



Dr.G.R.Damodaran College of Science

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II MASTER OF JOURNALISM AND MASS COMMUNICATION [2016-18]
SEMESTER III
ELECTIVE IV: ADVERTISING AND MARKETING RESEARCH - 364W4
Multiple Choice Questions.

1. Market and advertising research seeks to isolate and measure the effectiveness of advertising messages on _____

- A. Buyers
- B. Planners
- C. Consumers
- D. Salesman

ANSWER: C

2. Attitudes and usage research is the most _____ because it combines qualitative and quantitative methods.

- A. Effective
- B. Expensive
- C. Interesting
- D. Time consuming

ANSWER: B

3. Cognitive dissonance occurs in which stage of the buyer decision process model?

- A. Need recognition
- B. Information search
- C. Evaluation of alternatives
- D. Post purchase behavior

ANSWER: D

4. _____ use retail audits and consumer panels to try to match the effectiveness of the advertising campaign to the sale of branded goods in shops.

- A. Retailers
- B. Advertising
- C. Distributors
- D. Manufacturers

ANSWER: D

5. The biggest or greatest amount of involvement in a foreign market comes through which of the following?

- A. Exporting
- B. Joint venturing
- C. Licensing
- D. Direct investment

ANSWER: D

6. A _____ is a good offered either free or at low cost as an incentive to buy a product.
- A. patronage reward
 - B. spiff
 - C. price pack
 - D. premium

ANSWER: D

7. Marketing research is helpful for market managers to evaluate the effectiveness of market strategy and _____ activities.
- A. Consumer
 - B. Promotional
 - C. Marketing
 - D. Legal

ANSWER: B

8. Pricing to cover variable costs and some fixed costs, as in the case of some automobile distributorships that sell below total costs, is typical of which of the following pricing objectives?
- A. Current profit maximization
 - B. Product quality leadership
 - C. Market share leadership
 - D. Survival

ANSWER: D

9. In determining sales force size, when a company groups accounts into different size classes and then determines the number of salespeople needed to call on them the desired number of times, it is called the:
- A. key-size approach.
 - B. work-load approach.
 - C. product-need approach.
 - D. call-service approach.

ANSWER: B

10. _____ are products bought by individuals and organizations for further processing or for use in conducting a business.
- A. Consumer products
 - B. Services
 - C. Industrial products
 - D. Specialty products

ANSWER: C

11. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT:
- A. social class.
 - B. occupation.
 - C. lifestyle.
 - D. personality.

ANSWER: B

12. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- A. facilitator
- B. referent actor
- C. opinion leader
- D. social role player

ANSWER: C

13. _____ describes changes in an individual's behavior arising from experience.

- A. Modeling
- B. Motivation
- C. Perception
- D. Learning

ANSWER: D

14. Concerns that the manufacturers of harmful products such as tobacco have influence on lawmakers to the detriment of the public interest is used as evidence of which criticism of marketing?

- A. Too much advertising.
- B. Too few social goods.
- C. Cultural pollution.
- D. Too much political power.

ANSWER: D

15. _____ has emerged on a wide scale playing a very important role in marketing research.

- A. Product research
- B. Pricing research
- C. Copy research
- D. Advertising research

ANSWER: D

16. In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?

- A. Slice of life
- B. Lifestyle
- C. Mood or imagery
- D. Personality symbol

ANSWER: A

17. Syndicators conduct advertising research to study the market and to get information about the _____ and the market.

- A. Consumer
- B. Target
- C. Product
- D. Media

ANSWER: C

18. _____ have contractual authority to sell a manufacturer's entire output.

- A. Selling agents
- B. Rack jobbers
- C. Manufacturer's agents
- D. Purchasing agents

ANSWER: A

19. Sellers that handle their own exports are engaged in:

- A. direct exporting.
- B. indirect exporting.
- C. licensing.
- D. contract manufacturing.

ANSWER: A

20. More and more salespeople are being evaluated and compensated based on different measures than in the past. All of the following are illustrations of those measures EXCEPT:

- A. long-term customer satisfaction.
- B. competitive predatory pricing performance.
- C. full customer service
- D. retention rates.

ANSWER: B

21. Marketing managers conduct _____ to support their market strategies.

- A. Media research
- B. Message research
- C. Audience research
- D. Advertising research

ANSWER: D

22. What does stand for ROI? _____

- A. Remark of Investment
- B. Remarks of Interest
- C. Return of Investment
- D. Return of Interest

ANSWER: C

23. Due to cut-throat competition among marketers, advertisers need to create the best creative message that requires lot of _____ based information.

- A. Information and research
- B. Planning and research
- C. Source and research
- D. Data and research

ANSWER: B

24. A _____ are computerized collections of information obtained from data sources within the company.

- A. retrieval systems
- B. marketing research reports
- C. flow diagrams and PERT charts
- D. internal databases

ANSWER: D

25. The total number of items that the company carries within its product lines refers to the _____ of the product mix.

- A. width
- B. depth
- C. length
- D. consistency

ANSWER: C

26. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- A. Optional-product pricing
- B. Captive-product pricing
- C. By-product pricing
- D. Product line pricing

ANSWER: D

27. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms

- A. Advertising
- B. Personal selling
- C. Public relations
- D. Sales promotion

ANSWER: A

28. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a _____

- A. line extension.
- B. brand extension.
- C. multi branding.
- D. new brands.

ANSWER: A

29. Successful service companies focus their attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.

- A. internal marketing
- B. service-profit chains
- C. interactive marketing
- D. service differentiation

ANSWER: B

30. _____ is quoted as saying that "everyone lives by selling something."

- A. Bill Gates
- B. Robert Louis Stevenson
- C. Arthur Miller
- D. Henry Ford

ANSWER: B

31. Motivational and behavioral studies are conducted to identify the _____ characteristics of audience.

- A. Psychographic
- B. Demographic
- C. Graphic
- D. Socio-economic

ANSWER: A

32. The type of sales presentation approach that requires good listening and problem-solving skills is the:

- A. canned approach.
- B. formula approach.
- C. need-satisfaction approach.
- D. critical-thinking approach.

ANSWER: C

33. Advertisers conduct research before the beginning of the _____.

- A. Brainstorming
- B. Planning
- C. Creative work
- D. Implementation

ANSWER: C

34. Successful _____ depends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.

- A. marketing strategy
- B. marketing control
- C. marketing analysis
- D. marketing implementation

ANSWER: D

35. Wal-Mart owned Sam's club is an example of a retail form called a _____

- A. factory outlet.
- B. super specialty store.
- C. seconds store.
- D. warehouse club.

