans: The book outlines desirable characteristics in a marketing research supplier.
Difficulty: Easy
Ref: What to Look for in a Marketing Research Supplier
Learning Objective: 2.4: Appreciate the importance of the marketing research proposal.

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66. What is the "Research Request?" Why is it so important? What should you include in the research request?

Ans: The Research Request is a document outlining potential research. It outlines the steps that will be taken, associated costs, research objectives and any critical issues that need to be assessed before the project can begin. It is important because, if accepted, it becomes a written agreement between supplier and client. The specific components of the Research Request are outlined in the text.

Difficulty: Medium
Ref: Managing the Research Process
Learning Objective: 2.3: Understand the components of the research request.

67. Describe the (3) three types of basic methods of research. Which ones would be used for descriptive research or causal research? Why?

Ans: Surveys, Observations, and Experiments, the book lists multiple characteristics of each type. Surveys and observations are usually used for descriptive research, and experiments and sometimes surveys are used for causal.
Difficulty: Easy
Ref: Choosing a Basic Method of Research
Learning Objective 2.2: Learn the steps involved in the marketing research process.

68. What is the difference between the marketing research problem and the management decision problem?

Ans: The management decision problem must be identified first and then converted into a marketing research problem. The marketing research problem specifies what information is needed to solve the problem and how that information can be obtained efficiently and effectively. The management decision problem is action-oriented. Management decision problems tend to be much broader and more general than marketing research problems.

Difficulty: Easy
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

69. What can researchers do to increase the chances that decision makers will use the marketing research information they generate?

Ans: Be sure that the marketing manager is on-board with the research from the very beginning. The manager needs to agree that the information sought by the research will help make a decision. Be sure the research clearly answers the research questions and that these answers are in a form that the decision maker can use. Be sure that the decision maker understands the research methodology

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well enough to have confidence that the answers are correct. Follow-up after the research report has been presented to reinforce the main points established by the research and to answer any questions the decision maker may have.

Difficulty: Easy
Ref: Marketing Research Process
Learning Objective 2.5: Examine what motivates decision makers to use marketing research information.

70. The definition of the research problem is one of the most critical steps in the research process. Why? Who should be involved in this process?

Ans: The definition of the research problem specifies the exact nature of the information that is needed for the client to make the marketing decision in question. If the problem is defined incorrectly, the wrong information could be obtained, which defeats the purpose of the process. The manager who must make the decision, those who must implement the decision and the marketing researcher should be involved in the problem definition process.

Difficulty: Medium
Ref: Critical Importance of Correctly Defining the Problem
Learning Objective 2.1: Analyze the problem definition process.

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