

## Exam 2 MKTG 409

### 1. Definitions:

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2. **marketing research**- the systematic design, collection, interpretation, and reporting of information to help marketers solve specific marketing problems or take advantage of marketing opportunities
3. **2 types of marketing research**
  - i. exploratory research
  - ii. conclusive research
4. **The value of marketing research is measured by?**
  - i. improvements in a marketer's ability to make decisions
5. **exploratory research**- research conducted to gather more information about a problem or to make a tentative hypothesis more specific
6. **Methods for conducting exploratory research**
  - i. customer advisory boards and focus groups
7. **customer advisory boards**- small groups of actual customers who serve as sounding boards for new-product ideas and offer insights into their feelings and attitudes toward a firm's products and other elements of its marketing strategy
8. **focus group**- an interview that is often conducted informally, without a structured questionnaire, in small groups of 8-12 people, to observe interaction when members are exposed to an idea or concept
9. **conclusive research**- research designed to verify insights through objective procedures and to help marketers in making decisions
  1. **Conclusive research can be?**
    - a. descriptive or experimental
10. **descriptive research**- research conducted to clarify the characteristics of certain phenomena to solve a particular problem
11. **experimental research**- research that allows marketers to make casual inferences about relationships
12. **research design**- an overall plan for obtaining the information needed to address a research problem or issue
13. **hypothesis**- an informed guess or assumption about a certain problem or set of circumstances
14. **reliability**- a condition that exists when a research technique produces almost identical results in repeated trials

15. **validity-** a condition that exists when a research method measures what it is supposed to measure
16. **primary data-** data observed and recorded or collected directly from respondents
17. **secondary data-** data compiled both inside and outside the organization for some purpose other than the current investigation
18. **population-** all the elements, units, or individuals of interest to researchers for a specific study
19. **sample-** a limited number of units chosen to represent the characteristics of a total population
20. **sampling-** the process of selecting representative units from a total population
21. **probability sampling-** a type of sampling in which every element in the population being studied has a known chance of being selected for study
22. **random sampling-** a form of probability sampling in which all units in a population have an equal chance of appearing in the sample, and the various events that can occur have an equal or known chance of taking place
23. **stratified sampling-** a type of probability sampling in which the population is divided into groups with a common attribute and a random sample is chosen within each group
24. **non-probability sampling-** a sampling technique in which there is no way to calculate the likelihood that a specific element of the population being studied will be chosen
25. **quota sampling-** a non-probability sampling technique in which researchers divide the population into groups and then arbitrarily choose participants from each group
26. **mail survey-** a research method in which respondents answer a questionnaire sent through the mail
27. **telephone survey-** a research method in which respondents' answers to a questionnaire are recorded by an interviewer on the phone
28. **telephone depth interview-** an interview that combines the traditional focus group's ability to probe with the confidentiality provided by telephone surveys
29. **personal interview survey-** a research method in which participants respond to survey questions face-to-face
30. **in-home (door-to-door) survey-** a personal interview that takes place in the respondent's home
31. **shopping mall intercept interviews-** a research method that involves interviewing a percentage of individuals passing by "intercept" points in a mall

32. **on-site computer interview-** a variation of the shopping mall intercept interview in which respondents complete a self administered questionnaire displayed on a computer monitor
33. **online survey-** a research method in which respondents answer a questionnaire via email or on a website
34. **crowdsourcing-** calls for taking tasks usually performed by a marketer or researcher and outsourcing them to a crowd, or potential market, through an open call
35. **statistical interpretation-** analysis of what is typical and what deviates from the average
36. **marketing information system (MIS)-** a framework for managing and structuring information gathered regularly from sources inside and outside the organization
37. **database-** a collection of information arranged for easy access and retrieval
38. **single-source data-** information provided by single marketing research firm
39. **big data-** massive data files that can be obtained from both structured and unstructured data bases
40. **marketing decision support system (MDSS)-** customized computer software that aids marketing managers in decision making
41. **5 steps to the marketing research process-** locating and defining, designing, collecting, interpreting, reporting

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42. **Good-** tangible physical entity
43. **Service-** an intangible result of the application of human and mechanical efforts to people or objects
44. **idea-** a concept , philosophy, image, or issue
45. **consumer products-** products purchases to satisfy personal and family needs
46. **business products-** products bought to use in a firms operations, to resell, or to make term products
47. **convenience products-** relatively inexpensive frequently purchased items for which buyers exert minimal purchasing effort
48. **shopping products-** items for which buyers are willing to expend considerable effort in planning and making purchases
49. **specialty products-** items with unique characteristics that buyers are willing to expend considerable effort to obtain
50. **unsought products-** products purchases to solve a sudden problem, products of which customers are unaware, and products that people do not necessarily think of buying
51. **installations-** facilities and non-portable major equipment