1) Problem-identification research involves going below the surface to identify the true underlying problem that the marketing manager is facing.
   Answer: TRUE
   Diff: 1
   AACSB: Reflective thinking
   Objective: 1

2) Problem-identification research is typically used to address pricing issues.
   Answer: FALSE
   Diff: 2
   AACSB: Application of knowledge
   Objective: 1

3) Problem-identification research is the more common of the forms of research and is undertaken by virtually all marketing firms.
   Answer: TRUE
   Diff: 2
   AACSB: Application of knowledge
   Objective: 1

4) According to the text, problem-solving research is typically used to assess the environment and diagnose problems.
   Answer: FALSE
   Diff: 1
   AACSB: Application of knowledge
   Objective: 1

5) Research undertaken to help solve specific marketing problems is called problem-solving research.
   Answer: TRUE
   Diff: 1
   AACSB: Reflective thinking
   Objective: 1

6) Market share is an example of a topic typically addressed by problem-solving research.
   Answer: FALSE
   Diff: 2
AACSB: Reflective thinking
Objective: 1
7) Market potential is an example of a topic typically addressed by problem-identification research.
Answer: TRUE
Diff: 2
AACSB: Reflective thinking
Objective: 1

8) Segmentation is an example of a topic typically addressed by problem-solving research.
Answer: TRUE
Diff: 2
AACSB: Reflective thinking
Objective: 1

9) Image research is an example of a topic typically addressed by problem-identification research.
Answer: TRUE
Diff: 2
AACSB: Reflective thinking
Objective: 1

10) Distribution research is an example of a topic typically addressed by problem-identification research.
Answer: FALSE
Diff: 2
AACSB: Reflective thinking
Objective: 1

11) The first step in any marketing research project is to formulate the research design.
Answer: FALSE
Diff: 1
AACSB: Reflective thinking
Objective: 2

12) Formulating an analytical framework along with models, research questions, hypotheses, and the information needed are included in developing an approach to the problem.
Answer: TRUE
Diff: 3
AACSB: Application of knowledge
Objective: 2

13) Fieldwork or data collection is the fourth step of the marketing research process.
Answer: TRUE
Diff: 2
AACSB: Application of knowledge
Objective: 2
14) Telephone, mail, personal and electronic interviewing are forms of interviewing in the data collection stage of the research process.
Answer: TRUE
Diff: 3
AACSB: Application of knowledge
Objective: 2

15) Collecting and analyzing data are steps involved in the data-processing stage.
Answer: FALSE
Diff: 3
AACSB: Reflective thinking
Objective: 2

16) Promotion is considered an uncontrollable environmental factor.
Answer: FALSE
Diff: 1
AACSB: Application of knowledge
Objective: 3

17) Marketing research is not concerned with factors that are not under the control of the marketing manager.
Answer: FALSE
Diff: 2
AACSB: Reflective thinking
Objective: 3

18) A manager has control over a competitor's pricing policy.
Answer: FALSE
Diff: 1
AACSB: Reflective thinking
Objective: 3

19) Pricing, promotion, and distribution are all considered controllable marketing variables.
Answer: TRUE
Diff: 1
AACSB: Application of knowledge
Objective: 3

20) Marketing research departments located within a firm are called internal suppliers.
Answer: TRUE
Diff: 2
AACSB: Application of knowledge
Objective: 5
21) Marketing research should be conducted whenever a decision has to be made.
Answer: FALSE
Diff: 3
AACSB: Reflective thinking
Objective: 4

22) The decision to conduct research is automatic.
Answer: FALSE
Diff: 1
AACSB: Reflective thinking
Objective: 4

23) Outside marketing research companies hired to supply marketing research data are called external suppliers.
Answer: TRUE
Diff: 1
AACSB: Application of knowledge
Objective: 5

24) According to the text, most of the research suppliers are Fortune 500 operations.
Answer: FALSE
Diff: 2
AACSB: Reflective thinking
Objective: 5

25) The services of full-service suppliers can be categorized into syndicated, customized, and Internet services.
Answer: TRUE
Diff: 3
AACSB: Application of knowledge
Objective: 5

26) Companies that collect and sell common pools of data designed to serve information needs that a number of clients share are called syndicated services.
Answer: TRUE
Diff: 1
AACSB: Application of knowledge
Objective: 5

27) Focus groups represent the main method by which syndicated services collect data.
Answer: FALSE
Diff: 3
AACSB: Reflective thinking
Objective: 5
28) According to the text, Nielsen Holding was recognized as the largest global research firm based on global research revenues.
Answer: TRUE
Diff: 1
AACSB: Application of knowledge
Objective: 5

29) Kantar, Westat, and Burke, Inc. are examples of marketing research firms that offer customized services.
Answer: TRUE
Diff: 2
AACSB: Application of knowledge
Objective: 5

30) Companies whose primary service offering is their expertise in collecting data for research projects are called coding and data entry services.
Answer: FALSE
Diff: 2
AACSB: Application of knowledge
Objective: 5

31) Data analysis services perform services that include editing competing questionnaires, developing a coding scheme, and transcribing the data onto diskettes or magnetic tapes for input into the computer.
Answer: FALSE
Diff: 2
AACSB: Application of knowledge
Objective: 5

32) Selecting an outside supplier is always done with a formal "request for proposal."
Answer: FALSE
Diff: 3
AACSB: Application of knowledge
Objective: 5