ANSWER: D

36. _____ is the general term for a buying and selling process that is supported by electronic means.

- A. Internet commerce
- B. Web commerce
- C. Computer commerce
- D. Electronic commerce

ANSWER: D

37. When a company enters a new product category for which its current brand names are not appropriate, it will likely follow which of the following brand strategies?

- A. Product extensions
- B. Line extensions
- C. Brand extensions
- D. New brands

ANSWER: D

38. _____ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.

- A. Product differentiation
- B. Market segmentation
- C. Market targeting
- D. Market positioning

ANSWER: B

39. Both laboratory methods and field methods are employed to conduct _____ research.
- A. Audience
 - B. Media
 - C. Pre-test
 - D. Post-test

ANSWER: C

40. In terms of special product life cycles, a _____ is a basic and distinctive mode of expression.
- A. genre
 - B. style
 - C. fashion
 - D. fad

ANSWER: B

41. _____ is a principle of enlightened marketing that requires that a company seek real product and marketing improvements.
- A. Innovative marketing
 - B. Consumer-oriented marketing
 - C. Value marketing
 - D. Sense-of-mission marketing

ANSWER: A

42. _____ Study is helpful to decide the theme advertising campaigns?
- A. Pre-testing
 - B. Post-testing
 - C. Product
 - D. Message element

ANSWER: D

43. _____ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
- A. Mass marketing
 - B. Market segmentation
 - C. Market targeting
 - D. Market positioning

ANSWER: C

44. It is a fact that there are 24 million left-handed people in the United States, however, most marketers do not attempt to appeal to or design products for this group because there is little in the way of census data about this group. Therefore, this group fails in one of the requirements for effective segmentation. Which of the following is most likely to apply in this case?
- A. Actionable
 - B. Substantial
 - C. Differentiable
 - D. Measurable

ANSWER: D

45. The fact that services are sold, produced, and consumed at the same time refers to which of the following service characteristics?

- A. Intangibility
- B. Inseparability
- C. Variability
- D. Perishability

ANSWER: B

46. _____ factors are the most popular bases for segmenting customer groups.

- A. Geographic
- B. Demographic
- C. Psychographic
- D. Behavioral

ANSWER: B

47. A manufacturer has four sponsorship options. A _____ is a brand created and owned by a reseller of a product or service.

- A. licensed brand
- B. manufacturer's brand
- C. private brand
- D. co-brand

ANSWER: C

48. When Michael Jordan and Tiger Woods use marketing to promote their careers and improve their impact and incomes, they are using:

- A. cause-related marketing.
- B. idea marketing.
- C. nonprofit marketing.
- D. person marketing.

ANSWER: D

49. Audience psychographic, demographic, and geographic analysis is done to understand the _____.

- A. Behaviour
- B. Consumption
- C. Liking
- D. Disliking

ANSWER: A

50. When an international seller sells a plant, equipment, or technology to another country and agrees to take payment in the resulting products, it is called _____

- A. barter.
- B. buy-back.
- C. counter purchase.
- D. like-value exchange.

ANSWER: B

51. _____ is held to measure the effectiveness of message.

- A. Copy-testing
- B. Message testing
- C. Pre-testing
- D. Post-testing

ANSWER: C

52. Which of the following promotional budget methods wrongly views sales as the cause of promotion rather than as the result?

- A. Affordable method
- B. Percentage-of-Sales method
- C. Competitive-parity method
- D. Objective-and-task method

ANSWER: B

53. If the field sales force has been supplied with new leads (via the telephone) that have been qualified, they have probably been assisted by _____

- A. master salespersons.
- B. sales assistants.
- C. technical support persons.
- D. telemarketers.

ANSWER: D

54. _____ is setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices.

- A. Optional-product pricing
- B. Captive-product pricing
- C. Product line pricing
- D. By-product pricing

ANSWER: C

55. Rolls Royce uses which of the following distribution formats?

- A. Intensive distribution
- B. Exclusive distribution
- C. Selective distribution
- D. Open distribution

ANSWER: B

56. _____ is another trend of advertising research which is conducted after launching advertising campaign in media to determine the effectiveness, actual purchasing behavior and product awareness among target consumer.

- A. Post- testing
- B. Pre-testing
- C. Message testing
- D. Media testing

ANSWER: A

57. As per the ethics principle in research autonomy means _____

- A. Justice requires that all research participants are treated fairly
- B. researchers have an obligation to assess the potential harms.
- C. Respect for the values and decisions of the researcher.
- D. None of the above

ANSWER: C

58. _____ beliefs and values are open to some degree of change.

- A. Crucial
- B. Core

- C. Primary
- D. Secondary

ANSWER: D

59. According to Engel's law, as income rises:

- A. the percentage spent on food rises.
- B. the percentage spent on housing increases.
- C. the percentage spent on other categories increases.
- D. the percentage spent on savings remains constant.

ANSWER: C

60. The Wheeler-Lea Act gives the Federal Trade Commission the power to regulate:

- A. interstate commerce.
- B. marketing ethics.
- C. unfair and deceptive acts or practices.
- D. competitive advertising of objective product benefits.

ANSWER: C

61. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad:

- A. meaningful.
- B. distinctive.
- C. believable.
- D. remembered.

ANSWER: B

62. When an importing country sets limits on the amount of goods it will accept in certain product categories it is called a _____

- A. quota.
- B. barrier.
- C. tariff.
- D. embargo.

ANSWER: A

63. According to the price/quality strategy matrix, when a company overprices its product in relation to its quality it is considered to be using which type of strategy?

- A. Good-value strategy.
- B. Premium strategy
- C. Overcharging strategy.
- D. Snob strategy.

ANSWER: C

64. _____ is the practice of adopting policies and developing strategies that both sustain the environment and produce profits for the company.

- A. Environmentalism
- B. Environmental sustainability
- C. Consumerism
- D. Consumer accountability

ANSWER: B

65. A _____ is a promotion strategy that calls for using the sales force and trade promotion to

move the product through channels.

- A. push strategy
- B. pull strategy
- C. blocking strategy
- D. integrated strategy

ANSWER: A

66. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called:

- A. custom products.
- B. specialty products.
- C. convenience products.
- D. shopping products

ANSWER: B

67. Additional information about product, product samples, or premiums is given to _____ of ads to judge the effectiveness of message.

