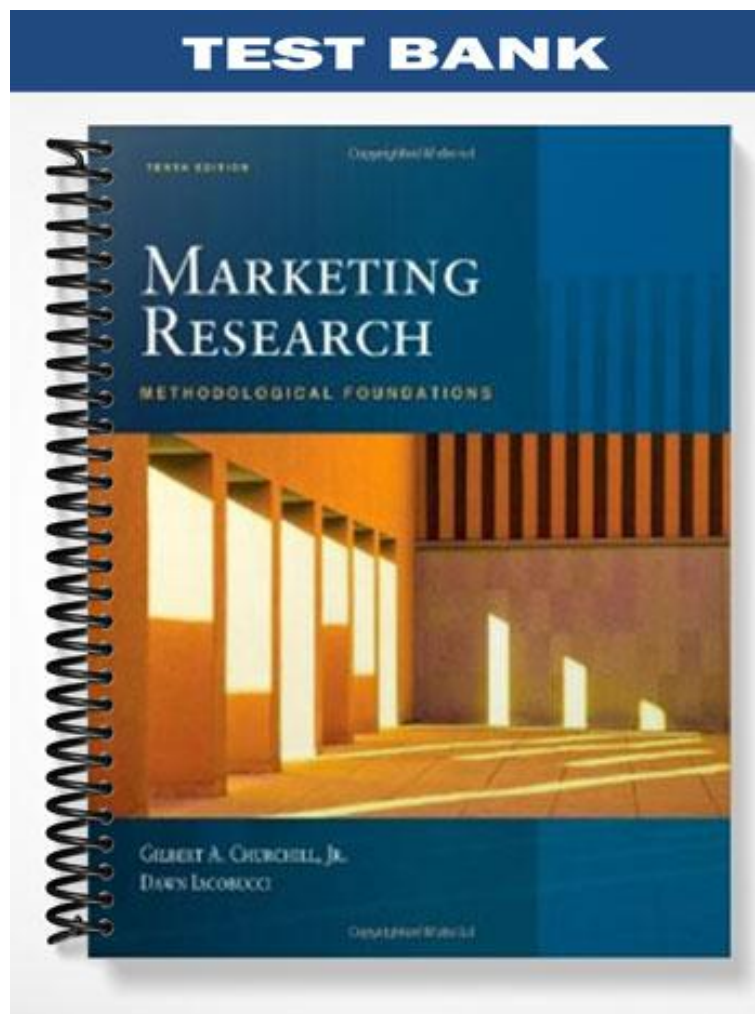


# TEST BANK



## Chapter 2

### Alternative Approaches to Marketing Intelligence

- b 1. The feature that distinguishes MIS from a project approach to research is that
  - a. it can only be used by marketing managers.
  - b. information is collected on a regular basis.
  - c. it is used for a more limited set of problems.
  - d. the information is accurate.
  - e. the information is used in making marketing decisions.
  
- c 2. Historically, one problem with a research project emphasis to gathering marketing intelligence has been
  - a. its lack of validity.
  - b. the lack of trained researchers.
  - c. its "crisis response" orientation.
  - d. misinterpretation of data by decision makers.
  - e. the lack of computer resources.
  
- c 3. Which of the following would suggest that more of a marketing information perspective rather than a project perspective on research is needed?
  - a. an investigation of the potential demand for a new product the firm is developing
  - b. an examination of the structure of the channels of distribution serving a market the firm is considering entering
  - c. an examination of each salesperson's performance versus the individual's sales quota for last year
  - d. the investigation of which of two pieces of advertising copy is more favorably received by consumers
  - e. an investigation to determine which of three package designs produces the greatest sales
  
- a 4. Which of the following is TRUE?
  - a. A marketing information system is a set of procedures and methods for the regular planned collection, analysis, and presentation of information for use in making marketing decisions.
  - b. The primary difference between traditional marketing research and marketing intelligence is that the intelligence system is computer-based while the research project is a written survey.
  - c. The emphasis in traditional marketing research is on continuously monitoring normal business activities such as sales, market share, and product positioning through a series of recurring research steps.
  - d. The rapid growth of databases, on-line informational services, and DSS systems will eventually replace the traditional project approach to market research.
  - e. They are all false.

- e 5. An MIS needs analysis investigates
  - a. the form in which managers need information.
  - b. the types of information managers need.
  - c. the types of decisions managers make.
  - d. b and c.
  - e. a, b, and c.
  