33) According to the text, the most common entry-level position in the marketing research industry for people with bachelor's degrees is assistant project director.
Answer: FALSE
Diff: 2
AACSB: Application of knowledge
Objective: 6
34) Either a strong qualitative or a strong quantitative background is sufficient to be a successful in marketing research.
Answer: FALSE
Diff: 2
AACSB: Reflective thinking
Objective: 6

35) A good knowledge of marketing is essential to be a successful in marketing research.
Answer: TRUE
Diff: 1
AACSB: Application of knowledge
Objective: 6

36) A formalized set of procedures for generating, analyzing, storing, and distributing pertinent information to marketing decision makers on an ongoing basis is called a marketing information system.
Answer: TRUE
Diff: 2
AACSB: Information technology
Objective: 7

37) An information system that enables decision makers to interact directly with both databases and analysis models is called a decision support system.
Answer: TRUE
Diff: 3
AACSB: Information technology
Objective: 7

38) Hardware and a communication network are recognized as important components of a decision support system.
Answer: TRUE
Diff: 3
AACSB: Information technology
Objective: 7

39) The ability to improve decision making by using "what-if" analysis is a characteristic of a marketing information system.
Answer: FALSE
Diff: 3
AACSB: Information technology
Objective: 7
40) Unstructured problems and the use of models are characteristics that describe a decision support system.
Answer: TRUE
Diff: 3
AACSB: Information technology
Objective: 7

41) The United States accounts for 60 percent of the marketing research expenditures worldwide.
Answer: FALSE
Diff: 3
AACSB: Diverse and multicultural work environments
Objective: 8

42) Social media embody social computing tools commonly referred to as Web 1.0.
Answer: FALSE
Diff: 3
AACSB: Information technology
Objective: 9

43) Expectations about objectivity among bloggers and other social media users are lower.
Answer: TRUE
Diff: 2
AACSB: Information technology
Objective: 9

44) Intel is mentioned as a marketing research firm specializing in social media research.
Answer: FALSE
Diff: 3
AACSB: Information technology
Objective: 9

45) The book advocates the use of social media to replace the traditional ways in which research is conducted.
Answer: FALSE
Diff: 3
AACSB: Information technology
Objective: 9
46) Marketing research involves all of the following regarding information EXCEPT ________.
A) identification
B) collection
C) analysis
D) manipulation
E) dissemination
Answer: D
Diff: 2
AACSB: Reflective thinking
Objective: 1

47) Which of the following statements is most TRUE about marketing research?
A) Marketing research follows an unpredictable path.
B) Marketing research is systematic.
C) Marketing research cannot be planned.
D) All of the answer selections are FALSE.
E) A and C are both true.
Answer: B
Diff: 3
AACSB: Reflective thinking
Objective: 1

48) Which of the following statements is most FALSE about marketing research?
A) Marketing research follows a predictable path.
B) Marketing research is systematic.
C) Marketing research is planned.
D) Marketing research leads to automatic decisions.
E) All of the answer selections are FALSE.
Answer: D
Diff: 3
AACSB: Analytical thinking
Objective: 1

49) ________ research is undertaken to help identify problems that are not necessarily apparent on the surface and yet exist or are likely to arise in the future.
A) Problem-solving
B) Problem-identification
C) Problem-manipulation
D) Problem-correction
E) Problem exception
Answer: B
Diff: 2
AACSB: Application of knowledge
Objective: 1
50) Which of the following classifications of marketing research involves going below the surface to identify the true underlying problem that the marketing manager is facing?
   A) problem solving
   B) problem manipulation
   C) problem correction
   D) problem identification
   E) problem exception
   Answer: D
   Diff: 2
   AACSB: Reflective thinking
   Objective: 1

51) Problem-identification research is typically used to address all of the following topics EXCEPT ________.
   A) market share
   B) short-range forecasting
   C) long-range forecasting
   D) pricing
   E) market potential
   Answer: D
   Diff: 3
   AACSB: Application of knowledge
   Objective: 1

52) Which of the following is the more common of the forms of research and is undertaken by virtually all marketing firms?
   A) problem-solving research
   B) problem-identification research
   C) problem-manipulation research
   D) problem-correction research
   E) problem exception
   Answer: B
   Diff: 3
   AACSB: Application of knowledge
   Objective: 1

53) According to the text, ________ is typically used to assess the environment and diagnose problems.
   A) problem-solving research
   B) problem-manipulation research
   C) problem-identification research
   D) problem-correction research
   E) problem exception
   Answer: C
   Diff: 2
   AACSB: Application of knowledge
Objective: 1

54) Research undertaken to help solve specific marketing problems is called ________.  
A) problem-solving research  
B) problem-manipulation research  
C) problem-identification research  
D) problem-correction research  
E) problem exception  
Answer: A  
Diff: 1  
AACSB: Application of knowledge  
Objective: 1

55) Research undertaken to identify marketing problems is called ________.  
A) problem-solving research  
B) problem-manipulation research  
C) problem-identification research  
D) problem-correction research  
E) problem exception  
Answer: C  
Diff: 1  
AACSB: Application of knowledge  
Objective: 1

56) All of the following are examples of topics typically addressed by problem-solving research EXCEPT ________.  
A) segmentation  
B) product  
C) promotion  
D) market share  
E) pricing  
Answer: D  
Diff: 3  
AACSB: Analytical thinking  
Objective: 1

57) All of the following are examples of topics typically addressed by problem-solving research EXCEPT ________.  
A) segmentation  
B) product  
C) market potential  
D) market share  
E) C and D  
Answer: E  
Diff: 3  
AACSB: Analytical thinking  
Objective: 1