

Basic Marketing Research, 4e (Malhotra)

Chapter 2 Defining the Marketing Research Problem and Developing an Approach

1) While every step in a marketing research project is important, research design formulation is the most important step.

Answer: FALSE

Diff: 2 Page Ref: 34

Objective: 1

2) A broad statement of the general problem and identification of the specific components of the marketing research problem is called problem definition.

Answer: TRUE

Diff: 2 Page Ref: 35

Objective: 5

3) Problem audit is a comprehensive examination of a marketing problem to understand its origin and nature.

Answer: TRUE

Diff: 2 Page Ref: 37

Objective: 2

4) The resume of the decision maker is one of the issues discussed with the decision maker during the problem audit.

Answer: FALSE

Diff: 1 Page Ref: 37

Objective: 2

5) The corporate culture as it relates to decision making is one of the issues discussed with the decision maker during the problem audit.

Answer: TRUE

Diff: 2 Page Ref: 38

Objective: 2

AACSB: Communication

6) Secondary data are data collected for some purpose other than the problem at hand.

Answer: TRUE

Diff: 1 Page Ref: 41

Objective: 2

7) According to the text, primary data are an economical and quick source of background information.

Answer: FALSE

Diff: 2 Page Ref: 41

Objective: 2

Answer Guide For Basic Marketing Research

**Jack B. ReVelle, Normand L.
Frigon, Harry K. Jackson**

Answer Guide For Basic Marketing Research:

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Basic Marketing Research Alvin C. Burns, Ronald F. Bush, 2008 This book is targeted for those who need to learn the marketing research process and basic data analysis techniques. This is the first book on the market that offers a software add in XL Data Analyst designed specifically to use the power of Excel for marketing research applications. XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table report ready format. All marketing research concepts are presented simply and intuitively. KEY TOPICS 11 Step marketing research process the industry ethical issues global applications Basic descriptive statistics confidence intervals and hypothesis testing differences tests through one way ANOVA cross tabulation Chi square Pearson Correlation and simple and multiple regression are all comprehensively covered. This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel. The XL Data Analysis Add in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages not typically available on standard statistical analysis software

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Distribution Data Guide , 1954 **Study Guide to Accompany William G. Nickels** Barbara Barrett, 1987

JMR, Journal of Marketing Research , 1996

AMA Complete Guide to Marketing Research for Small Business Holly

Edmunds,1996 For most small business owners the term marketing research presents a dilemma On one hand it can mean getting the invaluable information needed to know one's customers better and to make critical business decisions based on the best information possible On the other hand it can mean spending a lot of money to get results that are not very useful The AMA Complete Guide to Marketing Research for Small Business solves that dilemma with 11 practical easy to use chapters that show the non research specialist how to conduct useful research on a limited budget This step by step guide provides the basic information needed to Define problems and research objectives clearly Select the right research method for the problem Design useful and usable questionnaires Develop cost effective mail and phone surveys Get the most from the information you gather Select and work profitably with outside vendors Develop cost conscious budgets that enable you to get the most for your investment All this information is organized in a convenient easy to use format with handy checklists and worksheets in every chapter The final section of the book is in depth real world based case studies showing how small businesses have used the techniques presented in the book to solve their most perplexing marketing problems quickly and inexpensively The book ends with a handy glossary of commonly used marketing research terms

Distribution Data

Guide ,1959 Marketing Research J. H. Martins,M. G. Loubser,H. de J. Van Wyk,1996 This book is a revised reprint of the 1996 publication which was a follow up to Researching the South African market by P A Nel et al 1988 All the steps in the marketing research process are discussed from the formulation of the problem to the interpretation and presentation of the results Its 18 chapters on research methodology focus chiefly on the consumer market In addition certain areas of marketing research are singled out for discussion in individual chapters They include Researching industrial markets Demand measurement and market forecasts Advertising research and Media research The book was written with South African conditions in mind and contains a great deal of background information about the size of the South African market as illustration

Class and Industrial Marketing ,1982 *Criteria to Assist Users of Marketing Research* American Marketing Association. Committee on Marketing Research Standards,Joseph C. Bevis,1962

From Concept to Customer Jack B. ReVelle,Normand L. Frigon,Harry K. Jackson,1995 Repeat business It's the core of a thriving business But how do you create loyal customers in a competitive global market where products are often obsolete two years from conception Listen to the voice of your customers says Jack ReVelle and build your entire infrastructure around responding to that voice The secret The Integrated Product and Process Development IPPD a cross functional approach that integrates customer feedback at every juncture Using this process you will reduce cycle time from concept to delivery reduce costs for developing and producing products and services minimize design changes after design release and improve quality of products and services as measured by customer satisfaction IPPD enables you to turn products over faster retiring them at optimum profitability so you can then replace them with newer offerings that are even more responsive to your customers demands

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Marketing Research: a Management Overview Louis J. Babic,1966 Composite work on marketing research into consumer behaviour as a decision making tool for top management and middle management in the USA covers research methods measurement of the flow of consumer goods at the retail trade level media research measurement of the effectiveness of publicity and motivational research References *Business Plan Basics* Cameron Wold,1999

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