Assignment 3

The due date for submitting this assignment has passed. As of now, your scores have not been submitted for this assignment.

1. Sales information system and inventory level data related to distributors are part of: 1 point
   - Internal Reporting System
   - Marketing Research System
   - Marketing Intelligence System
   - Marketing Decision Support System
   No, the answer is incorrect.
   Accepted Answer: Marketing Decision Support System

2. Creating customer advisory panel and collecting data from secondary databases like government data sources are examples of creating a: 1 point
   - Internal Reporting System
   - Marketing Research System
   - Marketing Intelligence System
   - Marketing Decision Support System
   No, the answer is incorrect.
   Accepted Answer: Marketing Intelligence System

3. What is marketing research? Generally consider to be quantifiable variables and ________ to be unquantifiable factors. 2 points
   - PESTEL, Marketing Mix
   - Political factors, Legal factors
   - Prices, Promotion
   - Marketing Mix, PESTEL
   No, the answer is incorrect.
   Accepted Answer: PESTEL, Marketing Mix

4. A marketing research firm that ensures that they are having market share and decides to identify whether that is important to the customer or that they can improve on this higher margin, larger brand drive etc. They form the questions “How do we reduce our loss of market share?” and “Identify the factors which contribute to the importance of buying a particular brand.” The first question is an example of ________, and the second question is an example of: 2 points
   - MOP, MOP
   - MDP, MDP
   - MOP, MDP
   - MDP, MDP
   No, the answer is incorrect.
   Accepted Answer: MDP, MDP

5. When a company collects data through surveys from its customers, it is termed as ________, and data collected by companies from government agencies is termed as ________: 1 point
   - Secondary Data, Primary Data
   - Primary Data, Secondary Data
   - Primary Data, Primary Data
   - Secondary Data, Secondary Data
   No, the answer is incorrect.
   Accepted Answer: Secondary Data, Primary Data

6. A type of direct exploratory research wherein a few homogeneous participants discuss about a specific issue and a moderator with good communication and interpersonal skill moderates the discussion is: 1 point
   - Depth Interview
   - Ethnography
   - Focus Group Interview
   - Content Analysis
   No, the answer is incorrect.
   Accepted Answer: Focus Group Interview

7. A company gave a consumer to some of its consumers and asked them to interpret what was on the can. The type of perspective technique used by the company is: 1 point
   - Word Association
   - Cluster Technique
   - Technical Structure
   - Construct Technique
   No, the answer is incorrect.
   Accepted Answer: Construct Technique

8. Identify the correct sequence of steps in the Marketing Research process: 1 point
   - Defining the problem, Developing research plan, Collect and analyze data, Report Findings
   - Developing research plan, Defining the problem, Collect and analyze data, Report Findings
   - Collect and analyze data, Defining the problem, Developing research plan, Report Findings
   - Collect and analyze data, Developing research plan, Defining the problem, Report Findings
   No, the answer is incorrect.
   Accepted Answer: Defining the problem, Developing research plan, Collect and analyze data, Report Findings

9. If you are trying to further analyze the research problem then you are likely to engage in a ________ research and when you are trying to identify the causal relationship among factors then you are likely to engage in a ________ research. 1 point
   - Causal, Exploratory
   - Descriptive, Exploratory
   - Cross-sectional, Longitudinal
   - Exploratory, Causal
   No, the answer is incorrect.
   Accepted Answer: Exploratory, Causal

10. According to the Marketing Information system, the marketing environment can be described as which of the following? 1 point
    - Analysis, planning, implementation, control
    - Target markets, marketing channels, competitors, audiences, macroenvironment forces
    - Internal database, information analysis, marketing intelligence
    - None of the above
    No, the answer is incorrect.
    Accepted Answer: Target markets, marketing channels, competitors, audiences, macroenvironment forces