Chapter 08

Developing a Global Vision through Marketing Research

**True / False Questions**

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| 1. | Marketing research is a general noneconomic review of conditions affecting the marketing division’s business.    True    False |

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| 2. | The marketing research process should begin with determining the sources of information to fulfill the research objectives.    True    False |

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| 3. | If data has been collected already by some other agency, then such data sources are known as secondary data sources.    True    False |

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| 4. | Commercial sources, trade associations, management groups, and state and local governments are good sources of primary data for a researcher.    True    False |

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| 5. | One of the reliability problems faced by a marketing researcher that seeks to do secondary research in a foreign market is that official statistics are sometimes too optimistic.    True    False |

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| 6. | Less developed countries are particularly prone to being both overly optimistic and unreliable in reporting relevant economic data about their countries.    True    False |

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| 7. | Checking the consistency of one set of secondary data with other data of known validity is an effective and often-used way of judging validity.    True    False |

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| 8. | Data collected specifically for a particular research project at hand is known as secondary data.    True    False |

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| 9. | In quantitative research, if questions are asked, they are almost always open-ended or in-depth.    True    False |

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| 10. | The most often used form of qualitative questioning is the survey questionnaire that contains questions with a set of choices from which respondents select their response.    True    False |

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| 11. | Quantitative research is helpful in revealing the impact of sociocultural factors on behavior patterns and in developing research hypotheses that can be tested in subsequent studies.    True    False |

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| 12. | It is generally better to collect primary data before turning to secondary data.     True    False |

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| 13. | The ability to express attitudes and opinions about a product or concept depends on the respondent’s ability to recognize the usefulness and value of such a product or concept.    True    False |

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| 14. | Most problems in collecting primary data in international marketing research stem from the excessive cost of primary research in these markets.     True    False |

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| 15. | With respect to international marketing research, cultural differences offer the best explanation for the unwillingness or the inability of many to respond to research surveys.     True    False |

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| 16. | Convenience samples are generally used when detailed social, geographic, and economic information is available for the sampling universe.    True    False |

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| 17. | In international marketing, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples.    True    False |

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| 18. | The most universal survey research problem in foreign countries is fear of government reprisal.    True    False |

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| 19. | In Italy and many Latin countries, family generally means only the parents and children.    True    False |

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| 20. | In the decentering method of translation for questionnaires, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation is selected.    True    False |

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| 21. | Back translation is a successive process of translation and retranslation of a questionnaire, each time by a different translator.    True    False |

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| 22. | Consumers in America tend to respond to rating scales more conservatively than Japanese.    True    False |

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| 23. | Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as serigraphy.    True    False |

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| 24. | Easy accessibility of volumes of up-to-date secondary data is the biggest advantage that Internet now provides to international marketing researchers.    True    False |

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| 25. | Due to the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: probabilistic forecasting and reference class forecasting.    True    False |

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| 26. | In foreign markets, it is best to accept the information at face value because verifying information in foreign markets is extremely expensive.    True    False |

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| 27. | It is helpful for a foreign market researcher to have a skeptical attitude in handling both primary and secondary data.    True    False |

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| 28. | Centralization of the marketing research ensures that the field personnel and resident managers have more intimate knowledge of the subtleties of the market.    True    False |

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| 29. | The ideal approach to multicountry marketing research is to have local researchers in each country, with close coordination between the client company and the local research companies.    True    False |

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| 30. | The public, face-saving truth is known as honne in Japan.    True    False |

**Multiple Choice Questions**

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| 31. | *\_\_\_\_\_* is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making.       |  |  | | --- | --- | | A. | Marketing reach |  |  |  | | --- | --- | | B. | Market skimming |  |  |  | | --- | --- | | C. | Marketing research |  |  |  | | --- | --- | | D. | Market data analysis |  |  |  | | --- | --- | | E. | Market development | |

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| 32. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it gathers information related to profitability for the division’s products, inflation, business cycle trends, and the like?      |  |  | | --- | --- | | A. | Economic and demographic. |  |  |  | | --- | --- | | B. | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. | |

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| 33. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it gathers information related to ecology, safety, and leisure time and their potential impacts on the division’s business?      |  |  | | --- | --- | | A. | Economic and demographic. |  |  |  | | --- | --- | | B. | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. | |

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| 34. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it conducts a general noneconomic review of conditions affecting the division’s business?      |  |  | | --- | --- | | A. | Economic and demographic. |  |  |  | | --- | --- | | B. | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. | |

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| 35. | Which of the following best describes the basic difference between domestic and foreign market research?      |  |  | | --- | --- | | A. | The cost of foreign market research. |  |  |  | | --- | --- | | B. | The willingness of the respondents to give information. |  |  |  | | --- | --- | | C. | The broader scope of research for foreign research. |  |  |  | | --- | --- | | D. | The complexity of the governing rules. |  |  |  | | --- | --- | | E. | The ability to get accurate pricing data from foreign markets. | |

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| 36. | Bert Wong has decided to pursue a marketing research effort to acquire information before his company makes a strategic relocation move to the West Coast. Which of the following marketing research process steps would be the first step that Bert's company (and marketing researchers) should take as it embarks on the research effort?      |  |  | | --- | --- | | A. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | C. | Determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather relevant data from secondary or primary sources, or both. | |

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| 37. | Which of the following is the first step of a market research process?      |  |  | | --- | --- | | A. | Determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | C. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. | |

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| 38. | Harry and his team have undertaken a marketing research study to help their company expand in the Eastern European region. Which of the following marketing research process steps is Harry likely to end his research efforts with?      |  |  | | --- | --- | | A. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | C. | Effectively communicate the results to decision makers. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. | |

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| 39. | Which of the following is the last step of a market research process?      |  |  | | --- | --- | | A. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | B. | Effectively communicate the results to decision makers. |  |  |  | | --- | --- | | C. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. | |

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| 40. | Once the researcher has defined the research problem and established research objectives, the researcher must next:       |  |  | | --- | --- | | A. | effectively communicate the problem and objectives to decision makers. |  |  |  | | --- | --- | | B. | analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | C. | determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | D. | assess the suitability of available statistical methods for analyzing the data. |  |  |  | | --- | --- | | E. | evaluate the cost and benefits of the research effort. | |

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| 41. | Ben Grissom has decided to use information collected by the U.S. government in his upcoming research project on cultural trends. This is an example of using a \_\_\_\_\_ data source.       |  |  | | --- | --- | | A. | referential |  |  |  | | --- | --- | | B. | secondary |  |  |  | | --- | --- | | C. | tertiary |  |  |  | | --- | --- | | D. | parallel |  |  |  | | --- | --- | | E. | derived | |

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| 42. | Which of the following types of data are commercial sources, trade associations, management groups, and state and local governments a good source of?       |  |  | | --- | --- | | A. | Referential data |  |  |  | | --- | --- | | B. | Secondary data |  |  |  | | --- | --- | | C. | Tertiary data |  |  |  | | --- | --- | | D. | Parallel data |  |  |  | | --- | --- | | E. | Derived data | |

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| 43. | Which of the following reasons best describes why much of the data provided by foreign governments is suspected with respect to reliability?       |  |  | | --- | --- | | A. | The data in foreign countries are usually written in a foreign language and there are translation difficulties that are often insurmountable. |  |  |  | | --- | --- | | B. | The size of the sample and the technique used for sampling may be faulty. |  |  |  | | --- | --- | | C. | Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality. |  |  |  | | --- | --- | | D. | The data in foreign countries is usually not safeguarded. |  |  |  | | --- | --- | | E. | The data tend to be incomplete, and outdated. | |

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| 44. | Which of the following countries comes a close second to the United States with respect to the quantity and quality of the marketing-related data available?       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | Australia |  |  |  | | --- | --- | | C. | China |  |  |  | | --- | --- | | D. | Japan |  |  |  | | --- | --- | | E. | Kenya | |

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| 45. | Harry leads the international marketing department of a smartphone manufacturer, Myfone. Myfone has recently decided to expand its presence in Brazil. As part of the marketing research effort, Harry has decided to use data on competitors provided by independent market research agencies located in Brazil. Which of the following problems is Harry likely to face?      |  |  | | --- | --- | | A. | Defining the research problem. |  |  |  | | --- | --- | | B. | Communicating the results. |  |  |  | | --- | --- | | C. | Availability of data. |  |  |  | | --- | --- | | D. | Storage of data. |  |  |  | | --- | --- | | E. | Relevance of data. | |

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| 46. | Which of the following is a problem associated with the use of secondary data?      |  |  | | --- | --- | | A. | Defining the research problem. |  |  |  | | --- | --- | | B. | Communicate the results. |  |  |  | | --- | --- | | C. | Reliability of data. |  |  |  | | --- | --- | | D. | Storage of data. |  |  |  | | --- | --- | | E. | Relevance of data. | |

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| 47. | Which of the following questions should be asked by a marketing researcher when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | D. | Who collected the data? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? | |

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| 48. | Which of the following questions should a marketing researcher ask when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | D. | How were the data collected? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? | |

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| 49. | Which of the following questions should be asked by a marketing researcher when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | D. | For what purposes were the data collected? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? | |

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| 50. | \_\_\_\_\_ data refers to the data that has been collected specifically for the particular research project at hand.       |  |  | | --- | --- | | A. | Derived |  |  |  | | --- | --- | | B. | Primary |  |  |  | | --- | --- | | C. | Referential |  |  |  | | --- | --- | | D. | Bipolar |  |  |  | | --- | --- | | E. | Cohort | |

