

TEST BANK

A graphic of a spiral-bound notebook. The cover is black with the text 'IMAGE COMING SOON' in white, bold, sans-serif font. The spiral binding is on the left side. The notebook is set against a white background with a subtle drop shadow.

**IMAGE
COMING
SOON**

Chapter 2 Problem definition and the research process

TRUE/FALSE

1. The degree of uncertainty faced by the marketing manager influences decisions about the type of research that will be conducted.

ANS: T PTS: 1 TOP: The nature of marketing problems

2. Most marketing decision situations are uncertain or absolutely ambiguous due to their dynamic nature.

ANS: F PTS: 1 TOP: The nature of marketing problems

3. No marketing manager can be completely certain about a business situation.

ANS: F PTS: 1 TOP: The nature of marketing problems

4. Formal quantitative research procedures can help define the research problem.

ANS: F PTS: 1 TOP: The importance of proper problem definition

5. The problem definition process begins with understanding the background of the problem.

ANS: F PTS: 1 TOP: The process of defining the problem

6. A useful technique to clarify research objectives is to ask the marketing manager directly, 'What are your objectives for this study?'

ANS: F PTS: 1 TOP: Ascertain the decision-makers' objectives

7. Exploratory research can help to clarify research objectives.

ANS: T PTS: 1 TOP: Ascertain the decision-makers' objectives

8. The iceberg principle illustrates that in many marketing problem situations, the marketing manager only understands 20 per cent of the actual problem, while 80 per cent remains submerged.

ANS: F PTS: 1 TOP: Ascertain the decision-makers' objectives

9. When the definition of the problem is unclear, the first step is to list the research objectives in an attempt to clarify the problem.

ANS: F PTS: 1 TOP: Understand the background of the problem

10. The researcher can help the marketing manager to anticipate the dimensions of a problem when defining the problem.

ANS: F PTS: 1 TOP: Isolate and identify the problem, not the symptoms

11. Determining the difference between the symptoms of a problem and its causes is limited by executive judgement and creativity.
- ANS: F PTS: 1 TOP: Isolate and identify the problem, not the symptoms
12. Specification of the unit of analysis to be used in the research study occurs in the research design stage of the research process.
- ANS: F PTS: 1 TOP: Determine the unit of analysis
13. All variables, directly and indirectly relevant to the problem, must be included in the research study.
- ANS: F PTS: 1 TOP: Determine the relevant variables
14. A variable may assume different numerical values only.
- ANS: F PTS: 1 TOP: Determine the relevant variables
15. The goal of problem definition is to state the research questions clearly so that hypotheses can be generated.
- ANS: T PTS: 1 TOP: Clarity in research questions and hypotheses
16. Problem statements are declarative, while hypotheses are interrogative.
- ANS: F PTS: 1 TOP: Clarity in research questions and hypotheses
17. Problem statements are typically more specific than hypotheses.
- ANS: F PTS: 1 TOP: Clarity in research questions and hypotheses
18. Research objectives are derived from the marketing problem before the research questions or hypotheses have been stated.
- ANS: F PTS: 1 TOP: Decision-oriented research objectives
19. Research objectives should specify the required information needed to make a marketing decision.
- ANS: T PTS: 1 TOP: Decision-oriented research objectives
20. The amount of effort that will be spent defining a research problem is independent of the budget constraints imposed on the project.
- ANS: F PTS: 1 TOP: How much time should be spent defining the problem

MULTIPLE CHOICE

1. Which of the following is not typical of an ambiguous decision-making situation?
- A. research objectives are vague
 - B. alternative decisions are difficult to define

- C. nature of the problem is unclear
- D. information about decision alternatives is incomplete

ANS: D PTS: 1 TOP: The nature of marketing problems

2. Which one of the following occurs at the first stage of the problem definition process?
- A. determining the unit of analysis
 - B. understanding the background of the problem
 - C. ascertaining the decision-maker's objectives
 - D. specifying the relevant variables

ANS: C PTS: 1 TOP: The process of defining the problem

3. Which one of the following occurs at the final stage of the problem definition process?
- A. stating the hypotheses and research objectives
 - B. specifying the relevant variables
 - C. determining the unit of analysis
 - D. understanding the background of the problem