- A. Prospects
- B. Consumers
- C. Audience
- D. Customers

ANSWER: C

68. A _____ is a retail store that carries a narrow product line with a deep assortment within that line.

- A. shopping goods store
- B. convenience store
- C. specialty store
- D. department store

ANSWER: C

69. The purpose of strategic planning is to find ways in which the company can best:

- A. overcome losses.
- B. use its strengths to take advantage of attractive opportunities in the environment.
- C. avoid paying taxes
- D. avoid the expense of costly research and development while still getting the benefits

ANSWER: B

70. _____ research facilitates the process of making products more attractive, useful and agreeable to consumers.

- A. Product
- B. Pricing
- C. Sales
- D. Distribution

ANSWER: A

71. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction.

- A. motive
- B. want
- C. demand
- D. requirement

ANSWER: A

72. Product research is one major area of _____.

- A. Packaging research
- B. Marketing research
- C. Media research
- D. Message research

ANSWER: B

73. According to the text, the most dramatic of the environments that affect marketing and appears to be now shaping our world is the _____ environment.

- A. natural
- B. demographic
- C. economic
- D. technological

ANSWER: D

74. Product research is directly related to product-mix which is one component of basic_____.

- A. Promotional mix
- B. Communication mix
- C. Marketing mix
- D. Product mix

ANSWER: C

75. Products marketing research relates to the attitude of consumers and their preference towards the_____ product.

- A. Large
- B. Simple
- C. Complex
- D. Specific

ANSWER: D

76. Which of the following is foreign owned (even though it is traditionally thought of as a U.S. company)?

- A. IBM
- B. Xerox
- C. Kodak
- D. Universal Studios

ANSWER: D

77. In an example discussed in your text, Johnson & Johnson's recall of their Tylenol product following the discovery that several bottles of Tylenol had been laced with cyanide is consistent with which business philosophy?

- A. The marketing concept.
- B. The product concept.
- C. The selling concept.
- D. The societal marketing concept.

ANSWER: D

78. Product research is necessary when a competitor introduces a new product or improved of the existing one in the_____.

- A. Product line
- B. Product mix

- C. Market
- D. Production

ANSWER: C

79. Packaging and branding are treated as two components of _____.

- A. Pricing research
- B. Product research
- C. Marketing research
- D. Promotion research

ANSWER: B

80. Traditionally, companies have defined their businesses in product terms or in technological terms. However, mission statements should be all of the following EXCEPT:

- A. market oriented.
- B. a statement of religion
- C. motivating.
- D. based on distinctive competencies

ANSWER: B

81. Product development personnel need to be directly involved in understanding_____.

- A. Customer Needs
- B. Target audience
- C. Prospect Liking
- D. None

ANSWER: A

82. R&D and engineering first produce the product concept into a physical product during which of the following stages of the new product development process?

- A. Concept development and testing
- B. Marketing strategy
- C. Business analysis
- D. Product development

ANSWER: D

83. All of the following are criticisms leveled against marketing by critics EXCEPT:

- A. harming consumers through high prices.
- B. harming consumers through deceptive practices.
- C. harming consumers through high-pressure selling.
- D. harming consumers through too many product choices.

ANSWER: D

84. If Toyota describes one of its cars of the future as being "a moderately priced subcompact designed as a second family car to be used around town; the car is ideal for running errands and visiting friends," then the company has just stated a potential new product in terms of a _____

- A. product idea
- B. product image
- C. product concept
- D. product feature

ANSWER: C

85. The primary reason that many companies work to become the "low-cost producers" in their industry is

because _____

- A. they can generate more advertising.
- B. they can please top management.
- C. they can gain tax advantages.
- D. they can set lower prices that result in greater sales and profits.

ANSWER: D

86. Conflicts between different levels of the same channel of distribution are referred to as _____

- A. horizontal conflicts.
- B. vertical conflicts.
- C. layer-based conflicts.
- D. parallel conflicts.

ANSWER: B

87. A brand name research is important for any brand throughout its _____

- A. Existence
- B. Life cycle
- C. History
- D. Campaign

ANSWER: B

88. A company is practicing _____ if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.

- A. micromarketing
- B. niche marketing
- C. mass marketing
- D. segment marketing

ANSWER: B

89. If a consumer describes a car as being the "most economical car on the market," then this descriptor is a _____

- A. rule.
- B. attitude.
- C. belief.
- D. cue.

ANSWER: C

90. Market awareness and perceptions of brand can rise and fall quickly in a _____ market.

- A. Consistent
- B. Stable
- C. Changing
- D. Certain

ANSWER: C

91. When a company reviews sales, costs, and profit projections for a new product to find out whether these factors satisfy the company's objectives, they are in which of the following new process development stages?

- A. Concept development and testing.
- B. Commercialization.
- C. Business analysis
- D. Marketing strategy development.

ANSWER: C

92. _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.

- A. Duo branding
- B. Line extension
- C. Brand extension
- D. Multi branding

ANSWER: C

93. _____ is one of the more technical areas of market research

- A. Packaging
- B. Branding
- C. Product
- D. Pricing

ANSWER: D

94. Packing research is one aspect of _____ research.

- A. Communication
- B. Product
- C. Branding
- D. Promotion

ANSWER: B

95. _____ seeks feedback designed to screen the quality of new ideas or concepts.

- A. Concept testing
- B. Creative test
- C. Pre-testing
- D. Post-testing

ANSWER: A

96. A company faces several major decisions in international marketing. The first of these decisions is often:

- A. deciding whether to go international.
- B. looking at the global marketing environment.
- C. deciding which markets to enter.
- D. deciding how to enter markets.

ANSWER: B

97. A _____ is the way consumers perceive an actual or potential product.

- A. product idea
- B. product image
- C. product concept
- D. product feature

ANSWER: B

98. The American Marketing Association suggests a list of code of ethics. All of the following are ethics suggested in the area of distribution EXCEPT:

- A. not manipulating the availability of a product for purpose of exploitation.
- B. not using coercion in the marketing channel.
- C. using gray marketers whenever possible to save the consumer money.

D. not exerting undue influence over the reseller's choice to handle a product.

ANSWER: C

99. Copy Testing start at the end of creation process and before the _____ start

- A. Promotion
- B. Packaging
- C. Pricing
- D. Production

ANSWER: D

100. All of the following are methods by which a company can divide up its sales responsibilities EXCEPT:

- A. territorial sales force structure.
- B. psychographic trait sales force structure.
- C. product sales force structure.
- D. customer sales force structure.

ANSWER: B

101. If your company were to make a product such as a suit of clothes and sold that product to a retailer, your company would have sold to the _____ market.

- A. reseller
- B. business
- C. government
- D. service

ANSWER: A

102. The course of a product's sales and profits over its lifetime is called:

- A. the sales chart.
- B. the dynamic growth curve.
- C. the adoption cycle.
- D. the product life cycle.