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| 51. | Which of the following is one of the two basic types that marketing research methods can be grouped into?       |  |  | | --- | --- | | A. | Analytical research |  |  |  | | --- | --- | | B. | Qualitative research |  |  |  | | --- | --- | | C. | Descriptive research |  |  |  | | --- | --- | | D. | Deductive research |  |  |  | | --- | --- | | E. | Basic research | |

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| 52. | In \_\_\_\_\_ research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format or to select a response from a set of choices.       |  |  | | --- | --- | | A. | quantitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory | |

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| 53. | Before launching its latest line of environment-friendly and child-friendly wooden toys, a toy manufacturer gave samples of those toys to a large and culturally diverse set of families. It then conducted a survey where the parents were asked to rate the toys on a step-wise scale of “not satisfied” to “extremely pleased.” This is an example of \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | quantitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory | |

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| 54. | Before launching its latest line of health drinks, a beverage manufacturer provided free samples of the health drinks to a large and culturally diverse set of families. It then conducted a survey where the participants were asked about their first impression about the drinks. This is an example of \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | qualitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory | |

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| 55. | Which of the following statements is true about qualitative research?       |  |  | | --- | --- | | A. | It provides the marketer with responses that can be presented with precise estimations. |  |  |  | | --- | --- | | B. | It includes recording consumers’ first impression about products. |  |  |  | | --- | --- | | C. | It usually involves asking respondents to select a choice from a set of responses. |  |  |  | | --- | --- | | D. | Data from such research can be easily summarized in percentages, averages, or other statistics. |  |  |  | | --- | --- | | E. | It is generally associated with survey research that involves yes or no questions. | |

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| 56. | Which of the following statements is true about qualitative research?       |  |  | | --- | --- | | A. | It provides the marketer with responses that can be presented with precise estimations. |  |  |  | | --- | --- | | B. | It studies the dynamic interplay of peoples’ feelings and ideas. |  |  |  | | --- | --- | | C. | It usually involves asking respondents to select a choice from a set of responses. |  |  |  | | --- | --- | | D. | Data from such research can be summarized in percentages, averages, or other statistics. |  |  |  | | --- | --- | | E. | It is generally associated with survey research that involves “yes” or “no” questions. | |

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| 57. | Which of the following statements is true about quantitative research?       |  |  | | --- | --- | | A. | It includes direct observation of consumers in choice or product usage situations. |  |  |  | | --- | --- | | B. | It studies the dynamic interplay between peoples’ feelings and their resulting actions. |  |  |  | | --- | --- | | C. | It is generally associated with survey research that involves “yes” or “no” questions. |  |  |  | | --- | --- | | D. | It includes recording consumers’ first impression about products. |  |  |  | | --- | --- | | E. | It is used to formulate and define a problem more clearly. | |

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| 58. | Mary Hills would like to ask respondents a series of open-ended questions that will help explain the respondents' feelings and thoughts on the subject of child labor. Mary Hills is carrying out a \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | deductive |  |  |  | | --- | --- | | B. | qualitative |  |  |  | | --- | --- | | C. | tertiary |  |  |  | | --- | --- | | D. | secondary |  |  |  | | --- | --- | | E. | analytical | |

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| 59. | In the international arena, the greatest problem in sampling stems from:       |  |  | | --- | --- | | A. | the lack of adequate demographic data from which meaningful samples can be drawn. |  |  |  | | --- | --- | | B. | the lack of expertise in designing sampling layouts for a non-domestic market. |  |  |  | | --- | --- | | C. | the higher probability of foreign government intervention in the sampling process. |  |  |  | | --- | --- | | D. | the inability of international market researchers to speak foreign languages. |  |  |  | | --- | --- | | E. | the difficulty in determining sample size suitable for the relevant foreign market. | |

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| 60. | In many Asian cities, there are no street maps, some streets are not identified, and some houses are not numbered. Which of the following aspects of market research is this situation most likely to affect?      |  |  | | --- | --- | | A. | Product enhancement analysis. |  |  |  | | --- | --- | | B. | Situational analysis. |  |  |  | | --- | --- | | C. | The optimization process. |  |  |  | | --- | --- | | D. | The sampling process. |  |  |  | | --- | --- | | E. | The decentralization process. | |

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| 61. | Which of the following types of samples should be used when detailed and accurate information is not available for a sampling universe?      |  |  | | --- | --- | | A. | A derivatized sample. |  |  |  | | --- | --- | | B. | A cluster sample. |  |  |  | | --- | --- | | C. | A convenience sample. |  |  |  | | --- | --- | | D. | A systematized sample. |  |  |  | | --- | --- | | E. | A probability sample. | |

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| 62. | The most universal survey research problem in foreign countries is the \_\_\_\_\_ barrier.      |  |  | | --- | --- | | A. | technological. |  |  |  | | --- | --- | | B. | legal. |  |  |  | | --- | --- | | C. | cultural. |  |  |  | | --- | --- | | D. | literacy. |  |  |  | | --- | --- | | E. | language. | |

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| 63. | A toy manufacturer conducted a survey to estimate the market demand for its specialized wood-based toys in a foreign country. For the survey, it interviewed all the households of the four largest cities of that country without making any distinction between those with children and those without. The market demand forecast based on this survey failed to match the actual demand for the toys. Which of the following is the most likely reason for this failure?      |  |  | | --- | --- | | A. | Difficulty in defining the research objective. |  |  |  | | --- | --- | | B. | Unwillingness of the respondents to reply to survey questions. |  |  |  | | --- | --- | | C. | Difficulty in translating the responses. |  |  |  | | --- | --- | | D. | Inappropriate sample selection. |  |  |  | | --- | --- | | E. | Lack of appropriate methods for analyzing the data. | |

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| 64. | Back translations may not always ensure an accurate translation because of commonly used idioms in both languages. Which of the following types of translation is used to overcome this problem?      |  |  | | --- | --- | | A. | Serial translation. |  |  |  | | --- | --- | | B. | Decentering. |  |  |  | | --- | --- | | C. | Linear translation. |  |  |  | | --- | --- | | D. | Complimentary translation. |  |  |  | | --- | --- | | E. | Parallel translation. | |

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| 65. | Marketers use three different techniques to ferret out translation errors in marketing research questionnaires ahead of time. Which of the following is one of those techniques?       |  |  | | --- | --- | | A. | Simultaneous translation |  |  |  | | --- | --- | | B. | Serial translation |  |  |  | | --- | --- | | C. | Back translation |  |  |  | | --- | --- | | D. | Linear translation |  |  |  | | --- | --- | | E. | Re-centering | |

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| 66. | Marketers use three different techniques to ferret out translation errors in marketing research questionnaires ahead of time. Which of the following is one of those techniques?       |  |  | | --- | --- | | A. | Simultaneous translation |  |  |  | | --- | --- | | B. | Parallel translation |  |  |  | | --- | --- | | C. | Serial translation |  |  |  | | --- | --- | | D. | Linear translation |  |  |  | | --- | --- | | E. | Re-centering | |

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| 67. | In \_\_\_\_\_ translation, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected.       |  |  | | --- | --- | | A. | parallel |  |  |  | | --- | --- | | B. | complimentary |  |  |  | | --- | --- | | C. | linear |  |  |  | | --- | --- | | D. | random |  |  |  | | --- | --- | | E. | back | |

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| 68. | Decentering is a hybrid of \_\_\_\_\_ translation.       |  |  | | --- | --- | | A. | parallel |  |  |  | | --- | --- | | B. | simultaneous |  |  |  | | --- | --- | | C. | linear |  |  |  | | --- | --- | | D. | random |  |  |  | | --- | --- | | E. | back | |

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| 69. | In \_\_\_\_\_ translation, the questionnaire is translated from one language to another, and then a second party translates it again into the original, and the two original language versions are compared.       |  |  | | --- | --- | | A. | serial |  |  |  | | --- | --- | | B. | parallel |  |  |  | | --- | --- | | C. | back |  |  |  | | --- | --- | | D. | simultaneous |  |  |  | | --- | --- | | E. | complimentary | |

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| 70. | Mark Bressler is having great difficulties with his company's advertising in Japan. As a representative of Jerry Motors, he believes that it is entirely proper to use American campaigns in the Japanese market. He was surprised to learn that a slogan "Body by Arnold" (the company that makes external structures for Jerry Motors) loosely translated in Japanese to mean "Corpse by Arnold." Which of the following problems did Mr. Bressler experience with his company's advertising in this scenario?       |  |  | | --- | --- | | A. | Improper syntax |  |  |  | | --- | --- | | B. | Improper colloquialisms or slang |  |  |  | | --- | --- | | C. | Improper grammar |  |  |  | | --- | --- | | D. | Improper local language |  |  |  | | --- | --- | | E. | Improper translation | |

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| 71. | In the \_\_\_\_\_ method, successive translation and retranslation of a questionnaire takes place, each time by a different translator, and the version that is finally used and its translation have equally comprehensive and equivalent terminologies in both languages.       |  |  | | --- | --- | | A. | serial translation |  |  |  | | --- | --- | | B. | triangulation |  |  |  | | --- | --- | | C. | back translation |  |  |  | | --- | --- | | D. | netnography |  |  |  | | --- | --- | | E. | decentering | |

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| 72. | Alex is engaged in research involving countries that have different languages, economies, social structures, behavior, and attitude patterns. Alex is most likely engaged in \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | geographical |  |  |  | | --- | --- | | B. | anthropological |  |  |  | | --- | --- | | C. | psychological |  |  |  | | --- | --- | | D. | sociological |  |  |  | | --- | --- | | E. | multicultural | |

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| 73. | Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as \_\_\_\_\_.       |  |  | | --- | --- | | A. | tomography |  |  |  | | --- | --- | | B. | serigraphy |  |  |  | | --- | --- | | C. | vitreography |  |  |  | | --- | --- | | D. | netnography |  |  |  | | --- | --- | | E. | lithography | |