ANS: A PTS: 1 TOP: The process of defining the problem

4. The iceberg principle suggests that _____ of many marketing problems are visible to marketing managers.
- A. 10 per cent
 - B. 20 per cent
 - C. 80 per cent
 - D. 90 per cent

ANS: A PTS: 1 TOP: Ascertain the decision-makers' objectives

5. 'Sales have been declining for the past 12 months'. This statement is an example of a:
- A. marketing problem
 - B. symptom
 - C. hypothesis
 - D. research objective

ANS: B PTS: 1 TOP: Isolate and identify the problem, not the symptoms

6. Informal gathering of background information to gain an awareness of marketplace conditions often requires:
- A. exploratory research
 - B. descriptive research
 - C. causal research
 - D. market testing

ANS: A PTS: 1 TOP: Understand the background of the problem

7. Which of the following is not a possible source of poor advertising effectiveness?
- A. low brand awareness
 - B. wrong brand image
 - C. limited budget allocation
 - D. drop in sales

ANS: D PTS: 1 TOP: Isolate and identify the problem, not the symptoms

14. What type of variable is 'sales volume' in the statement, 'Advertising expenditure is an important predictor of sales volume?'
- A. continuous variable
 - B. categorical variable
 - C. classificatory variable
 - D. independent variable

ANS: A PTS: 1 TOP: Determine the relevant variables

15. The researcher's translation of the marketing problem into a specific inquiry is called a(n):
- A. intuitive statement
 - B. research objective
 - C. research question
 - D. research hypothesis

ANS: C PTS: 1 TOP: Clarity in research questions and hypotheses

16. What type of variable is 'advertising expenditure' in the statement, 'Advertising expenditure is an important predictor of sales volume?'
- A. dependent variable
 - B. independent variable
 - C. categorical variable
 - D. classificatory variable

ANS: B PTS: 1 TOP: Determine the relevant variables

17. Problem statements and hypotheses are similar because:
- A. both state relationships
 - B. both are interrogative
 - C. both are declarative
 - D. both are intuitive

ANS: A PTS: 1 TOP: Clarity in research questions and hypotheses

18. The following statement, 'Opinion leaders are more affected by mass media communication sources than are non-leaders,' is an example of a:
- A. hypothesis
 - B. dependent variable
 - C. problem definition
 - D. research objective

ANS: A PTS: 1 TOP: Clarity in research questions and hypotheses

19. The following statement, 'Sales are lower for salespeople in regions that receive less advertising support,' is an example of a:
- A. management problem
 - B. market symptom
 - C. research hypothesis
 - D. research objective

ANS: C PTS: 1 TOP: Clarity in research questions and hypotheses

20. Components of a research proposal include the following except:
- A. a statement explaining the purpose of the study
 - B. the research methodology
 - C. a schedule of costs

D. tables of findings

ANS: D PTS: 1 TOP: The research proposal

21. The research proposal is complete when:
- A. the marketing problem is translated into research objectives
 - B. the appropriate research design and sample are proposed
 - C. all ambiguities about why and how the research will be carried out have been clarified
 - D. all data analysis required and evaluation procedures have been considered

ANS: C PTS: 1 TOP: The research proposal

22. A performance criterion that expresses specifications that will be taken if the criterion is achieved is called a:
- A. situation analysis
 - B. managerial action standard
 - C. research hypothesis
 - D. management problem statement

ANS: B PTS: 1 TOP: Decision-oriented research objectives

23. Which one of the following questions is not typically asked in the data analysis and evaluation stage when planning a research design?
- A. what is the nature of the data?
 - B. will computer or hand tabulation be used?
 - C. what are the criteria for performance evaluation?
 - D. what is the source of the data?

ANS: D PTS: 1 TOP: The research proposal

24. Which one of the following questions is not typically asked in the problem definition stage when planning a research design?
- A. how much is already known?
 - B. what questions need to be answered?
 - C. can a hypothesis be developed?
 - D. what is the purpose of the study?