ANSWER: D

103. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called a

-
- A. discount.
 - B. allowance.
 - C. premium.
 - D. rebate.

ANSWER: B

104. The most logical budget setting method is found in the list below. Which is it?

- A. Affordable method
- B. Percentage-of-Sales method
- C. Competitive-parity method
- D. Objective-and-task method

ANSWER: D

105. The place in the business buying behavior model where interpersonal and individual influences might interact is called the:

- A. environment.

- B. response.
- C. stimuli.
- D. buying center.

ANSWER: D

106. The health of a brand is measured by its _____.

- A. Brand loyalty
- B. Brand character
- C. Brand association
- D. Brand equity

ANSWER: D

107. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to:

- A. become a vehicle for pitching the sponsor's products.
- B. become a vehicle for discriminating in the marketplace.
- C. become a means for raising prices
- D. become a means for unfair competition.

ANSWER: A

108. _____ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A. Psychographics
- B. Personality
- C. Demographics
- D. Lifestyle

ANSWER: B

109. _____ has the advantage of being high in selectivity; low cost; immediacy; and interactive capabilities.

- A. Direct Mail b. c. d.
- B. Outdoor
- C. Online
- D. Radio

ANSWER: C

110. The choice between high markups and high volume is part of which of the following retailer marketing decisions?

- A. Target market decisions
- B. Product assortment and services decisions
- C. Pricing decisions
- D. Promotion decisions

ANSWER: C

111. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability, the advertiser will probably choose which of the following mass media types?

- A. Newspapers
- B. Television
- C. Direct Mail
- D. Radio

ANSWER: A

112. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.

- A. reseller
- B. business
- C. government
- D. service

ANSWER: B

113. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using:

- A. protectionism.
- B. exchange controls.
- C. exchange facilitators.
- D. nontariff trade barriers.

ANSWER: D

114. A _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- A. product feature
- B. sponsorship
- C. brand
- D. logo

ANSWER: C

115. All of the following factors can affect the attractiveness of a market segment EXCEPT:

- A. the presence of many strong and aggressive competitors. .
- B. the likelihood of government monitoring.
- C. actual or potential substitute products.
- D. the power of buyers in the segment.

ANSWER: B

116. A _____ is any activity or benefit offered for sale that is essentially intangible and does not result in the ownership of anything.

- A. demand
- B. basic staple
- C. product
- D. service

ANSWER: D

117. If Mark Mars pays Hershey Foods Corporation for the right to use their name on his line of T-shirts, then Mr. Mars is using which type of branding?

- A. Licensed brand
- B. Manufacturer's brand
- C. Private brand
- D. Co-brand

ANSWER: A

118. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called:

- A. selective sponsorship.

- B. probing.
- C. focus group interviewing.
- D. the Delphi method.

ANSWER: C

119. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).

- A. product concept
- B. production concept
- C. production cost expansion concept
- D. marketing concept

ANSWER: B

120. If advertising constantly sends out messages about materialism, sex, power, and status, which of the following categories of social criticism most closely matches this problem?

- A. Too much advertising.
- B. Too few social goods.
- C. Cultural pollution.
- D. Too much political power.

ANSWER: C

121. A company is in the _____ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.

- A. product development
- B. commercialization
- C. marketing strategy
- D. business analysis

ANSWER: A

122. The shrinking of distances due to technological advances such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?

- A. Rapid globalization.
- B. The changing world economy.
- C. The call for more socially responsible marketing.
- D. The micro-chip revolution.

ANSWER: A

123. Joining with foreign companies to produce or market products and services is called _____

- A. direct exporting.
- B. indirect exporting.
- C. licensing.
- D. joint venturing.

ANSWER: D

124. The major advantage of survey research is its _____

- A. simplicity.
- B. structure
- C. organization.
- D. flexibility.

ANSWER: D

125. The type of salesforce structure in which the salesforce sells along product lines is called a _____
- A. territorial salesforce.
 - B. product salesforce.
 - C. customer salesforce.
 - D. retail salesforce.

ANSWER: B

126. A "three-day cooling off period" in which buyers can cancel a contract after re-thinking it is to protect the consumer from _____
- A. creative selling
 - B. high pressure selling
 - C. detail selling
 - D. hard core selling

ANSWER: B

127. The practice of going after a large share of a smaller market or subsets of a few markets is called _____
- A. undifferentiated marketing.
 - B. differentiated marketing.
 - C. concentrated marketing.
 - D. turbo marketing.

ANSWER: C

128. When Coca-Cola and Nestle formed a joint venture to market a ready-to-drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a:
- A. vertical marketing system
 - B. parallel marketing system
 - C. diversified marketing system
 - D. horizontal marketing system

ANSWER: D

129. _____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.
- A. Idea generation
 - B. Concept development and testing
 - C. Idea screening
 - D. Brainstorming

ANSWER: C

130. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____.
- A. group
 - B. bi-variant population
 - C. sample
 - D. market target

ANSWER: C

131. The goal of the marketing logistics system should be to provide:
- A. a targeted level of promotional support.
 - B. a targeted level of customer service at the least cost.

- C. a targeted level of transportation expense ratio.
- D. a targeted level of field support.

ANSWER: B

132. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?

- A. Affordable method
- B. Percentage-of-Sales method
- C. Competitive-parity method
- D. Objective-and-task method

ANSWER: C

133. If a company (considering its options on the product/market expansion grid) chooses to move into different unrelated fields (from what it has ever done before) with new products as a means to stimulate growth, the company would be following which of the following general strategies?

- A. Market penetration
- B. Market development
- C. Product development
- D. Diversification

ANSWER: D

134. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- A. Decline stage
- B. Introduction stage
- C. Growth stage
- D. Maturity stage

ANSWER: A

135. If Honda uses its company name to cover such different products as its automobiles, lawn mowers, and motorcycles, it is practicing which of the following strategies?

- A. New brand strategy
- B. Line extension strategy
- C. Multibrand strategy
- D. Brand extension strategy

ANSWER: D

136. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called?

- A. Marketing strategy.
- B. Marketing control.
- C. Marketing analysis.
- D. Marketing implementation

ANSWER: D

137. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of salesforce structure?

- A. Territorial sales force.
- B. Product sales force.
- C. Customer sales force.
- D. Hybrid sales force.

ANSWER: A

138. The last stage in the selling process is the _____ stage.

- A. approach
- B. handling objections
- C. closing
- D. follow-up

ANSWER: D

139. In 1985, the Coca-Cola Company made a classic marketing blunder with its deletion of its popular Coca-Cola product and introduction of what it called New Coke. Analysts now believe that most of the company's problems resulted from poor marketing research. As the public demanded their "old Coke" back, the company relented and reintroduced Coca-Cola Classic (which has regained and surpassed its former position) while New Coke owns only 0.1 percent of the market. Which of the following marketing research mistakes did Coca-Cola make?