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| 74. | By systematically monitoring chat rooms, blogs, and personal websites to assess consumers’ opinions about the new line of health drinks that his company has launched, Harry is engaging in the practice of \_\_\_\_\_.       |  |  | | --- | --- | | A. | tomography |  |  |  | | --- | --- | | B. | serigraphy |  |  |  | | --- | --- | | C. | vitreography |  |  |  | | --- | --- | | D. | netnography |  |  |  | | --- | --- | | E. | lithography | |

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| 75. | Which of the following represents a severe limitation when the Internet is used for primary research?       |  |  | | --- | --- | | A. | The cultural background of the respondents cannot be identified accurately. |  |  |  | | --- | --- | | B. | The educational qualifications of the respondents cannot be identified accurately. |  |  |  | | --- | --- | | C. | The respondents can assume false identity. |  |  |  | | --- | --- | | D. | A sample universe composed solely of Internet respondents represents a potential bias. |  |  |  | | --- | --- | | E. | Using the Internet for primary research is the most expensive way of conducting primary research. | |

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| 76. | According to the text, today the real power of the Internet for international marketing research is the:       |  |  | | --- | --- | | A. | reduction in the time required for completing primary research. |  |  |  | | --- | --- | | B. | reduction in the cost of conducting primary research. |  |  |  | | --- | --- | | C. | increase in response for surveys conducted using the Internet. |  |  |  | | --- | --- | | D. | ability to overcome legal barriers to conducting primary research. |  |  |  | | --- | --- | | E. | ability to easily access volumes of secondary data. | |

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| 77. | Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers. Which of the following is one of those methods?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | B. | Expert opinion |  |  |  | | --- | --- | | C. | Simulation |  |  |  | | --- | --- | | D. | Extrapolation |  |  |  | | --- | --- | | E. | Scenario building | |

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| 78. | Which of the following is a method of demand forecasting that is particularly suitable for international marketers?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | B. | Analogy |  |  |  | | --- | --- | | C. | Simulation |  |  |  | | --- | --- | | D. | Extrapolation |  |  |  | | --- | --- | | E. | Scenario building | |

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| 79. | The key to using expert opinion to help in forecasting demand is \_\_\_\_\_, that is, comparing estimates produced by different sources.       |  |  | | --- | --- | | A. | indemnification |  |  |  | | --- | --- | | B. | simulation |  |  |  | | --- | --- | | C. | morphing |  |  |  | | --- | --- | | D. | modeling |  |  |  | | --- | --- | | E. | triangulation | |

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| 80. | The \_\_\_\_\_ method for estimating demand assumes that demand for a product develops in much the same way in all countries as comparable economic development occurs in each country.       |  |  | | --- | --- | | A. | reference class forecasting |  |  |  | | --- | --- | | B. | analogy |  |  |  | | --- | --- | | C. | morphing |  |  |  | | --- | --- | | D. | scenario building |  |  |  | | --- | --- | | E. | triangulation | |

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| 81. | A toy manufacturer has excellent sales figures for its toys in country P but inadequate figures in the neighboring country R. In country P, per capita consumption is known to increase at a predictable ratio as per capita gross domestic product (GDP) increases. If per capita GDP is known for country R, per capita demand for the toys can be estimated using the relationships established in country R. Which of the following methods of forecasting does this example illustrate?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | B. | Reference class forecasting |  |  |  | | --- | --- | | C. | Expert opinion |  |  |  | | --- | --- | | D. | Analogy |  |  |  | | --- | --- | | E. | Linear regression | |

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| 82. | To deal with problems in analyzing and interpreting research information in the international marketplace, the marketing researcher must possess three talents. Which of the following is one of those talents?       |  |  | | --- | --- | | A. | The ability to work within assigned budget. |  |  |  | | --- | --- | | B. | Creative talent for adapting research methods. |  |  |  | | --- | --- | | C. | Proven talent to use and apply advanced statistics. |  |  |  | | --- | --- | | D. | Superior logical ability. |  |  |  | | --- | --- | | E. | The ability to extrapolate home-country data. | |

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| 83. | Which of the following is a disadvantage of decentralized research management?      |  |  | | --- | --- | | A. | The accuracy of the information gathered cannot be verified. |  |  |  | | --- | --- | | B. | Various international laws restrict decentralized research. |  |  |  | | --- | --- | | C. | It increases the cost of conducting the research. |  |  |  | | --- | --- | | D. | Large-market studies may dominate decisions about global standardization. |  |  |  | | --- | --- | | E. | Decentralized research has higher probability of translational errors. | |

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| 84. | One disadvantage of decentralized research management is possible ineffective communications with \_\_\_\_\_.       |  |  | | --- | --- | | A. | field personnels |  |  |  | | --- | --- | | B. | home-office executives |  |  |  | | --- | --- | | C. | customers |  |  |  | | --- | --- | | D. | local agencies |  |  |  | | --- | --- | | E. | foreign agencies | |

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| 85. | In Japanese corporate culture, which of the following constitutes a typical significant impediment to averting and responding to a crisis?       |  |  | | --- | --- | | A. | Employees like to work on their own rather than in a group. |  |  |  | | --- | --- | | B. | Opinions of all the employees are to be taken into consideration before taking a decision. |  |  |  | | --- | --- | | C. | Decisions are generally taken by lower level employees who directly deal with the problem. |  |  |  | | --- | --- | | D. | It is hard for those lower in the hierarchy to question their superiors. |  |  |  | | --- | --- | | E. | The process of decision making is extremely complex and time consuming. | |

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| 86. | Which of the following statements is true regarding the Japanese corporate culture?       |  |  | | --- | --- | | A. | Employees like to work on their own rather than in a group. |  |  |  | | --- | --- | | B. | Opinions of all the employees are to be taken into consideration before taking a decision. |  |  |  | | --- | --- | | C. | Decisions are generally taken by lower level employees who directly deal with the problem. |  |  |  | | --- | --- | | D. | The process of decision making is extremely complex and time consuming. |  |  |  | | --- | --- | | E. | The focus on consensus and group makes it hard to challenge what has been decided. | |

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| 87. | Which of the following countries has hierarchical, relationship-based corporate culture?       |  |  | | --- | --- | | A. | Germany |  |  |  | | --- | --- | | B. | France |  |  |  | | --- | --- | | C. | South Korea |  |  |  | | --- | --- | | D. | Switzerland |  |  |  | | --- | --- | | E. | Australia | |

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| 88. | The public, face-saving truth is known as \_\_\_\_\_ in Japan.       |  |  | | --- | --- | | A. | kanban |  |  |  | | --- | --- | | B. | tatemae |  |  |  | | --- | --- | | C. | keiretsu |  |  |  | | --- | --- | | D. | zaibatsu |  |  |  | | --- | --- | | E. | honne | |

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| 89. | In Japan, \_\_\_\_\_ refers to the factual truth, irrespective of the damage it might do to the all-important social relationships within and between Japanese companies.       |  |  | | --- | --- | | A. | kanban |  |  |  | | --- | --- | | B. | honne |  |  |  | | --- | --- | | C. | keiretsu |  |  |  | | --- | --- | | D. | zaibatsu |  |  |  | | --- | --- | | E. | tatemae | |

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| 90. | The text describes four kinds of company—agency—customer relationships that might be used to bridge the cultural barrier that is present in most international marketing research. Which of the following is deemed to be best suited for managing the cultural barrier across the chain of communication?       |  |  | | --- | --- | | A. | company—agency—customers |  |  |  | | --- | --- | | B. | company—agency—local agency—customers |  |  |  | | --- | --- | | C. | company—foreign agency—customers |  |  |  | | --- | --- | | D. | company—foreign agency—Internet—customers |  |  |  | | --- | --- | | E. | company—Internet—customers | |

**Essay Questions**

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| 91. | International marketers often need to collect certain types of information not normally collected by domestic marketing researchers. Unisys Corporation gives some guidance about the kind of information that organizations need to collect in the international environment. List and briefly discuss each of the five types of information suggested by the Unisys Corporation model. |

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| 92. | List the six steps in a research process. |

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| 93. | With references to international marketing research, discuss the various problems related to the availability and use of secondary data. |

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| 94. | Write a short note highlighting the key features of quantitative research. |

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| 95. | With reference to international marketing research, list the various problems that are associated with gathering primary data. |

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| 96. | Compare and contrast back translation and parallel translation. |

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| 97. | List the various uses of the Internet in international marketing research. |

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| 98. | Write a short note on the expert opinion method of demand forecasting. |

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| 99. | Write a short note on the analogy method of demand forecasting. |

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| 100. | What are the various advantages and disadvantages of the decentralization of the international marketing research function? |

Chapter 08 Developing a Global Vision through Marketing Research Answer Key

**True / False Questions**

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| 1. | Marketing research is a general noneconomic review of conditions affecting the marketing division’s business.    **FALSE**  Marketing research is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 2. | The marketing research process should begin with determining the sources of information to fulfill the research objectives.    **FALSE**  The marketing research process should begin with defining the research problem and establish research objectives. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 3. | If data has been collected already by some other agency, then such data sources are known as secondary data sources.    **TRUE**  If the data are available—that is, if they have been collected already by some other agency—then such data sources are known as secondary data sources. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Defining the Problem and Establishing Research Objectives* |