- d 6. Many MIS systems have separate data banks for
  - a. sales data.
  - b. market data.
  - c. product data.
  - d. a, b and c.
  - e. MIS systems have only one data bank.
  
- e 7. To design a marketing information system, analysts need to know
  - a. what types of decisions each decision maker regularly makes.
  - b. what information is necessary to make decisions.
  - c. the frequency with which information is expected.
  - d. what types of special studies are periodically requested.
  - e. all of the above.
  
- a 8. Which of the following statements regarding marketing information systems is true?
  - a. They have large data storage needs.
  - b. Programmers are able to develop decision-calculus models that exactly replicate managers' decision-making processes.
  - c. They can forecast future economic trends.
  - d. They can easily be adapted to new managers' needs.
  - e. b and c
  
- e 9. Adoption of MIS systems is NOT generally hampered by
  - a. managers' reluctance to disclose their decision processes.
  - b. the enthusiastic support of high-level management.
  - c. the cost of the MIS system.
  - d. underestimation of time necessary to complete the system.
  - e. All of the above have tended to restrict the adoption of MIS systems.
  
- a 10. The first step in designing a Marketing Information system is
  - a. determining which decision makers will use the system.
  - b. collecting as much data as possible.
  - c. selecting the computer hardware needed for the system.
  - d. hiring a special design team to put the system together.
  - e. identifying possible sources of the necessary data.
  
- e 11. A decision support system consists of
  - a. dialog systems.
  - b. model systems.
  - c. data systems.
  - d. b and c.
  - e. a, b, and c.

- d 12. The data system for a decision support system would hold data
- from a standard source in a standard form.
  - from a standard source in a variety of forms.
  - from a variety of sources in a standard form.
  - from a variety of sources in a variety of forms.
  - from none of the above.
- c 13. The components of a data system in a typical DSS system include all EXCEPT
- processes used to retrieve data from internal sources.
  - methods of receiving data from external sources.
  - languages that allow managers to produce reports from the data.
  - modules containing customer and competitive information.
  - modules containing industry trend information.
- b 14. The basic task of the data system in a DSS is
- to provide each manager with the information the person needs in the exact form in which the person needs it.
  - to capture relevant marketing data in reasonable detail and put that data in a truly accessible form.
  - to provide information to managers on a regular basis.
  - to structure a problem so that it can be easily solved by a manager.
  - to retrieve data from internal sources.
- b 15. The routines that allow the user to manipulate the data in a DSS so as to conduct the kind of analysis the individual desires are known as
- the data system.
  - the model system.
  - the dialog system.
  - a and c.
  - all of the above.
- c 16. The customer information module of a DSS system typically includes all of the following EXCEPT
- who uses the product.
  - where the customer buys the product.
  - unemployment information.
  - how often the customer buys the product.
  - when the customer uses the product.

- a 17. Information concerning the effects of last fall's advertising campaign on sales of the advertised product would normally be contained in which data system module?
- customer information module
  - economic and demographic information module
  - product information module
  - industry information module
  - competitor information module
- a 18. A typical question that can be answered by using a data retrieval system in a DSS is
- What has happened?
  - What would happen if?
  - Why did it happen?
  - Where is it likely to happen?
  - When will it happen?
- d 19. Expert systems
- include the procedures used to capture and the methods used to store the data.
  - include all the routines that allow the user to manipulate the data to conduct the kind of analysis the individual desires
  - are also called language systems.
  - are computer based artificial intelligence systems.
  - none of the above.
- d 20. The future of DSS systems
- appears good given the explosion of databases.
  - means the end for traditional marketing research projects.
  - is enhanced by the problems with MIS systems.
  - a and c.
  - a, b, and c.
- a 21. Which of the following statements is false:
- Data mining is different from data analysis.
  - Data mining is conducted on large numbers of consumers.
  - Data mining is conducted on large numbers of variables.
  - Data mining attempts to find "nuggets" of marketing information amidst data.
  - Data mining requires tremendous data storage system and fast data access.
- b 22. Data collection in Internet marketing research follows the highest ethical standards under which of the following conditions:
- Consumers are told if they are "red-lined."
  - Consumer participation is voluntary.
  - Consumers are informed that they may be recorded.
  - Consumers' data are not used for cross-selling.
  - Consumers' names are not stored in the same data base as their personal data.

- c 23. Which of the following do not pose ethical dilemmas for marketing researchers:
- a. Misusing statistics
  - b. With-holding benefits from control groups
  - c. Charging high fees
  - d. Unethical behavior by a marketing research team member
  - e. Preserving the research participants' anonymity