- A. They did not investigate pricing correctly and priced the product too high.
- B. They did not investigate dealer reaction and had inadequate distribution.
- C. They defined their marketing research problem too narrowly.
- D. They failed to account for the Pepsi Challenge taste test in their marketing efforts

ANSWER: C

140. Costs that do not vary with production or sales levels are called _____

- A. fixed costs.
- B. variable costs.
- C. standard costs.
- D. independent costs.

ANSWER: A

141. All of the following are thought to be sources of new product ideas EXCEPT:

- A. internal sources.
- B. customers.
- C. competitors.
- D. the local library

ANSWER: D

142. Today, advertising captures about _____ percent of total promotion spending.

- A. 15
- B. 23
- C. 29
- D. 33

ANSWER: B

143. The first modern environmental movement in the United States began in the:

- A. 1940s.
- B. 1950s.
- C. 1960s and 1970s.
- D. mid-1980s

ANSWER: C

144. One of the most common problems with using internal database information is that:

- A. since it was probably collected for some other purpose, it may be incomplete or wrong.

- B. it is usually expensive to retrieve.
- C. top executives are usually unwilling to relinquish data, therefore, the data has limits.
- D. the data is almost always unsecured and, therefore, suspect as to reliability.

ANSWER: A

145. Regulations that arise to ensure that firms take responsibility for the social costs of their products or production processes stem from which reason for government legislation of business?

- A. To protect companies from each other.
- B. To protect consumers from unfair business practices.
- C. To protect the interests of society.
- D. To protect businesses from unfair consumer demands.

ANSWER: C

146. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- A. Newspapers
- B. Television
- C. Direct Mail
- D. Radio

ANSWER: C

147. One of the most promising developments in multivariable segmentation is called _____ where a host of demographic and socioeconomic factors are used.

- A. terragraphic segmentation
- B. fermagraphic segmentation
- C. geothermy segmentation
- D. geodemographic segmentation

ANSWER: D

148. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

- A. Innovative marketing
- B. Consumer-oriented marketing
- C. Value marketing
- D. Societal marketing

ANSWER: D

149. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called?

- A. Geothermy.
- B. Demography.
- C. Ethnography.
- D. Hemos-popography.

ANSWER: B

150. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do. _____ includes practices such as falsely advertising "factory" or "wholesale" prices or a large price reduction from a phony high retail price.

- A. Deceptive promotion
- B. Deceptive packaging

- C. Deceptive pricing
- D. Deceptive cost structure

ANSWER: C

151. In marketing terms, _____ refers to what we get for what we pay.

- A. Revenue
- B. Cost
- C. Value
- D. Product

ANSWER: C

152. _____ act as cues by indicating to a potential customer that there is a bargain to be had.

- A. Odd-number pricing.
- B. Sale signs
- C. Relative price
- D. Price surplus

ANSWER: B

153. _____ vary according to the number of units of goods made or services sold.

- A. Product assets
- B. Price elasticity
- C. Fixed costs
- D. Variable costs

ANSWER: D

154. These are costs which do not vary according to the number of units of product made or service sold:

- A. Fixed costs.
- B. Moving assets.
- C. Working capital.
- D. Fixed capital.

ANSWER: A

155. Mobile phone manufacturers offer monthly price packages with international call packages, and text message packages bundled in with different types of account, and these bundles are also available independently. This is called:

- A. Product pricing.
- B. Price differentiation.
- C. Product bundling.
- D. Mixed price bundling.

ANSWER: D

156. Pricing research is used the following approaches _____

- A. Gabor- Granger Technique
- B. Non-Directive Method
- C. Directive Method
- D. None of the above

ANSWER: A

157. This is the amount the customer has to pay to receive a good or service:

- A. Price.
- B. Relative price.

- C. Product price.
- D. Display price.

ANSWER: A

158. Companies reduce the price of a good or service on the basis that a customer is prepared to commit either to buying a large volume of that good or service now or in the future or paying for it within a specified time period. This is referred to as::

- A. Bundling pricing
- B. Discount pricing
- C. Elasticity pricing
- D. Inflation pricing

ANSWER: B

159. This occurs when a company charges more than governments perceive is fair for products and/or services; typically by taking advantage of demand where customers/consumers are reliant on a particular product/service:

- A. Product gouging.
- B. Price gouging.
- C. Brand gouging.
- D. Demand pricing.

ANSWER: B

160. Prices are determined on the basis of customers' locations. This is referred to as:

- A. Flexible pricing
- B. Negotiated pricing
- C. Segmentation pricing
- D. Geographical pricing

ANSWER: D

161. This approach is often used for fast-moving consumer goods and consumer durables items, where the new product introduced is not demonstrably different from existing formulations available:

- A. Price discrimination.
- B. Skim pricing
- C. Market penetration
- D. Price bundling.

ANSWER: C

162. This is the price band that customers judge the purchase price of goods and services against in their own minds:

- A. Reference price.
- B. Listed price.
- C. Sale price.
- D. Mark-up price.

ANSWER: A

163. When customers assess prices, they estimate value using _____, because they do not always know the true cost and price of the item that they are purchasing.

- A. pricing strategies
- B. sale price
- C. pricing cues
- D. pricing bundles

ANSWER: C

164. In which research explore the relationship among brand trust and brand performance outcomes.
- A. Reference pricing Research
 - B. Brand Health Research
 - C. Brand Loyalty Research
 - D. Brand Awareness Research

ANSWER: C

165. This typically occurs in large organizations, and represents the pricing approach used when one unit of a company sells to another unit within the same company:
- A. Transfer pricing.
 - B. Internal pricing.
 - C. Listed pricing.
 - D. Cost pricing.

ANSWER: A

166. The pricing approach where prices are set based on what competitors are charging is called the _____
- A. cost-oriented approach.
 - B. demand-oriented approach.
 - C. competitor-oriented approach
 - D. value-oriented approach.

ANSWER: C

167. The pricing approach where prices are set based on what customers believe to offer value is called the _____
- A. cost-oriented approach.
 - B. demand-oriented approach.
 - C. competitor-oriented approach.
 - D. value-oriented approach.

ANSWER: D

168. Which of the following are aimed at providing customers with the peace of mind of knowing that the company they are purchasing from is competitive in price?
- A. Price competitiveness.
 - B. Price assurance.
 - C. Reference prices.
 - D. Price guarantees schemes.