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| 4. | Commercial sources, trade associations, management groups, and state and local governments are good sources of primary data for a researcher.    **FALSE**  The U.S. government provides comprehensive statistics for the United States; periodic censuses of U.S. population, housing, business, and agriculture are conducted and, in some cases, have been taken for over 100 years. Commercial sources, trade associations, management groups, and state and local governments are secondary data sources of detailed U.S. market information. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 5. | One of the reliability problems faced by a marketing researcher that seeks to do secondary research in a foreign market is that official statistics are sometimes too optimistic.    **TRUE**  In the case of secondary research, available data may not have the level of reliability necessary for confident decision making. One of the problems associated with such a data source is that official statistics are sometimes too optimistic, reflecting national pride rather than practical reality, while tax structures and fear of the tax collector often adversely affect data. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 6. | Less developed countries are particularly prone to being both overly optimistic and unreliable in reporting relevant economic data about their countries.    **TRUE**  Available data may not have the level of reliability necessary for confident decision making for many reasons. Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality. Although not unique to them, less developed countries are particularly prone to being both overly optimistic and unreliable in reporting relevant economic data about their countries. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 7. | Checking the consistency of one set of secondary data with other data of known validity is an effective and often-used way of judging validity.    **TRUE**  Checking the consistency of one set of secondary data with other data of known validity is an effective and often-used way of judging validity. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-03 Sources of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 8. | Data collected specifically for a particular research project at hand is known as secondary data.    **FALSE**  The data collected specifically for the particular research project at hand is known as primary data. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 9. | In quantitative research, if questions are asked, they are almost always open-ended or in-depth.    **FALSE**  In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person’s thoughts and feelings on the subject are sought. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 10. | The most often used form of qualitative questioning is the survey questionnaire that contains questions with a set of choices from which respondents select their response.    **FALSE**  The most often used form of qualitative questioning is the focus group interview. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 11. | Quantitative research is helpful in revealing the impact of sociocultural factors on behavior patterns and in developing research hypotheses that can be tested in subsequent studies.    **FALSE**  Qualitative research is helpful in revealing the impact of sociocultural factors on behavior patterns and in developing research hypotheses that can be tested in subsequent studies designed to quantify the concepts and relevant relationships uncovered in qualitative data collection. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 12. | It is generally better to collect primary data before turning to secondary data.     **FALSE**  If, after seeking all reasonable secondary data sources, research questions are still not adequately answered, the market researcher must collect primary data. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 13. | The ability to express attitudes and opinions about a product or concept depends on the respondent’s ability to recognize the usefulness and value of such a product or concept.    **TRUE**  The ability to express attitudes and opinions about a product or concept depends on the respondent’s ability to recognize the usefulness and value of such a product or concept. It is difficult for a person to formulate needs, attitudes, and opinions about goods whose use may not be understood, that are not in common use within the community, or that have never been available. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Problems of Gathering Primary Data* |

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| 14. | Most problems in collecting primary data in international marketing research stem from the excessive cost of primary research in these markets.     **FALSE**  Most problems in collecting primary data in international marketing research stem from cultural differences among countries and range from the inability or unwillingness of respondents to communicate their opinions to inadequacies in questionnaire translation. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Problems of Gathering Primary Data* |

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| 15. | With respect to international marketing research, cultural differences offer the best explanation for the unwillingness or the inability of many to respond to research surveys.     **TRUE**  Most problems in collecting primary data in international marketing research stem from cultural differences among countries and range from the inability or unwillingness of respondents to communicate their opinions to inadequacies in questionnaire translation. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Problems of Gathering Primary Data* |

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| 16. | Convenience samples are generally used when detailed social, geographic, and economic information is available for the sampling universe.    **FALSE**  A lack of detailed information, however, does not prevent the use of sampling; it simply makes it more difficult. In place of probability techniques, many researchers in such situations rely on convenience samples taken in marketplaces and other public gathering places. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 17. | In international marketing, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples.    **TRUE**  In international marketing, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 18. | The most universal survey research problem in foreign countries is fear of government reprisal.    **FALSE**  The most universal survey research problem in foreign countries is the language barrier. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 19. | In Italy and many Latin countries, family generally means only the parents and children.    **FALSE**  In Italy and many Latin countries, family generally means the parents, children, grandparents, uncles, aunts, cousins, and so forth. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 20. | In the decentering method of translation for questionnaires, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation is selected.    **FALSE**  In the parallel translation method, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation is selected. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 21. | Back translation is a successive process of translation and retranslation of a questionnaire, each time by a different translator.    **FALSE**  Decentering is a successive process of translation and retranslation of a questionnaire, each time by a different translator. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 22. | Consumers in America tend to respond to rating scales more conservatively than Japanese.    **FALSE**  Consumers in Japan tend to respond to rating scales more conservatively than Americans. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 23. | Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as serigraphy.    **FALSE**  Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as netnography. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 24. | Easy accessibility of volumes of up-to-date secondary data is the biggest advantage that Internet now provides to international marketing researchers.    **TRUE**  Today the real power of the Internet for international marketing research is the ability to easily access volumes of secondary data. These data have been available in print form for years, but now they are much easier to access and, in many cases, are more current. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 25. | Due to the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: probabilistic forecasting and reference class forecasting.    **FALSE**  Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: expert opinion and analogy. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 26. | In foreign markets, it is best to accept the information at face value because verifying information in foreign markets is extremely expensive.    **FALSE**  Accepting information at face value in foreign markets is imprudent. The meanings of words, the consumer’s attitude toward a product, the interviewer’s attitude, or the interview situation can distort research findings. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems in Analyzing and Interpreting Research Information* |

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| 27. | It is helpful for a foreign market researcher to have a skeptical attitude in handling both primary and secondary data.    **TRUE**  The foreign market researcher must possess three talents to generate meaningful marketing information. One of those is a skeptical attitude in handling both primary and secondary data. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems in Analyzing and Interpreting Research Information* |

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| 28. | Centralization of the marketing research ensures that the field personnel and resident managers have more intimate knowledge of the subtleties of the market.    **FALSE**  The obvious advantage to decentralization of the marketing research function is that control rests in hands closer to the market. Field personnel, resident managers, and customers generally have more intimate knowledge of the subtleties of the market and an appreciation of the diversity that characterizes most foreign markets. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Responsibility for Conducting Marketing Research* |

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| 29. | The ideal approach to multicountry marketing research is to have local researchers in each country, with close coordination between the client company and the local research companies.    **TRUE**  A comprehensive review of the different approaches to multicountry research suggests that the ideal approach is to have local researchers in each country, with close coordination between the client company and the local research companies. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Responsibility for Conducting Marketing Research* |

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| 30. | The public, face-saving truth is known as honne in Japan.    **FALSE**  In Japanese corporate culture the public, face-saving truth is known as tatemae. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

**Multiple Choice Questions**

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| 31. | *\_\_\_\_\_* is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making.       |  |  | | --- | --- | | A. | Marketing reach |  |  |  | | --- | --- | | B. | Market skimming |  |  |  | | --- | --- | | **C.** | Marketing research |  |  |  | | --- | --- | | D. | Market data analysis |  |  |  | | --- | --- | | E. | Market development |   Marketing research is traditionally defined as the systematic gathering, recording, and analyzing of data to provide information useful to marketing decision making. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 32. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it gathers information related to profitability for the division’s products, inflation, business cycle trends, and the like?      |  |  | | --- | --- | | **A.** | Economic and demographic. |  |  |  | | --- | --- | | B. | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. |   Companies are most likely to gather information related to profitability for the division’s products, inflation, business cycle trends etc. when they are interested in economic and demographic information related to the country. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 33. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it gathers information related to ecology, safety, and leisure time and their potential impacts on the division’s business?      |  |  | | --- | --- | | A. | Economic and demographic. |  |  |  | | --- | --- | | **B.** | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. |   Companies are most likely to gather information related to ecology, safety, and leisure time and their potential impacts on the division’s business when they are interested in knowing about the cultural, sociological, and political climate. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 34. | Unisys Corporation’s planning steps for international marketing research calls for collecting and assessing various types of information. Which of the following types of information is the organization most likely to be interested in if it conducts a general noneconomic review of conditions affecting the division’s business?      |  |  | | --- | --- | | A. | Economic and demographic. |  |  |  | | --- | --- | | **B.** | Cultural, sociological, and political climate. |  |  |  | | --- | --- | | C. | Overview of market conditions. |  |  |  | | --- | --- | | D. | Summary of the technological environment. |  |  |  | | --- | --- | | E. | Competitive situation. |   Companies are most likely to conduct a general noneconomic review of conditions affecting the division’s business when they are interested in knowing about the cultural, sociological, and political climate. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 35. | Which of the following best describes the basic difference between domestic and foreign market research?      |  |  | | --- | --- | | A. | The cost of foreign market research. |  |  |  | | --- | --- | | B. | The willingness of the respondents to give information. |  |  |  | | --- | --- | | **C.** | The broader scope of research for foreign research. |  |  |  | | --- | --- | | D. | The complexity of the governing rules. |  |  |  | | --- | --- | | E. | The ability to get accurate pricing data from foreign markets. |   The basic difference between domestic and foreign market research is the broader scope needed for foreign research, necessitated by higher levels of uncertainty. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 36. *(p. 222)* | Bert Wong has decided to pursue a marketing research effort to acquire information before his company makes a strategic relocation move to the West Coast. Which of the following marketing research process steps would be the first step that Bert's company (and marketing researchers) should take as it embarks on the research effort?      |  |  | | --- | --- | | **A.** | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | C. | Determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather relevant data from secondary or primary sources, or both. |   The first step of a market research process is to define the research problem and establish research objectives. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 37. | Which of the following is the first step of a market research process?      |  |  | | --- | --- | | A. | Determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | **C.** | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. |   The first step of a market research process is to define the research problem and establish research objectives. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 38. | Harry and his team have undertaken a marketing research study to help their company expand in the Eastern European region. Which of the following marketing research process steps is Harry likely to end his research efforts with?      |  |  | | --- | --- | | A. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | B. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | **C.** | Effectively communicate the results to decision makers. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. |   The last step of a market research process is to effectively communicate the results of the research study to decision makers. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 39. | Which of the following is the last step of a market research process?      |  |  | | --- | --- | | A. | Define the research problem and establish research objectives. |  |  |  | | --- | --- | | **B.** | Effectively communicate the results to decision makers. |  |  |  | | --- | --- | | C. | Analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | D. | Consider the costs and benefits of the research effort. |  |  |  | | --- | --- | | E. | Gather the relevant data from secondary or primary sources, or both. |   The last step of a market research process is to effectively communicate the results of the research study to decision makers. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 40. | Once the researcher has defined the research problem and established research objectives, the researcher must next:       |  |  | | --- | --- | | A. | effectively communicate the problem and objectives to decision makers. |  |  |  | | --- | --- | | B. | analyze, interpret, and summarize the results. |  |  |  | | --- | --- | | **C.** | determine the sources of information to fulfill the research objectives. |  |  |  | | --- | --- | | D. | assess the suitability of available statistical methods for analyzing the data. |  |  |  | | --- | --- | | E. | evaluate the cost and benefits of the research effort. |   Once the problem is adequately defined and research objectives have been established, the researcher must determine the availability of the information needed. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 41. | Ben Grissom has decided to use information collected by the U.S. government in his upcoming research project on cultural trends. This is an example of using a \_\_\_\_\_ data source.       |  |  | | --- | --- | | A. | referential |  |  |  | | --- | --- | | **B.** | secondary |  |  |  | | --- | --- | | C. | tertiary |  |  |  | | --- | --- | | D. | parallel |  |  |  | | --- | --- | | E. | derived |   Once a problem is adequately defined and research objectives established, the researcher must determine the availability of the information needed. If the data are available—that is, if they have been collected already by some other agency—the researcher should then consult these secondary data sources. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: Defining the Problem and Establishing Research Objectives* |

