

## Chapter 9—Decision Support Systems and Marketing Research

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### TRUE/FALSE

1. A marketing decision support system is an interactive, flexible, computerized information system that bypasses information-processing specialists and gives managers access to useful information from their own desks.

ANS: T                      PTS: 1                      REF: 139                      OBJ: 09-1  
TOP: AACSB Technology                      KEY: CB&E Model Online/Computer  
MSC: BLOOMS Knowledge

2. A true marketing decision support system is interactive, flexible, discovery oriented, and accessible.

ANS: T                      PTS: 1                      REF: 139-140                      OBJ: 09-1  
TOP: AACSB Technology                      KEY: CB&E Model Online/Computer  
MSC: BLOOMS Comprehension

3. Marketing research has three roles: persuasive, reminder, and informative.

ANS: F  
The three roles are descriptive, diagnostic, and predictive.

PTS: 1                      REF: 140                      OBJ: 09-2                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Knowledge

4. A marketing decision support system involves the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

ANS: F  
This defines marketing research.

PTS: 1                      REF: 140                      OBJ: 09-2                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Knowledge

5. Marketing research provides decision makers with data on the effectiveness of the current marketing mix and also with insights for necessary changes.

ANS: T                      PTS: 1                      REF: 140                      OBJ: 09-2  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Research  
MSC: BLOOMS Comprehension

6. The first step in the marketing research process is to plan the research design and gather primary data.

ANS: F  
The first step in the marketing research process is identifying and formulating the problem/opportunity. See Exhibit 9.1.

PTS: 1                      REF: 140                      OBJ: 09-2                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Comprehension

7. The last step in the marketing research process is to prepare and present the report.

ANS: F

The last step is to follow up. See Exhibit 9.1.

PTS: 1                      REF: 140                      OBJ: 09-2                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Comprehension

8. To save money on marketing research, a marketing manager suggests that the company use the results of a survey conducted last year because similar questions were asked then. The manager is suggesting use of primary data.

ANS: F

This is describing secondary data, which are data previously collected for any purpose other than the one at hand.

PTS: 1                      REF: 141                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Application

9. The quality of secondary data should never be questioned.

ANS: F

The quality of secondary data may pose a problem, so researchers should ask: Who gathered the data? Why were the data obtained? What methodology was used? and so on.

PTS: 1                      REF: 142                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Comprehension

10. Stuart Marketing Research is gathering information on the way people wrap gifts specifically for a large manufacturer of gift wrap paper that is considering introducing reusable wrapping paper with Velcro fasteners. The information gathered would be an example of primary data.

ANS: T                      PTS: 1                      REF: 142                      OBJ: 09-3  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Research  
MSC: BLOOMS Application

11. The most popular technique for gathering primary data is by observation.

ANS: F

The most popular technique for gathering primary data is survey research.

PTS: 1                      REF: 143                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Evaluation

12. Questionnaires include three basic types of questions: open-ended, closed-ended, and scaled response.

ANS: T                      PTS: 1                      REF: 145                      OBJ: 09-3  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Research  
MSC: BLOOMS Comprehension

13. Fisher-Price employees were engaged in experimental research when they observed, from behind a mirror, children playing with soap bubbles and decided to build a toy lawn mover that spewed soap bubbles.

ANS: F

Experimental research occurs when the researchers alters one or more variables. This is an example of observation research.

PTS: 1                      REF: 146                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Application

14. Ethnographic research is a form of experiment research because it is conducted without any preconceptions.

ANS: F

Ethnographic research is the study of human behavior in its natural context and is a form of observation research.

PTS: 1                      REF: 147                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Knowledge

15. The best experiments are those in which one factor is held constant and the other factors of interest are deliberately manipulated.

ANS: F

In experiments, the goal is to hold all variables constant except the variable of interest.

PTS: 1                      REF: 147                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Evaluation

16. A random sample is a carefully developed probability sample set up to ensure that every member of the population has an equal chance of being selected as part of the sample.

ANS: T                      PTS: 1                      REF: 148                      OBJ: 09-3  
TOP: AACSB Reflective Thinking                      KEY: CB&E Model Research  
MSC: BLOOMS Knowledge

17. Martina was interested in how students perceive the health service provided by her university. To collect data on this issue, she interviewed the students in her evening class. Martina has used a random sampling procedure.

ANS: F

This describes a convenience sample.

PTS: 1                      REF: 148                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Application

18. Measurement error occurs when a sample somehow does not represent the target population.

ANS: F

This is the definition of sampling error. Measurement error occurs when there is a difference between the information desired by the researcher and the information provided by the measurement process.

PTS: 1                      REF: 148                      OBJ: 09-3                      TOP: AACSB Reflective Thinking  
KEY: CB&E Model Research                      MSC: BLOOMS Knowledge

19. A snowball sample is a type of probability sample.

ANS: F