ANSWER: D

169. When varying prices are set for different groups of customers, this is called:
- A. Price differentiation.
 - B. Price fixing.
 - C. Segmentation pricing
 - D. Price guarantees

ANSWER: C

170. With this pricing approach, the pricing process begins with the customer; not the cost of the product offering:
- A. Value-based pricing.

- B. Cost-based pricing
- C. Customer-led pricing.
- D. Sales pricing.

ANSWER: A

171. What is the difference between the terms market research and marketing research?

- A. Market research concerns strategic decisions; marketing research does not.
- B. Market research concerns operational decisions; marketing research does not
- C. Marketing research looks at academic matters; market research does not.
- D. None of the options given is correct.

ANSWER: D

172. Which ONE of these is NOT an element of the marketing information system (MKIS)?

- A. Internal records.
- B. Marketing insight system
- C. Marketing research system.
- D. Analysis system

ANSWER: B

173. Which ONE of these has less to do with marketing research than the others?

- A. FIS.
- B. CAPI.
- C. MKIS.
- D. MDSS.

ANSWER: A

174. Most qualitative research money goes into_____

- A. depths.
- B. focus groups.
- C. Delphi.
- D. ethnography.

ANSWER: B

175. Which ONE of these quantitative methods is being used more nowadays?

- A. Telephone interviewing.
- B. Postal interviewing.
- C. Face-to-face interviewing.
- D. Online research

ANSWER: D

176. Which ONE of the options is the odd one out?

- A. Ipsos.
- B. MRS.
- C. GFK.
- D. TNS/KANTAR

ANSWER: B

177. Which ONE of the options is the odd one out?

- A. CIM.
- B. ESOMAR.
- C. MRS.

D. NRS.

ANSWER: D

178. What is data that 'relates to a living individual who can be identified from the data, or from the data and other information in the possession of, or likely to come into the possession of, the data controller'?

- A. Impersonal data.
- B. Personal data.
- C. Behavioural data
- D. Something other than the options offered

ANSWER: B

179. How many principles are contained in the UK Data Protection Act 1998?

- A. 8
- B. 10
- C. 12.
- D. 14

ANSWER: A

180. 'Responsible for specific parts of projects and may be part of a team. Will write questionnaires and analyse results. May prepare reports and presentations.' This might appear in the job description for which ONE of the following?

- A. Spec writer.
- B. Research executive.
- C. Personal interviewer.
- D. Moderator.

ANSWER: B

181. Which ONE of these is NOT one of the four Ps of the original marketing mix proposed by McCarthy in the late 1950s?

- A. Product.
- B. Price.
- C. Publication.
- D. Place.

ANSWER: C

182. Which ONE of these is a technique useful in project planning?

- A. SERT.
- B. SPERT.
- C. PERT
- D. REPT

ANSWER: C

183. Which ONE is the odd one out?

- A. Aim.
- B. Goal.
- C. Objective.
- D. Subjective.

ANSWER: D

184. Which ONE of these is one of the four Ps of the marketing research mix (MR Mix) proposed by Bradley in the early 2000s?

- A. Probability.
- B. Purpose.
- C. Parameter.
- D. Promotion.

ANSWER: B

185. Which ONE of these needs to be decided before considering whether to take a census or sample?

- A. The method.
- B. The objectives.
- C. The reporting style.
- D. The Gantt chart.

ANSWER: B

186. Which ONE of these should be used as a starting point for any research project?

- A. Primary data.
- B. Secondary data.
- C. Omnibus data.
- D. Continuous data.

ANSWER: B

187. A systematic search for a supplier includes various steps. Which ONE of the following steps should come before the others?

- A. Rejecting or accepting a proposal.
- B. Shortlisting of agencies.
- C. Creating a brief.
- D. Receiving proposals.

ANSWER: C

188. Why might we have a qualitative stage at the end of a project?

- A. To generate a sampling frame.
- B. To investigate issues found in the field.
- C. To help in questionnaire development.
- D. To fine-tune the objectives

ANSWER: B

189. Who produces the research brief?

- A. An informant.
- B. A research agency.
- C. A client.
- D. A respondent

ANSWER: C

190. Bundle pricing is _____

- A. Packaging a group of products together.
- B. Providing a bundle of benefits for one price.
- C. Providing a group of prices for one product category.
- D. Prestige pricing.

ANSWER: A

191. Why is it argued that ethical transgression is pervasive in social research?

- A. Because most researchers do not bother to follow a professional code of ethics

B. Because researchers rarely provide their participants with all the information they might want to know about a project

C. Because it helps us to justify the more extreme forms of unethical conduct that we prefer to pursue

D. Because sociologists want to present themselves as inconsiderate and careless

ANSWER: B

192. Which of the following is a form of harm that might be suffered by research participants?

A. Physical injury

B. Stress and anxiety

C. Impaired development

D. All of the above

ANSWER: D

193. Why is it important that personal data about research participants are kept within secure, confidential records?

A. So that the participants cannot find out what has been written about them

B. In case individuals, places or organizations can be harmed through identification or disclosure of personal information

C. So that government officials, teachers and other people in authority can have easy access to the data

D. To enable the researcher to track down individuals and find out more about their lives

ANSWER: B

194. Which method is most commonly associated with a lack of informed consent?

A. In-depth interviewing

B. Qualitative content analysis

C. Covert observation

D. Structured interviewing

ANSWER: C

195. Why is it "easier said than done" to ensure that the principle of informed consent is adhered to?

A. It is not practicable to present every participant with all the information about the study

B. Sometimes it is desirable to withhold certain pieces of information, such as the length of time an interview will take

C. If the participants knew exactly what the researcher was intending to study, they might change their behaviour

D. All of the above

ANSWER: D

196. Apart from the fact that it is "not a nice thing to do" , what is an important ethical disadvantage of deceiving participants?

A. It can damage the professional reputation of the researcher and their discipline

B. It makes it more difficult to gain access to deviant or hidden populations

C. It means that records of personal data about the participants cannot be made anonymous

D. None of the above

ANSWER: A

197. Which of the following factors does not add a political dimension to the research process?

A. The researcher's values, beliefs and prior assumptions

B. The response rate of a social survey

C. The vested interests of the funding body

D. A gatekeeper's concerns about representation

ANSWER: B

198. Whose side did Becker suggest the social researcher should take?

- A. The underdog
- B. The fat cat
- C. The cash cow
- D. The sitting duck

ANSWER: A

199. Which of the following ideas is not associated with the stance of situation ethics?

- A. Anything goes
- B. Principled relativism
- C. The end justifies the means
- D. No choice

ANSWER: A

200. The brief does NOT contain:

- A. Background.
- B. Objectives.
- C. Reporting details.
- D. Fees.