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| 42. | Which of the following types of data are commercial sources, trade associations, management groups, and state and local governments a good source of?       |  |  | | --- | --- | | A. | Referential data |  |  |  | | --- | --- | | **B.** | Secondary data |  |  |  | | --- | --- | | C. | Tertiary data |  |  |  | | --- | --- | | D. | Parallel data |  |  |  | | --- | --- | | E. | Derived data |   Commercial sources, trade associations, management groups, and state and local governments are additional secondary data sources for the researcher. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 43. | Which of the following reasons best describes why much of the data provided by foreign governments is suspected with respect to reliability?       |  |  | | --- | --- | | A. | The data in foreign countries are usually written in a foreign language and there are translation difficulties that are often insurmountable. |  |  |  | | --- | --- | | B. | The size of the sample and the technique used for sampling may be faulty. |  |  |  | | --- | --- | | **C.** | Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality. |  |  |  | | --- | --- | | D. | The data in foreign countries is usually not safeguarded. |  |  |  | | --- | --- | | E. | The data tend to be incomplete, and outdated. |   Available data may not have the level of reliability necessary for confident decision making for many reasons. Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality, while tax structures and fear of the tax collector often adversely affect data. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 44. | Which of the following countries comes a close second to the United States with respect to the quantity and quality of the marketing-related data available?       |  |  | | --- | --- | | A. | Brazil |  |  |  | | --- | --- | | B. | Australia |  |  |  | | --- | --- | | C. | China |  |  |  | | --- | --- | | **D.** | Japan |  |  |  | | --- | --- | | E. | Kenya |   While the quantity and quality of marketing-related data available in the United States is unmatched in other countries, things are improving. The data available on and in Japan is a close second, and several European countries do a good job of collecting and reporting data. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 45. | Harry leads the international marketing department of a smartphone manufacturer, Myfone. Myfone has recently decided to expand its presence in Brazil. As part of the marketing research effort, Harry has decided to use data on competitors provided by independent market research agencies located in Brazil. Which of the following problems is Harry likely to face?      |  |  | | --- | --- | | A. | Defining the research problem. |  |  |  | | --- | --- | | B. | Communicating the results. |  |  |  | | --- | --- | | **C.** | Availability of data. |  |  |  | | --- | --- | | D. | Storage of data. |  |  |  | | --- | --- | | E. | Relevance of data. |   The problems associated with the use of secondary data include its availability, reliability, and comparability. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 1 Easy Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 46. | Which of the following is a problem associated with the use of secondary data?      |  |  | | --- | --- | | A. | Defining the research problem. |  |  |  | | --- | --- | | B. | Communicate the results. |  |  |  | | --- | --- | | **C.** | Reliability of data. |  |  |  | | --- | --- | | D. | Storage of data. |  |  |  | | --- | --- | | E. | Relevance of data. |   The problems associated with the use of secondary data include its availability, reliability, and comparability. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-02 The problems of availability and use of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 47. | Which of the following questions should be asked by a marketing researcher when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | **D.** | Who collected the data? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? |   To effectively judge the reliability of secondary data sources, following questions should be asked: Who collected the data? For what purposes were the data collected? How (by what methodology) were the data collected? Are the data internally consistent and logical in light of known data sources or market factors? |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-03 Sources of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 48. | Which of the following questions should a marketing researcher ask when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | **D.** | How were the data collected? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? |   To effectively judge the reliability of secondary data sources, following questions should be asked: Who collected the data? For what purposes were the data collected? How (by what methodology) were the data collected? Are the data internally consistent and logical in light of known data sources or market factors? |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-03 Sources of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 49. | Which of the following questions should be asked by a marketing researcher when trying to establish the reliability of secondary data sources in the international arena?       |  |  | | --- | --- | | A. | How much does the data cost? |  |  |  | | --- | --- | | B. | What language is used in the host country? |  |  |  | | --- | --- | | C. | Does the host country’s government encourage marketing research? |  |  |  | | --- | --- | | **D.** | For what purposes were the data collected? |  |  |  | | --- | --- | | E. | Was the data available on the Internet? |   To effectively judge the reliability of secondary data sources, following questions should be asked: Who collected the data? For what purposes were the data collected? How (by what methodology) were the data collected? Are the data internally consistent and logical in light of known data sources or market factors? |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-03 Sources of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 50. | \_\_\_\_\_ data refers to the data that has been collected specifically for the particular research project at hand.       |  |  | | --- | --- | | A. | Derived |  |  |  | | --- | --- | | **B.** | Primary |  |  |  | | --- | --- | | C. | Referential |  |  |  | | --- | --- | | D. | Bipolar |  |  |  | | --- | --- | | E. | Cohort |   If, after seeking all reasonable secondary data sources, research questions are still not adequately answered, the market researcher must collect primary data—that is, data collected specifically for the particular research project at hand. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 51. | Which of the following is one of the two basic types that marketing research methods can be grouped into?       |  |  | | --- | --- | | A. | Analytical research |  |  |  | | --- | --- | | **B.** | Qualitative research |  |  |  | | --- | --- | | C. | Descriptive research |  |  |  | | --- | --- | | D. | Deductive research |  |  |  | | --- | --- | | E. | Basic research |   Marketing research methods can be grouped into two basic types: quantitative and qualitative research. In both methods, the marketer is interested in gaining knowledge about the market. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 52. | In \_\_\_\_\_ research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format or to select a response from a set of choices.       |  |  | | --- | --- | | **A.** | quantitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory |   In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. The structured responses received in a survey can be summarized in percentages, averages, or other statistics. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 53. | Before launching its latest line of environment-friendly and child-friendly wooden toys, a toy manufacturer gave samples of those toys to a large and culturally diverse set of families. It then conducted a survey where the parents were asked to rate the toys on a step-wise scale of “not satisfied” to “extremely pleased.” This is an example of \_\_\_\_\_ research.       |  |  | | --- | --- | | **A.** | quantitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory |   In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. The structured responses received in a survey can be summarized in percentages, averages, or other statistics. |

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| *AACSB: Reflective thinking Blooms: Apply Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 54. | Before launching its latest line of health drinks, a beverage manufacturer provided free samples of the health drinks to a large and culturally diverse set of families. It then conducted a survey where the participants were asked about their first impression about the drinks. This is an example of \_\_\_\_\_ research.       |  |  | | --- | --- | | **A.** | qualitative |  |  |  | | --- | --- | | B. | analytical |  |  |  | | --- | --- | | C. | descriptive |  |  |  | | --- | --- | | D. | deductive |  |  |  | | --- | --- | | E. | explanatory |   In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person’s thoughts and feelings on the subject are sought. Consumers’ first impressions about products may be useful. |

