



MARKETING RESEARCH: AN INTRODUCTION

Indicate if the following sentences are truthful or false, by putting a **T** or **F** respectively on the right hand cell. Each correct answer is a positive point, and each incorrect one is minus one; leaving blank does not punctuate.

No	Statement	T or F?
1	An exploratory research is more frequent during the first phase in any marketing research, especially when knowledge on the topic to study is scarce.	T
2	The duty of economy during data gathering in a study is a duty for the researcher.	T
3	The most serious handicap in a mail out survey is its high unitary and total cost.	F
4	In any survey, words or phrases like <i>a lot of</i> , <i>several</i> , <i>little</i> , <i>too much</i> , etc should never be used.	F
5	When preparing a questionnaire we have to bear in mind that answers must give the respondent an opportunity to feel a sense of <i>prestige effect</i> .	F
6	One of the aims in a Marketing Information System is evaluating the management staff's information needs, developing the required information and distributing it in a timely manner.	T
7	A correct planning of a marketing research entails the requirement for it to provide information of a value surpassing its performance costs.	T
8	A customer database is capital for planning, implementing and measuring different marketing actions. In this sense, working with an up-to-date, correctly loaded, and exploited database will allow the firm to adapt its communication to each customer in an individualized way, according to his/her preferences, life-style, personal or familiar situation, or the moment of life in which he/she is.	T
9	Projective techniques are structured, quantitative information-gathering ones, that are generally used together with in-depth personal interviews.	F



No	Statement	T or F?
10	An ethnographic interview is a type of structured interview that can be performed through an email or the internet.	F
11	In general, for the case of a qualitative data-gathering technique, it is frequent to employ probabilistic samples. Therefore, these always succeed in making results to be extrapolated in statistical terms.	F
12	Observation, focus groups and projective techniques are the three most basic among the qualitative marketing research ones.	T
13	Among the most relevant problems in a telephone survey there are: its high cost, its relative slowness in the data-gathering process, and the low rate of responses.	F
14	Like any other cross-sectional data gathering technique, an omnibus survey has the important advantage of helping to find sub-groups, analyzing tendencies and accumulating samples.	T
15	Non-sampling or systematic errors are those that can be statistically measured.	F
16	The Arts Museum of Bilbao wants to perform a visitors' general satisfaction study, in which aspects such as the quality and interest of its art shows, its facilities, the quality of services, etc are measured. For this case, the most appropriate data-gathering technique would be a telephone survey to an open list of would-be visitors.	F
17	A sampling frame is a set of all the elements from a population, or a set of units, named <i>sampling units</i> , each one holding one or more elements, which are eligible by means of a sampling process selected for the case.	T
18	Ideally, a sampling frame would consist of an up-to-date list containing all and only those elements of a the target population.	T
19	A snowball sampling process is a probabilistic one.	F
20	A quota sampling process is a non-probabilistic one.	T
21	An area sampling is similar to a multi-phase sampling one in the fact that the problem at the start is that there is not a sampling frame consisting of an up to date valid list of elements comprising all the population.	T



No	Statement	T or F?
22	In any case, projective techniques are good as a complement, and never a substitute for other qualitative data-gathering techniques.	T
23	A <i>mystery shopping</i> process could be appropriate for auditing consumer services, testing the proficiency or the quality of the attention given to service users, etc.	T
24	One of the most relevant problems in a personal survey is the need to establish procedures for controlling the interviewers' work during the field-work.	T
25	The personal interview is a data gathering process that soon will be removed in favor of other techniques such as the telephone, email or internet interview.	F
26	Consumer panels are data gathering techniques that have the limitation of not being able to provide very detailed information on the number of items purchased, the consumer's profile or the place of purchase.	F
27	The observation differs from the experimentation with respect to the fact that there isn't a commercial stimulus to be tested in order to measure the consumers' response to it.	T
28	An experiment has the handicap of being a technique that is expensive and adequate only for some consuming products, that is, those that are immediately consumed, purchased in self-service fashion and of high rotation.	T
29	In a marketing research study, a qualitative data-gathering technique will have to be applied <i>before</i> the corresponding quantitative data-gathering process on probabilistic samples taken from a given population.	F
30	A reason for using a sample instead of following a census is that there are cases in which it is impossible to have identified in a list all the elements that belong to a population.	T
31	The Internal Records (sub-)System is that one containing only the most basic information about the selling-ordering-billing process, and the selling staff's records.	F
32	In the so-called <i>Relationship Life Cycle</i> , it is necessary to recognize the moments during which the firm is able to calculate the recency, frequency and monetary value of its selling operations to other companies.	F



No	Statement	T or F?
33	The <i>Recency</i> is a record of the time elapsed since the first moment a given customer has made his/her purchases, has consumed a service, visited a web page, etc.	F
34	The <i>Monetary Value</i> is a record of the total amount of money in purchases or consumed items by a given customer since a given moment of time.	T
35	A stratified sampling process differentiates from a quota sampling one with respect to the fact that for each stratum there must be a number of elements large enough to satisfy the condition of a maximum random error that the researcher is willing to assume.	T
36	The internet and the personal surveys have in common the fact of being able to be used in field-work situations in which it is necessary to let respondents to auto-select as elements belonging to the population. This is so especially when there is no complete list elements that functions as a sampling frame.	T
37	The focus group is not especially adequate for testing the technical qualities or features of a prototype, product or service.	F
38	The control phase for testing the truthfulness of information is restricted to checking the honesty and proficiency of an interviewer or a field-work team, only to the very time when that field-work is being completed.	F
39	One of the problems of a mail out survey is the fact that the sub-groups comprising the sample could end up having disproportionate sizes that do not correspond to the ones devised at the beginning of the sampling process.	T
40	A qualitative interview can consist of a discussion led by an interviewer with the help of an interview outline citing the topics to talk about. In this case, this kind of interview is being called a <i>semi-structured</i> interview.	T