ANSWER: D

201. The main concept behind doing research is to_____

- A. Study and explore knowledge.
- B. Start with a predefined and clear-cut objective.
- C. Get new ideas.
- D. Define clear objectives.

ANSWER: C

202. In order to begin research, one must:

- A. Start with a number of clear goals.
- B. Start with a number of predefined objectives.
- C. Have a well defined research method.
- D. Solve the research problem

ANSWER: B

203. Doing research requires drafting a working outline, which is

- A. Having a predefined and clear-cut objective.
- B. Planning to get answers for what, why & where type of questions.
- C. Having a clear idea about the research problem solution.
- D. None of the above.

ANSWER: B

204. Research objectives falls into a number of categories that include:

- A. Planning to get answers for what, why & where type of questions.
- B. Considering the logic behind the methods we use in the context of the research.
- C. Formulate, concept, and planning for research methods.
- D. Exploratory, descriptive, diagnostic and experimentation research.

ANSWER: D

205. Formularize research studies is a category of research that aims to:

- A. Achieve new insights of a concept.
- B. Analyze characteristics of something.
- C. Determine the frequency with which something occurs.
- D. Test the relationship between variables.

ANSWER: A

206. Diagnostic research studies is a category of research that aims to:

- A. Achieve new insights of a concept.
- B. Analyze characteristics of something.
- C. Determine the frequency with which something occurs.
- D. Test the relationship between variables.

ANSWER: C

207. Descriptive research studies is a category of research that aims to:

- A. Achieve new insights of a concept.
- B. Analyze characteristics of something.
- C. Determine the frequency with which something occurs.
- D. Test the relationship between variables.

ANSWER: B

208. Research is considered to be more than just a way of skills, it is:

- A. Planning to what, why and where type of questions to determine a goal.
- B. A way of critical thinking about professional aspects of related to your work.
- C. The research methods used within the research methodology.
- D. Discovering the relationship between variables.

ANSWER: B

209. Research aims for finding answers to questions it implies:

- A. A framework of philosophies.
- B. Using valid and reliable methods and techniques.
- C. An unbiased design.
- D. All the above.

ANSWER: D

210. Research philosophies refers to:

- A. Approaches and the discipline.
- B. Correct procedures in the discipline.
- C. Ideas to discover.
- D. Objectives to consider in the research process.

ANSWER: A

211. In order to make the research reliable, it requires that:

- A. There is no deliberate attempt to either to conceal or highlight something.
- B. Quantitative and qualitative methods are to be used.
- C. Repeatability and accuracy are provided for the quality of measurement procedures used.
- D. The solution to the research problem is known in advance.

ANSWER: C

212. In order to make the research unbiased, it requires that:

- A. There is no deliberate attempt to either to conceal or highlight something.

- B. Quantitative and qualitative methods are to be used.
- C. Repeatability and accuracy are provided for the quality of measurement procedures used.
- D. The solution to the research problem is known in advance.

ANSWER: A

213. The main difference between research and non-research is:

- A. The type of skills we use to discover something.
- B. The utilization of acceptable scientific methodology to solve problems to create new knowledge.
- C. The quantitative and qualitative methods that are to be used.
- D. All the above

ANSWER: B

214. Biased research refers to:

- A. Drawing conclusions by introducing ones own vested interest.
- B. No deliberate attempt to either conceal or highlight something.
- C. Repeatability and accuracy are provided for the quality of measurement procedures used.
- D. Each step of the research is valid and objective.

ANSWER: A

215. Descriptive research is the type of research that_____

- A. is made for performing the basic or pure research; its a theoretical research.
- B. is intended for finding some solution to the problem considered.
- C. includes fact-finding enquires and surveys.
- D. uses available information as the base to make the further critical evaluation.

ANSWER: C

216. Analytical research is the type of research that_____

- A. is made for performing the basic or pure research; its a theoretical research.
- B. is intended for finding some solution to the problem considered.
- C. includes fact-finding enquires and surveys.
- D. uses available information as the base to make the further critical evaluation.

ANSWER: D

217. Applied research is the type of research that_____

- A. is made for performing the basic or pure research; its a theoretical research.
- B. is intended for finding some solution to the problem considered.
- C. includes fact-finding enquires and surveys.
- D. uses available information as the base to make the further critical evaluation.

ANSWER: B

218. Fundamental research is the type of research that:

- A. Is made for performing the basic or pure research; its a theoretical research.
- B. Is intended for finding some solution to the problem considered.
- C. Includes fact-finding enquires and surveys.
- D. Uses available information as the base to make the further critical evaluation.

ANSWER: A

219. Package graphics and copy are critical _____ variables in many product categories.

- A. Advertising
- B. Economic
- C. Marketing

D. Social

ANSWER: C

220. The research process has certain characteristics. One of the statements below are not part of these characteristics:

- A. Controlled & systematic.
- B. Quantitative & qualitative.
- C. Critical & empirical.
- D. Rigorous & valid.

ANSWER: B

221. What is the main difference between a focus group and a group interview?

- A. Group interviews involve fewer participants
- B. Focus groups are used to study the way people discuss a specific topic
- C. There is no moderator present in a focus group
- D. Focus groups save more time and money

ANSWER: B

222. How have focus groups been used in media and cultural studies?

- A. To plan champagne receptions
- B. To investigate birth and conception
- C. To explore audience reception
- D. To measure TV reception

ANSWER: C

223. Why is it particularly difficult to get an accurate record and transcript of a focus group session?

- A. Because the researcher often forgets to take notes
- B. Because focus groups are transcribed several years after they are conducted
- C. Because you cannot use a tape recorder in a focus group
- D. Because there are so many different voices to follow

ANSWER: D

224. _____ is conducted when the researcher does not know how and why certain phenomenon occurs.