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| *AACSB: Reflective thinking Blooms: Apply Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 55. | Which of the following statements is true about qualitative research?       |  |  | | --- | --- | | A. | It provides the marketer with responses that can be presented with precise estimations. |  |  |  | | --- | --- | | **B.** | It includes recording consumers’ first impression about products. |  |  |  | | --- | --- | | C. | It usually involves asking respondents to select a choice from a set of responses. |  |  |  | | --- | --- | | D. | Data from such research can be easily summarized in percentages, averages, or other statistics. |  |  |  | | --- | --- | | E. | It is generally associated with survey research that involves yes or no questions. |   In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person’s thoughts and feelings on the subject are sought. Consumers’ first impressions about products may be useful. In contrast, quantitative research usually involves a large number of respondents who are asked to reply either verbally or in writing to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. Quantitative research provides the marketer with responses that can be presented with precise estimations. The structured responses received in a survey can be summarized in percentages, averages, or other statistics. Survey research is generally associated with quantitative research, and the typical instrument used is a questionnaire administered by personal interview, mail, telephone, and, most recently, over the Internet. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 56. | Which of the following statements is true about qualitative research?       |  |  | | --- | --- | | A. | It provides the marketer with responses that can be presented with precise estimations. |  |  |  | | --- | --- | | **B.** | It studies the dynamic interplay of peoples’ feelings and ideas. |  |  |  | | --- | --- | | C. | It usually involves asking respondents to select a choice from a set of responses. |  |  |  | | --- | --- | | D. | Data from such research can be summarized in percentages, averages, or other statistics. |  |  |  | | --- | --- | | E. | It is generally associated with survey research that involves “yes” or “no” questions. |   Qualitative research seeks to interpret what the people in the sample are like—their outlooks, their feelings, the dynamic interplay of their feelings and ideas, their attitudes and opinions, and their resulting actions. In contrast, quantitative research usually involves a large number of respondents who are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. Quantitative research provides the marketer with responses that can be presented with precise estimations. The structured responses received in a survey can be summarized in percentages, averages, or other statistics. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 57. | Which of the following statements is true about quantitative research?       |  |  | | --- | --- | | A. | It includes direct observation of consumers in choice or product usage situations. |  |  |  | | --- | --- | | B. | It studies the dynamic interplay between peoples’ feelings and their resulting actions. |  |  |  | | --- | --- | | **C.** | It is generally associated with survey research that involves “yes” or “no” questions. |  |  |  | | --- | --- | | D. | It includes recording consumers’ first impression about products. |  |  |  | | --- | --- | | E. | It is used to formulate and define a problem more clearly. |   Survey research is generally associated with quantitative research, and the typical instrument used is a questionnaire administered by personal interview, mail, telephone, and, most recently, over the Internet. In quantitative research, usually a large number of respondents are asked to reply, either verbally or in writing, to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. In contrast, qualitative research includes direct observation of consumers in choice or product usage situations. If questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person’s thoughts and feelings on the subject are sought. Consumers’ first impressions about products may be useful. Qualitative research seeks to interpret what the people in the sample are like—their outlooks, their feelings, the dynamic interplay of their feelings and ideas, their attitudes and opinions, and their resulting actions. It is used in international marketing research to formulate and define a problem more clearly and to determine relevant questions to be examined in subsequent research. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 58. | Mary Hills would like to ask respondents a series of open-ended questions that will help explain the respondents' feelings and thoughts on the subject of child labor. Mary Hills is carrying out a \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | deductive |  |  |  | | --- | --- | | **B.** | qualitative |  |  |  | | --- | --- | | C. | tertiary |  |  |  | | --- | --- | | D. | secondary |  |  |  | | --- | --- | | E. | analytical |   In qualitative research, if questions are asked, they are almost always open-ended or in-depth, and unstructured responses that reflect the person’s thoughts and feelings on the subject are sought. |

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| *AACSB: Reflective thinking Blooms: Apply Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 59. | In the international arena, the greatest problem in sampling stems from:       |  |  | | --- | --- | | **A.** | the lack of adequate demographic data from which meaningful samples can be drawn. |  |  |  | | --- | --- | | B. | the lack of expertise in designing sampling layouts for a non-domestic market. |  |  |  | | --- | --- | | C. | the higher probability of foreign government intervention in the sampling process. |  |  |  | | --- | --- | | D. | the inability of international market researchers to speak foreign languages. |  |  |  | | --- | --- | | E. | the difficulty in determining sample size suitable for the relevant foreign market. |   In the international arena, the greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 60. | In many Asian cities, there are no street maps, some streets are not identified, and some houses are not numbered. Which of the following aspects of market research is this situation most likely to affect?      |  |  | | --- | --- | | A. | Product enhancement analysis. |  |  |  | | --- | --- | | B. | Situational analysis. |  |  |  | | --- | --- | | C. | The optimization process. |  |  |  | | --- | --- | | **D.** | The sampling process. |  |  |  | | --- | --- | | E. | The decentralization process. |   The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 61. | Which of the following types of samples should be used when detailed and accurate information is not available for a sampling universe?      |  |  | | --- | --- | | A. | A derivatized sample. |  |  |  | | --- | --- | | B. | A cluster sample. |  |  |  | | --- | --- | | **C.** | A convenience sample. |  |  |  | | --- | --- | | D. | A systematized sample. |  |  |  | | --- | --- | | E. | A probability sample. |   The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. A lack of detailed information, however, does not prevent the use of sampling; it simply makes it more difficult. In place of probability techniques, many researchers in such situations rely on convenience samples taken in marketplaces and other public gathering places. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 62. | The most universal survey research problem in foreign countries is the \_\_\_\_\_ barrier.      |  |  | | --- | --- | | A. | technological. |  |  |  | | --- | --- | | B. | legal. |  |  |  | | --- | --- | | C. | cultural. |  |  |  | | --- | --- | | D. | literacy. |  |  |  | | --- | --- | | **E.** | language. |   The most universal survey research problem in foreign countries is the language barrier. Differences in idiom and the difficulty of exact translation create problems in eliciting the specific information desired and in interpreting the respondents’ answers. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 63. | A toy manufacturer conducted a survey to estimate the market demand for its specialized wood-based toys in a foreign country. For the survey, it interviewed all the households of the four largest cities of that country without making any distinction between those with children and those without. The market demand forecast based on this survey failed to match the actual demand for the toys. Which of the following is the most likely reason for this failure?      |  |  | | --- | --- | | A. | Difficulty in defining the research objective. |  |  |  | | --- | --- | | B. | Unwillingness of the respondents to reply to survey questions. |  |  |  | | --- | --- | | C. | Difficulty in translating the responses. |  |  |  | | --- | --- | | **D.** | Inappropriate sample selection. |  |  |  | | --- | --- | | E. | Lack of appropriate methods for analyzing the data. |   The actual demand for the toys did not match the forecast made on the basis of the survey due to inappropriate sample selection. The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. The adequacy of sampling techniques is also affected by a lack of detailed social and economic information. |

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| *AACSB: Reflective thinking Blooms: Apply Difficulty Level: 3 Hard Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 64. | Back translations may not always ensure an accurate translation because of commonly used idioms in both languages. Which of the following types of translation is used to overcome this problem?      |  |  | | --- | --- | | A. | Serial translation. |  |  |  | | --- | --- | | B. | Decentering. |  |  |  | | --- | --- | | C. | Linear translation. |  |  |  | | --- | --- | | D. | Complimentary translation. |  |  |  | | --- | --- | | **E.** | Parallel translation. |   Parallel translation overcomes the problems faced in back translation. In this process, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 65. | Marketers use three different techniques to ferret out translation errors in marketing research questionnaires ahead of time. Which of the following is one of those techniques?       |  |  | | --- | --- | | A. | Simultaneous translation |  |  |  | | --- | --- | | B. | Serial translation |  |  |  | | --- | --- | | **C.** | Back translation |  |  |  | | --- | --- | | D. | Linear translation |  |  |  | | --- | --- | | E. | Re-centering |   Marketers use three different techniques, back translation, parallel translation, and decentering, to help ferret out translation errors ahead of time. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 66. | Marketers use three different techniques to ferret out translation errors in marketing research questionnaires ahead of time. Which of the following is one of those techniques?       |  |  | | --- | --- | | A. | Simultaneous translation |  |  |  | | --- | --- | | **B.** | Parallel translation |  |  |  | | --- | --- | | C. | Serial translation |  |  |  | | --- | --- | | D. | Linear translation |  |  |  | | --- | --- | | E. | Re-centering |   Marketers use three different techniques, back translation, parallel translation, and decentering, to help ferret out translation errors ahead of time. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 67. | In \_\_\_\_\_ translation, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected.       |  |  | | --- | --- | | **A.** | parallel |  |  |  | | --- | --- | | B. | complimentary |  |  |  | | --- | --- | | C. | linear |  |  |  | | --- | --- | | D. | random |  |  |  | | --- | --- | | E. | back |   Parallel translation overcomes the problems faced in back translation. In this process, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 68. | Decentering is a hybrid of \_\_\_\_\_ translation.       |  |  | | --- | --- | | A. | parallel |  |  |  | | --- | --- | | B. | simultaneous |  |  |  | | --- | --- | | C. | linear |  |  |  | | --- | --- | | D. | random |  |  |  | | --- | --- | | **E.** | back |   Decentering is a hybrid of back translation. It is a successive process of translation and retranslation of a questionnaire, each time by a different translator. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 69. | In \_\_\_\_\_ translation, the questionnaire is translated from one language to another, and then a second party translates it again into the original, and the two original language versions are compared.       |  |  | | --- | --- | | A. | serial |  |  |  | | --- | --- | | B. | parallel |  |  |  | | --- | --- | | **C.** | back |  |  |  | | --- | --- | | D. | simultaneous |  |  |  | | --- | --- | | E. | complimentary |   In back translation, the questionnaire is translated from one language to another, and then a second party translates it back into the original, and the two original language versions are compared. This process often pinpoints misinterpretations and misunderstandings before they reach the public. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 70. | Mark Bressler is having great difficulties with his company's advertising in Japan. As a representative of Jerry Motors, he believes that it is entirely proper to use American campaigns in the Japanese market. He was surprised to learn that a slogan "Body by Arnold" (the company that makes external structures for Jerry Motors) loosely translated in Japanese to mean "Corpse by Arnold." Which of the following problems did Mr. Bressler experience with his company's advertising in this scenario?       |  |  | | --- | --- | | A. | Improper syntax |  |  |  | | --- | --- | | **B.** | Improper colloquialisms or slang |  |  |  | | --- | --- | | C. | Improper grammar |  |  |  | | --- | --- | | D. | Improper local language |  |  |  | | --- | --- | | E. | Improper translation |   Mr. Bressler is facing a problem with improper colloquialisms or slang in the company’s advertising. In writing questions for translation in a marketing research questionnaire, it is important that precise terms, not colloquialisms or slang, be used in the original to be translated. |

