EXAMINATION: MARKETING MODELS & ANALYSIS SS 2011
EXAMINER: PROF. DR. REIMANN, EXAMINATION NUMBER: 20205

*You are allowed to use a non-programmable pocket calculator without communication functions and a dictionary. Please answer all **52** questions and transfer your answers except of the open answer questions to the provided answer sheet. For every multiple choice question there is only ONE correct answer. **No** deductions for wrong answers. The examination time is **60 minutes**, a maximum of **71 points** can be reached. **The exam question sheet has to be handed in together with the answer sheet otherwise 5 points will be deducted**. The answers can be given in **English or German**, no other language. This examination has 8 pages (including cover and answer sheet).*

Last name:

First name:

matriculation number:

Faculty:

Multiple Choice

1) What is the purpose of Marketing Research?

    A) Identify potential consumer and develop suitable selling approaches tailored to their needs.

    B) Develop suitable market offerings to increase customer satisfaction and finally increase profit.

    C) To link the consumer to the marketer by providing information that can be used in making marketing decisions

    D) Evaluate market needs and wants

    E) To enable the marketer to stream line the production process by integrating all researched sales information.

2) What are the uses of Marketing Research? Identify which is NONE of them?

A) Improve marketing personnel development

B) Identify marketing opportunities and problems

C) Generate, refine, and evaluate potential marketing actions

D) Monitor marketing performance

E) Improve marketing as a process

3) What is the most important step in the market research process?

A) Data collection   B) Define the Problem   C) Documentation

D) Design the research tools used   E) Data evaluation

4) What is Mystery shopping?

A) the description of a certain consumer buying behavior

B) the approach to enrich the shopping experience of consumers with specific stimuli

C) a disguised, human observation technique

D) an expression in management to explain unexpected sales figures

E) a tool marketers use to predict sales figures and customer satisfaction

5) Which is NOT one of the things Research Objectives should:

A) Specify which result is expected

B) Specify from whom the information will be collected

C) Specify what construct/s will be measured

D) Specify the unit of measurement (operational definition)

E) Word the information requested from respondent using the respondent's frame of reference

6) What Type of Research Design deals with mostly qualitative data?

A) Representative   B) Exploratory   C) Descriptive

D) Informational   E) Causal

7) Of the following combinations, managers would be most likely to start with _____ research and later follow with _____ research.

A) descriptive; causal
D) descriptive; exploratory

B) causal; exploratory
E) exploratory; causal

C) causal; descriptive

8) On which aspect does the choice of the most appropriate research design largely depend?

A) On the objectives of the research and how much is known about the problem and research objectives.
B) On the required sample size and the ease to acquire the respondents.
C) On the research environment of a given sampling area, i.e. geographic, demographics and socio-cultural aspects.
D) On the level of education of the research conductor and research sample.
E) On the ease to evaluated and report the findings.

9) ABC Company has decided to use mail questionnaires to collect data. Management recognizes this method has all the following advantages EXCEPT which one?

A) more honest answers may be given
C) low cost per respondent
E) can collect large amounts of information

B) has an average response rate
D) has no interviewer to bias respondents' answers

10) You generally need to ask three questions when developing a sampling plan.
Which of the questions below is one of these three?

A) How should participants be chosen (sampling procedure)?
B) Who should be left out of the sample (sampling exclusion)?
C) How should we contact the sample (sampling approach)?
D) Why should respondents be selected (sampling justification)?
E) none of the above

11) You are making a presentation to the owners of your company. You are trying to convince them to conduct some current marketing research. Which of the following would you be LEAST likely to emphasize as a benefit or selling point of marketing research?

A) measuring the effectiveness of distribution and promotion activities
B) understanding customer motivation
C) understanding customer satisfaction and purchase behavior
D) measuring the effectiveness of pricing and accounting
E) assessing market potential and market share

12) What is a requirement for segmentation characteristics?

A) relevant for buying behavior   B) easy to assess   C) hard to target for competitors
D) common to many segments   E) market research

13) What is the correct order of the five Ds in the market research process?

A) Data analysis, Design, Documentation, Data collection, Definition
B) Data collection, Definition, Design, Documentation, Data analysis
C) Definition, Design, Documentation, Data collection, Data analysis
D) Definition, Design, Data collection, Data analysis, Documentation
E) Design, Data collection, Definition, Documentation, Data analysis

14) Your task is it to estimate future market demand, which of the following methods is NOT useful.

A) Survey of Buyers' Intentions   B) Composite of Sales Force Opinions
C) Expert Opinion   D) Past-Sales Analysis   E) Break-Even Analysis

15) The objective of _____ research is to gather preliminary information that will help define the problem and suggest hypotheses.

A) corrective   B) descriptive   C) exploratory   D) causal
E) descriptive and exploratory

16) You are requested to do focus group interviews. Which group size of the given ones below would do better than all other given ones?

A) 100   B) 150   C) 200   D) 250   E) 300

17) What is the most advisable first research method after deciding to conduct market research?
A) primary research   B) causal research   C) secondary research
D) exploratory research   E) tertiary research

18) Focus Groups are a very useful tool to achieve all of the following, **except** of one. Which one?