- A. Exploratory research
- B. Descriptive research
- C. Causal research
- D. Diagnostic research

ANSWER: B

225. What is the role of the moderator in a focus group?

- A. To stimulate discussion and keep the conversation on track
- B. To ask leading questions and dominate the discussion
- C. To sit away from the group and observe their behavior
- D. To evaluate the group's performance on a particular task

ANSWER: A

226. What are "natural groups" in the context of focus group research?

- A. Groups of strangers selected from a particular location
- B. Random samples of participants from the general population
- C. Groups of participants who already know each other

D. Groups of non-human animals studied in their natural environment

ANSWER: C

227. The product marketing research related to the _____

- A. attitudes of consumers towards the specific product.
- B. attitudes of consumers towards the specific production
- C. attribute of consumers towards the specific production
- D. All of the above

ANSWER: A

228. What are the two main forms of group interaction that Kitzinger identifies in focus group sessions?

- A. Altruistic and aggressive
- B. Complementary and argumentative
- C. Conventional and alternative
- D. Passive and assertive

ANSWER: B

229. Why have feminists argued that focus groups successfully avoid "decontextualizing" their participants?

- A. Because they study the individual as part of a social context
- B. Because they tend to be carried out by female researchers
- C. Because moderating a focus group demands great technical knowledge
- D. Because the data tends to be analysed using post-structuralist theories

ANSWER: A

230. Which of the following is not a limitation of the focus group method?

- A. The researcher has little control over how the discussion proceeds
- B. It reveals the way social meanings are jointly constructed
- C. It produces a large volume of data that can be difficult to analyze
- D. People in groups tend to agree and express socially desirable views

ANSWER: B

231. Which of the following is not a problem associated with using web sites as sources of data?

- A. The sample of web sites is only as good as the keywords used to search for them
- B. It is difficult to find any web sites about most topics in social research
- C. New web sites are constantly appearing while others are disappearing
- D. The content of web sites is likely to change as they are updated

ANSWER: B

232. What is distinctive about asynchronous online communication?

- A. The interviewer and their respondents write at different times.
- B. It cannot take place on the World Wide Web.
- C. It occurs in real time, with participants responding to questions immediately.
- D. It cannot be conducted by email.

ANSWER: A

233. What is a virtual ethnography?

- A. The use of visual data rather than written texts for content analysis
- B. A technique used to facilitate online focus groups
- C. A study that uses participant observation but not interviewing
- D. An ethnographic study of an online community or social setting

ANSWER: D

234. No marketing research study should be undertaken without a prior search of _____ source.
- A. Primary
 - B. Secondary
 - C. Internal
 - D. External

ANSWER: B

235. An advantage of conducting an interview online rather than face-to-face is that:
- A. It saves time and money as no travelling is involved
 - B. Informants have more time to give detailed, considered responses
 - C. There is no need to transcribe the data
 - D. All of the above

ANSWER: D

236. Which of the following is not a disadvantage of conducting focus groups online?
- A. Those who are fastest at typing may dominate the discussions
 - B. It is more difficult to establish rapport without non-verbal cues
 - C. Normally shy participants may find it easier to "speak" in this setting
 - D. It is easier for people to ignore questions or drop out of the study

ANSWER: C

237. The two ways of distributing on-line surveys are:
- A. Quantitatively and qualitatively
 - B. With an interview schedule or an observation schedule
 - C. By email and via the World Wide Web
 - D. Face-to-face or by post

ANSWER: C

238. What is the main advantage of an attached email questionnaire over an embedded one?
- A. It retains more of the original formatting and so tends to look more attractive.
 - B. It requires less expertise for the respondent to open and reply to it.
 - C. Recipients will be reassured that the message does not contain a virus.
 - D. It is easier to code the answers from this type of questionnaire.

ANSWER: A

239. Why is it argued that samples recruited online are not representative of the general population?
- A. Because online researchers only use random probability sampling methods.
 - B. Because Internet users are most likely to be white, young and middle class.
 - C. Because women are less likely than men to volunteer for online social research.
 - D. None of the above.

ANSWER: B

240. What is the advantage of using Internet surveys to supplement traditional postal questionnaires?
- A. Postal questionnaires generally produce a higher response rate.
 - B. It makes all of the data more directly comparable.
 - C. Online social surveys generally produce a higher response rate.
 - D. It allows people to respond in the way that is most convenient for them.

ANSWER: D

241. Why do you need to review the existing literature?

- A. To make sure you have a long list of references.
- B. Because without it, you could never reach the required word-count.
- C. To find out what is already known about your area of interest.
- D. To help in your general studying.

ANSWER: C

242. To read critically means:

- A. Taking an opposing point of view to the ideas and opinions expressed.
- B. Skimming through the material because most of it is just padding.
- C. Evaluating what you read in terms of your own research questions.
- D. Being negative about something before you read it.

ANSWER: C

243. A systematic literature review is:

- A. One which starts in your own library, then goes to on-line databases and, finally, to the internet.
- B. A replicable, scientific and transparent process.
- C. One which gives equal attention to the principal contributors to the area.
- D. A responsible, professional process of time-management for research

ANSWER: B

244. What is meta-analysis?

- A. A technique of correcting for the errors in individual studies within a survey of a large number of studies, to demonstrate the effect of a particular variable
- B. A process of secondary-data gathering to assemble all the possibilities for a variable's effects
- C. A substitute for original research, which is justified by constraints of time or money
- D. A specialized step in a computer software program (e.g. SPSS)

ANSWER: A

245. What is meta-ethnography?

- A. A technique for reviewing literature based exclusively on ethnographic studies.
- B. A technique for synthesizing interpretations drawn from a number of separate qualitative studies of the same phenomena.
- C. A process used to make generalizations from a range of qualitative studies.
- D. A process of surveying only that literature contained within a single library.

ANSWER: B

246. What is a narrative literature review?

- A. An historically-based review, starting with the earliest contributions to the field .
- B. A review based exclusively on stories about companies, in book and case-study form .
- C. A paraphrase style of reviewing which does not require referencing .
- D. An initial impression of the topic which you will understand more fully as you conduct your research .

ANSWER: D

247. The product research is one of the major area of _____

- A. Media Research
- B. Marketing Research
- C. Mass Communication Research
- D. None of the above

ANSWER: B

248. Which of the following statements about plagiarism is most accurate?

A. It is so easy to "copy and paste" from the internet that everyone does it nowadays. If a proper reference is given, where is the harm in that?

B. How can we say for sure where our own ideas come from exactly? If we tried to give a reference for everything we could never hope to succeed.

C. Any suggestion that we have written what another actually wrote is morally wrong. Anyway, the whole point of a literature review is to show what we have read and what we thought about it.

D. Plagiarism is such an awful crime that those found guilty should be obliged to wear a scarlet "P" on their clothing

ANSWER: C

249. _____ is tentative and declarative statement formulated to be tested describing relationship between concepts.

A. Research statement

B. Objective

C. Hypothesis

D. Assumption

ANSWER: C

250. Which of the following statements is not true when describing a successful strategy?

A. It provides some property that is unique or distinctive.

B. It provides the means for renewing competitive advantage.

C. It addresses changes in the external environment.

D. It guarantees long term survival .

ANSWER: D

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