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| *AACSB: Analytic Blooms: Apply Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 71. | In the \_\_\_\_\_ method, successive translation and retranslation of a questionnaire takes place, each time by a different translator, and the version that is finally used and its translation have equally comprehensive and equivalent terminologies in both languages.       |  |  | | --- | --- | | A. | serial translation |  |  |  | | --- | --- | | B. | triangulation |  |  |  | | --- | --- | | C. | back translation |  |  |  | | --- | --- | | D. | netnography |  |  |  | | --- | --- | | **E.** | decentering |   Decentering is a hybrid of back translation. It is a successive process of translation and retranslation of a questionnaire, each time by a different translator. The wording of the original instrument undergoes a change, and the version that is finally used and its translation have equally comprehensive and equivalent terminologies in both languages. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 72. | Alex is engaged in research involving countries that have different languages, economies, social structures, behavior, and attitude patterns. Alex is most likely engaged in \_\_\_\_\_ research.       |  |  | | --- | --- | | A. | geographical |  |  |  | | --- | --- | | B. | anthropological |  |  |  | | --- | --- | | C. | psychological |  |  |  | | --- | --- | | D. | sociological |  |  |  | | --- | --- | | **E.** | multicultural |   Multicultural research involves countries that have different languages, economies, social structures, behavior, and attitude patterns. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Multicultural Research: A Special Problem* |

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| 73. | Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as \_\_\_\_\_.       |  |  | | --- | --- | | A. | tomography |  |  |  | | --- | --- | | B. | serigraphy |  |  |  | | --- | --- | | C. | vitreography |  |  |  | | --- | --- | | **D.** | netnography |  |  |  | | --- | --- | | E. | lithography |   Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as netnography. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 74. | By systematically monitoring chat rooms, blogs, and personal websites to assess consumers’ opinions about the new line of health drinks that his company has launched, Harry is engaging in the practice of \_\_\_\_\_.       |  |  | | --- | --- | | A. | tomography |  |  |  | | --- | --- | | B. | serigraphy |  |  |  | | --- | --- | | C. | vitreography |  |  |  | | --- | --- | | **D.** | netnography |  |  |  | | --- | --- | | E. | lithography |   Systematic monitoring of chat rooms, blogs, and personal websites to assess consumers’ opinions about products and services is known as netnography. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 75. *(p. 236)* | Which of the following represents a severe limitation when the Internet is used for primary research?       |  |  | | --- | --- | | A. | The cultural background of the respondents cannot be identified accurately. |  |  |  | | --- | --- | | B. | The educational qualifications of the respondents cannot be identified accurately. |  |  |  | | --- | --- | | C. | The respondents can assume false identity. |  |  |  | | --- | --- | | **D.** | A sample universe composed solely of Internet respondents represents a potential bias. |  |  |  | | --- | --- | | E. | Using the Internet for primary research is the most expensive way of conducting primary research. |   The ability to conduct primary research is one of the exciting aspects about the Internet. However, the potential bias of a sample universe composed solely of Internet respondents presents some severe limitations, and firms vary substantially in their abilities to turn data collected into competitive advantages. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 76. | According to the text, today the real power of the Internet for international marketing research is the:       |  |  | | --- | --- | | A. | reduction in the time required for completing primary research. |  |  |  | | --- | --- | | B. | reduction in the cost of conducting primary research. |  |  |  | | --- | --- | | C. | increase in response for surveys conducted using the Internet. |  |  |  | | --- | --- | | D. | ability to overcome legal barriers to conducting primary research. |  |  |  | | --- | --- | | **E.** | ability to easily access volumes of secondary data. |   Today the real power of the Internet for international marketing research is the ability to easily access volumes of secondary data. These data have been available in print form for years, but now they are much easier to access and, in many cases, are more current. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 77. | Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers. Which of the following is one of those methods?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | **B.** | Expert opinion |  |  |  | | --- | --- | | C. | Simulation |  |  |  | | --- | --- | | D. | Extrapolation |  |  |  | | --- | --- | | E. | Scenario building |   Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: expert opinion and analogy. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 78. | Which of the following is a method of demand forecasting that is particularly suitable for international marketers?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | **B.** | Analogy |  |  |  | | --- | --- | | C. | Simulation |  |  |  | | --- | --- | | D. | Extrapolation |  |  |  | | --- | --- | | E. | Scenario building |   Given the greater uncertainties and data limitations associated with foreign markets, two methods of forecasting demand are particularly suitable for international marketers: expert opinion and analogy. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 79. | The key to using expert opinion to help in forecasting demand is \_\_\_\_\_, that is, comparing estimates produced by different sources.       |  |  | | --- | --- | | A. | indemnification |  |  |  | | --- | --- | | B. | simulation |  |  |  | | --- | --- | | C. | morphing |  |  |  | | --- | --- | | D. | modeling |  |  |  | | --- | --- | | **E.** | triangulation |   Triangulation is the key in using expert opinion to help forecast demand, and it involves comparing estimates produced by different sources. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 80. | The \_\_\_\_\_ method for estimating demand assumes that demand for a product develops in much the same way in all countries as comparable economic development occurs in each country.       |  |  | | --- | --- | | A. | reference class forecasting |  |  |  | | --- | --- | | **B.** | analogy |  |  |  | | --- | --- | | C. | morphing |  |  |  | | --- | --- | | D. | scenario building |  |  |  | | --- | --- | | E. | triangulation |   The analogy method for estimating demand assumes that demand for a product develops in much the same way in all countries as comparable economic development occurs in each country. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 81. | A toy manufacturer has excellent sales figures for its toys in country P but inadequate figures in the neighboring country R. In country P, per capita consumption is known to increase at a predictable ratio as per capita gross domestic product (GDP) increases. If per capita GDP is known for country R, per capita demand for the toys can be estimated using the relationships established in country R. Which of the following methods of forecasting does this example illustrate?       |  |  | | --- | --- | | A. | Probabilistic forecasting |  |  |  | | --- | --- | | B. | Reference class forecasting |  |  |  | | --- | --- | | C. | Expert opinion |  |  |  | | --- | --- | | **D.** | Analogy |  |  |  | | --- | --- | | E. | Linear regression |   Analogy method of forecasting demand assumes that demand for a product develops in much the same way in all countries, as comparable economic development occurs in each country. |

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| *AACSB: Reflective thinking Blooms: Apply Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 82. | To deal with problems in analyzing and interpreting research information in the international marketplace, the marketing researcher must possess three talents. Which of the following is one of those talents?       |  |  | | --- | --- | | A. | The ability to work within assigned budget. |  |  |  | | --- | --- | | **B.** | Creative talent for adapting research methods. |  |  |  | | --- | --- | | C. | Proven talent to use and apply advanced statistics. |  |  |  | | --- | --- | | D. | Superior logical ability. |  |  |  | | --- | --- | | E. | The ability to extrapolate home-country data. |   To deal with problems in analyzing and interpreting research information in the international marketplace, the researcher must possess a creative talent for adapting research methods. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems in Analyzing and Interpreting Research Information* |

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| 83. | Which of the following is a disadvantage of decentralized research management?      |  |  | | --- | --- | | A. | The accuracy of the information gathered cannot be verified. |  |  |  | | --- | --- | | B. | Various international laws restrict decentralized research. |  |  |  | | --- | --- | | C. | It increases the cost of conducting the research. |  |  |  | | --- | --- | | **D.** | Large-market studies may dominate decisions about global standardization. |  |  |  | | --- | --- | | E. | Decentralized research has higher probability of translational errors. |   One disadvantage of decentralized research management is the potential unwarranted dominance of large-market studies in decisions about global standardization. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Responsibility for Conducting Marketing Research* |

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| 84. | One disadvantage of decentralized research management is possible ineffective communications with \_\_\_\_\_.       |  |  | | --- | --- | | A. | field personnels |  |  |  | | --- | --- | | **B.** | home-office executives |  |  |  | | --- | --- | | C. | customers |  |  |  | | --- | --- | | D. | local agencies |  |  |  | | --- | --- | | E. | foreign agencies |   One disadvantage of decentralized research management is possible ineffective communications with home-office executives. Another is the potential unwarranted dominance of large-market studies in decisions about global standardization. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Responsibility for Conducting Marketing Research* |

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| 85. | In Japanese corporate culture, which of the following constitutes a typical significant impediment to averting and responding to a crisis?       |  |  | | --- | --- | | A. | Employees like to work on their own rather than in a group. |  |  |  | | --- | --- | | B. | Opinions of all the employees are to be taken into consideration before taking a decision. |  |  |  | | --- | --- | | C. | Decisions are generally taken by lower level employees who directly deal with the problem. |  |  |  | | --- | --- | | **D.** | It is hard for those lower in the hierarchy to question their superiors. |  |  |  | | --- | --- | | E. | The process of decision making is extremely complex and time consuming. |   There is a culture of deference inside Japanese corporations that makes it hard for those lower in the hierarchy to question their superiors or inform them about problems. The focus on consensus and group is an asset in building teamwork, but also can make it hard to challenge what has been decided or designed. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