ANS: B PTS: 1 TOP: The research proposal

25. What type of marketing decision needs to be made to answer the question, 'What is to be measured?'
- A. sample selection
 - B. data gathering
 - C. problem definition
 - D. data analysis

ANS: C PTS: 1 TOP: The research proposal

26. What type of marketing decision needs to be made to answer the question, 'Can the data be made available?'
- A. problem definition
 - B. data analysis
 - C. data gathering
 - D. sample selection

ANS: A PTS: 1 TOP: The research proposal

27. 'Who or what is the source of the data?' is a fundamental question typically asked at which planning stage of a research design?
- A. selection of research design
 - B. sample selection
 - C. data analysis and evaluation
 - D. problem definition

ANS: B PTS: 1 TOP: The research proposal

28. 'How will the data be categorised?' is a fundamental question typically asked at which planning stage of a research design?
- A. problem definition
 - B. data gathering
 - C. data analysis and evaluation
 - D. sample selection

ANS: C PTS: 1 TOP: The research proposal

29. What type of marketing decision needs to be made to answer the question, 'How much will this research study cost?'
- A. data analysis
 - B. problem definition
 - C. data gathering
 - D. overall evaluation

ANS: D PTS: 1 TOP: The research proposal

30. The purpose of including a dummy table in the research proposal is to:
- A. help the manager decide on the sample size and selection
 - B. help the manager evaluate details of the proposed research design
 - C. help the manager gain a better understanding of the actual outcome of the research
 - D. help the manager to determine the unit of analysis for the research

ANS: C PTS: 1 TOP: Anticipating outcomes

COMPLETION

1. _____ or _____ needs to be clarified prior to making a formal statement of the marketing problem.

ANS:
ambiguity; uncertainty
uncertainty; ambiguity

PTS: 1 TOP: The nature of marketing problems

2. A _____ involves the informal gathering of background information to familiarise researchers or marketing managers with the decision area.

ANS: situation analysis

PTS: 1 TOP: Understand the background of the problem

3. The problem definition process begins with ascertaining the _____.

ANS: decision-maker's objectives

PTS: 1 TOP: The process of defining the problem

4. The idea that an important aspect of a marketing problem is not completely understood by the marketing manager is called the _____ principle.

ANS: iceberg

PTS: 1 TOP: Ascertain the decision-makers' objectives

5. The gathering of background information to gain familiarity of the decision area usually involves _____ research.

ANS: exploratory

PTS: 1 TOP: Understand the background of the problem

6. A representation that shows the important factors that influence the outcome is often called a _____.

ANS: fishbone diagram

PTS: 1 TOP: Determine the relevant variables

7. Gender (i.e. male or female) is a type of _____ variable.

ANS:
categorical
classificatory

PTS: 1 TOP: Determine the relevant variables

8. Sales volume is a type of _____ variable.

ANS: continuous

PTS: 1 TOP: Determine the relevant variables

9. A criterion or variable that is to be predicted or explained is called the _____ variable.

ANS: dependent

PTS: 1 TOP: Determine the relevant variables

10. The variable that is manipulated in an experiment to determine its influence on sales performance is known as the _____ variable.

ANS: independent

PTS: 1 TOP: Determine the relevant variables

11. Consider the statement: 'Sales are lower for salespeople in regions that receive less advertising support.' In this statement, 'sales' represents a(n) _____ variable while 'advertising support' represents a(n) _____ variable.

ANS: dependent; independent

PTS: 1 TOP: Determine the relevant variables

12. An unproven statement that can be empirically tested is called a _____.

ANS: hypothesis

PTS: 1 TOP: Clarity in research questions and hypotheses

13. The researcher's translation of the marketing problem into a specific inquiry is called the _____.

ANS: research question

PTS: 1 TOP: Clarity in research questions and hypotheses

14. The researcher's version of the marketing problem is called the _____.

ANS: research objective

PTS: 1 TOP: Decision-oriented research objectives

15. A written statement of the research design addressing a specific problem is known as the _____.

ANS: research proposal

PTS: 1 TOP: The research proposal

16. 'Can the data be made available?' is a typical question asked at the _____ stage when planning a research design.

ANS: problem definition

PTS: 1 TOP: The research proposal

17. Tables in a research proposal which contain fictitious, but realistic data of the likely outcome of the research study are referred to as _____ tables.

ANS: dummy

PTS: 1 TOP: Anticipating outcomes