A) generating information about how consumers think
B) predicting a sales number
C) generating information about which terminology customers use
D) acquiring feedback regarding new products
E) provide invaluable information about the potential market acceptance of the product

19) _____ is desirable when we wish to project a study's findings to a larger population, if the study's sample is representative.

A) Descriptive research
B) Informational research
C) causal reseach
D) Exploratory research
E) tertiary research

20) Your task is it to measure the change in consumer attitute over time. Which of the following tools/methods will be best?

A) sample survey
B) panel
C) focus group
D) experiments
E) coss-sectional study

21) An experiment is valid if it has:

A) Internal validity
B) External validity
C) exprimental validity
D) total validity
E) A and B

22) Advantages of Secondary Data include all of the following, except of:

A) are obtained quickly
B) are inexpensive
C) are usually available
D) are easy to apply
E) may achieve research objective

23) In which industry the integrated case which we covered in every exercise takes place? Hint: Nick Thomas is the name of the guy who owns the company.

A) Aerospace
B) Automobile
C) Agriculture
D) Gardening
E) Education (University)

24) What is CATI?

A) Computer Assisted Team Interview
B) Customer Assisted Test Information
C) Common Approach To Interviewing
D) Customer Aimed Text Information
E) Computer Assisted Telephone Interview

25) What is CAPI?

A) Computer Assisted Personal Interview
B) Common Approach Pre - Interviewing
C) Customer Aimed Product Information
D) Customer assessed Product Information
E) Computer Assisted Personnel Interview

26) Indicate the scale level (level of measurement) of the following question: What is today's temperature in degree Celsius?

A) interval
B) ratio
C) nominal
D) ordinal
E) circular

27) The identification and profiling of distinct groups of buyers who might prefer or require varying product and service mixes is known as _____.

A) segmentation   B) partner relationship management   C) integration
D) targeting   E) disintermediation

28) If you use the standard deviation as a measure of the variability in a sample, what statistical assumption have you implicitly adopted?

A) significant standard deviation   B) no biased questions
C) normal distribution   D) the distribution is heteroscedastic
E) 100% of the observations are within the 95% confidence interval

29) Which question technique is advisable in case you want to find out about individual alcohol consumption?

A) open question technique   B) association technique   C) disguised observation technique
D) third person technique   E) laddering technique

30) We test to for statistically significant differences of the mean of a given distribution and a test value of 15. A t-test is performed. What is indicated by a t-value of 123,59.

A) no significant difference between the mean and 15
B) there is a significant difference, the mean is higher than 15
C) there is a significant difference, the mean is much higher than 15
D) there is a significant difference, the mean is lower than 15
E) there is a significant difference, the mean is much lower than 15

TRUE/FALSE Questions:

31) Research design is a step-by-step process in terms of the order in which the different design should be carried out.

32) Exploratory Research is usually conducted when the researcher does not know much about the problems.

33) A variety of methods are available to conduct exploratory research.

34) After conducting secondary research primary research can be redundant.

35) It is always better to use market research.

36) "Please indicate on a scale from 1 (not at all) to 7 (very much) to which degree our waiters have been polite and attentive." This question is an unbiased question.

37) Skip questions are questions which can be skipped by the respondent without causing any problem for the researcher.

38) Regression can be used to predict, describe and explain behavior.

39) The t-value is a number between zero and ∞.

40) The lower the standard error, the more precisely our sample statistic will represent the population parameter.

Open Answer (Number of points per question are indicated next to each question, this will help you to know how much needs to be written, generally bullet points will do)

41) (2 points) What is the rationale behind "projective" techniques?

42) (5 points) Explain the two types of validity in experimentation and also explain why different types of experiments are better suited for addressing one type of validity versus another.

43) (2 points) What are secondary data, and how do they differ from primary data?

44) (4 points) List four of the major advantages of survey research methods over qualitative methods. Also name two disadvantages.

45) (3 points) List each of the three basic question response formats and provide an example for each.

46) (1 point) What is the halo effect?

47) (3 points) How does reliability differ from validity? In your answer define each term.

48) (3 points) What is meant by question bias? Give two examples of a biased question and show how the unbiased version would be.

49) (1 point) How is it possible to transfer an interval scale into an ordinal scale.

50) (1 point) Considering question 49, what can you do to transform an ordinal scale back to an interval scale?

51) (3 points) A sample of 800 subjects has been questioned about their TV habits. 30 of them do not have a TV. When asked about their favorite TV show, the respondents answered as follows:
  30% Simpsons
  45% stupid people on TV
  25% very stupid people on TV
What is the population estimate given an Alpha of 5% for those favorite TV show "The Simpsons"? Please indicate in an answer sentence what the result means.

Formula for Standard Error of the Percentage $s_p = \sqrt{\dfrac{p \times q}{n}}$

52) (3 points) Compute the 95% Confidence interval for a sample mean of 14. The sample size = 1000, Standard error = 5. Please indicate in an answer sentence what the result means.

Formula for Standard Error of the Mean $s_{\bar{x}} = \dfrac{s}{\sqrt{n}}$

7