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| 86. | Which of the following statements is true regarding the Japanese corporate culture?       |  |  | | --- | --- | | A. | Employees like to work on their own rather than in a group. |  |  |  | | --- | --- | | B. | Opinions of all the employees are to be taken into consideration before taking a decision. |  |  |  | | --- | --- | | C. | Decisions are generally taken by lower level employees who directly deal with the problem. |  |  |  | | --- | --- | | D. | The process of decision making is extremely complex and time consuming. |  |  |  | | --- | --- | | **E.** | The focus on consensus and group makes it hard to challenge what has been decided. |   There is a culture of deference inside Japanese corporations that makes it hard for those lower in the hierarchy to question their superiors or inform them about problems. The focus on consensus and group is an asset in building teamwork, but also can make it hard to challenge what has been decided or designed. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

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| 87. | Which of the following countries has hierarchical, relationship-based corporate culture?       |  |  | | --- | --- | | A. | Germany |  |  |  | | --- | --- | | B. | France |  |  |  | | --- | --- | | **C.** | South Korea |  |  |  | | --- | --- | | D. | Switzerland |  |  |  | | --- | --- | | E. | Australia |   South Korea has a hierarchical, relationship-based corporate culture. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

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| 88. | The public, face-saving truth is known as \_\_\_\_\_ in Japan.       |  |  | | --- | --- | | A. | kanban |  |  |  | | --- | --- | | **B.** | tatemae |  |  |  | | --- | --- | | C. | keiretsu |  |  |  | | --- | --- | | D. | zaibatsu |  |  |  | | --- | --- | | E. | honne |   The Japanese have two words for truth, tatemae and honne. Tatemae is the public, face-saving truth, whereas honne is the factual truth, irrespective of the damage it might do to the all-important social relationships within and between Japanese companies. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

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| 89. | In Japan, \_\_\_\_\_ refers to the factual truth, irrespective of the damage it might do to the all-important social relationships within and between Japanese companies.       |  |  | | --- | --- | | A. | kanban |  |  |  | | --- | --- | | **B.** | honne |  |  |  | | --- | --- | | C. | keiretsu |  |  |  | | --- | --- | | D. | zaibatsu |  |  |  | | --- | --- | | E. | tatemae |   The Japanese have two words for truth, tatemae and honne. Tatemae is the public, face-saving truth, whereas honne is the factual truth, irrespective of the damage it might do to the all-important social relationships within and between Japanese companies. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

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| 90. | The text describes four kinds of company—agency—customer relationships that might be used to bridge the cultural barrier that is present in most international marketing research. Which of the following is deemed to be best suited for managing the cultural barrier across the chain of communication?       |  |  | | --- | --- | | A. | company—agency—customers |  |  |  | | --- | --- | | **B.** | company—agency—local agency—customers |  |  |  | | --- | --- | | C. | company—foreign agency—customers |  |  |  | | --- | --- | | D. | company—foreign agency—Internet—customers |  |  |  | | --- | --- | | E. | company—Internet—customers |   The company—agency—local agency—customers relationship is deemed a better suited option for managing the cultural barrier across the chain of communication because the translation (in the broadest sense of the term—that is, of both questionnaires and reports) is worked out between employees of the international marketing research agency. Refer Exhibit 8.2-Managing the Cultural Barrier in International Marketing Research. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-06 Using international marketing research Topic: Communicating with Decision Makers* |

**Essay Questions**

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| 91. | International marketers often need to collect certain types of information not normally collected by domestic marketing researchers. Unisys Corporation gives some guidance about the kind of information that organizations need to collect in the international environment. List and briefly discuss each of the five types of information suggested by the Unisys Corporation model.     The five types of information required in an international environment as suggested by the Unisys Corporation are:  • Economic and demographic: General data on growth in the economy, inflation, business cycle trends, and the like; profitability analysis for the division’s products; specific industry economic studies; analysis of overseas economies; and key economic indicators for the United States and major foreign countries, as well as population trends, such as migration, immigration, and aging.  • Cultural, sociological, and political climate: A general noneconomic review of conditions affecting the division’s business. In addition to the more obvious subjects, it covers ecology, safety, and leisure time and their potential impacts on the division's business.  • Overview of market conditions: A detailed analysis of market conditions that the division faces, by market segment, including international.  • Summary of the technological environment: A summary of the state-of-the-art technology as it relates to the division’s business, carefully broken down by product segments.  • Competitive situation: A review of competitors’ sales revenues, methods of market segmentation, products, and apparent strategies on an international scope. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-01 The importance of problem definition in international research Topic: Breadth and Scope of International Marketing Research* |

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| 92. | List the six steps in a research process.     The six steps in a research process are:  • Define the research problem and establish research objectives.  • Determine the sources of information to fulfill the research objectives.  • Consider the costs and benefits of the research effort.  • Gather the relevant data from secondary or primary sources, or both.  • Analyze, interpret, and summarize the results.  • Effectively communicate the results to decision makers. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-01 The importance of problem definition in international research Topic: The Research Process* |

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| 93. | With references to international marketing research, discuss the various problems related to the availability and use of secondary data.     With reference to international marketing research, the various problems related to the availability and uses of secondary data include:  • Availability of data: While the quantity and quality of marketing-related data available in the United States is unmatched in other countries, things are improving. The data available on and in Japan is a close second, and several European countries do a good job of collecting and reporting data. The availability of data is affected by a researcher’s language skills.  • Reliability of data: Available data may not have the level of reliability necessary for confident decision making for many reasons. Official statistics are sometimes too optimistic, reflecting national pride rather than practical reality, while tax structures and fear of the tax collector often adversely affect data.  • Comparability of data: Comparability of available data is the third shortcoming faced by foreign marketers. In the United States, current sources of reliable and valid estimates of socioeconomic factors and business indicators are readily available. In other countries, especially those less developed, data can be many years out of date and it could have been collected on an infrequent and unpredictable schedule. Furthermore, even though many countries are now gathering reliable data, there are generally no historical series with which to compare the current information.  • Validating secondary data: Many countries have high standards for the collection and preparation of data as generally found in the United States, but secondary data from any source, including the United States, must be checked and interpreted carefully. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 2 Medium Learning Objective: 08-02 The problems of availability and use of secondary data Learning Objective: 08-03 Sources of secondary data Topic: Problems of Availability and Use of Secondary Data* |

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| 94. | Write a short note highlighting the key features of quantitative research.     In quantitative research, usually a large number of respondents are asked to reply either verbally or in writing to structured questions using a specific response format (such as yes/no) or to select a response from a set of choices. Questions are designed to obtain specific responses regarding aspects of the respondents’ behavior, intentions, attitudes, motives, and demographic characteristics. Quantitative research provides the marketer with responses that can be presented with precise estimations. The structured responses received in a survey can be summarized in percentages, averages, or other statistics. |

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| *AACSB: Analytic Blooms: Remember Difficulty Level: 1 Easy Learning Objective: 08-04 Quantitative and qualitative research methods Topic: Gathering Primary Data: Quantitative and Qualitative Research* |

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| 95. | With reference to international marketing research, list the various problems that are associated with gathering primary data.     With reference to international marketing research, the various problems associated with gathering primary data include:  • Ability to communicate opinions: The ability to express attitudes and opinions about a product or concept depends on the respondent’s ability to recognize the usefulness and value of such a product or concept. It is difficult for a person to formulate needs, attitudes, and opinions about goods whose use may not be understood, that are not in common use within the community, or that have never been available.  • Willingness to respond: Cultural differences offer the best explanation for the unwillingness or the inability of many to respond to research surveys.  • Sampling in field surveys: The greatest problem in sampling stems from the lack of adequate demographic data and available lists from which to draw meaningful samples. If current, reliable lists are not available, sampling becomes more complex and generally less reliable.  • Language and comprehension: The most universal survey research problem in foreign countries is the language barrier. Differences in idiom and the difficulty of exact translation create problems in eliciting the specific information desired and in interpreting the respondents’ answers. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-04 Quantitative and qualitative research methods Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 96. | Compare and contrast back translation and parallel translation.     Similarities: Both back translation and parallel translation involve first translating a research questionnaire from one language to another, and then translating it back to the original language. The two original language versions are compared. This process often pinpoints misinterpretations and misunderstandings before they reach the public. Differences: Back translations may not always ensure an accurate translation because of commonly used idioms in both languages. Parallel translation is used to overcome this problem. In this process, more than two translators are used for the back translation; the results are compared, differences discussed, and the most appropriate translation selected. Most recently, researchers have suggested augmenting this process by integrating pretesting steps and iteratively adapting the translations. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Problems of Gathering Primary Data* |

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| 97. | List the various uses of the Internet in international marketing research.     The various uses of the Internet in international marketing research are:  • Online surveys and buyer panels: These can include incentives for participation, and they have better “branching” capabilities (asking different questions based on previous answers) than more expensive mail and phone surveys.  • Online focus groups: Bulletin boards can be used for this purpose.  • Web visitor tracking: Servers automatically track and time visitors’ travel through websites.  • Advertising measurement: Servers track links to other sites, and their usefulness can therefore be assessed.  • Customer identification systems: Many companies are installing registration procedures that allow them to track visits and purchases over time, creating a “virtual panel.”  • E-mail marketing lists: Customers can be asked to sign up on e-mail lists to receive future direct marketing efforts via the Internet.  • Embedded research: The Internet continues to automate traditional economic roles of customers, such as searching for information about products and services, comparison shopping among alternatives, interacting with service providers, and maintaining the customer–brand relationship. More and more of these Internet processes look and feel like research processes themselves. The methods are often embedded directly into the actual purchase and use situations and therefore are more closely tied to actual economic behavior than traditional research methods.  • Observational research (also known as netnography): Chat rooms, blogs, and personal websites can all be systematically monitored to assess consumers’ opinions about products and services |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Research on the Internet: A Growing Opportunity* |

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| 98. | Write a short note on the expert opinion method of demand forecasting.     For many market estimation problems, particularly in foreign countries that are new to the marketer, expert opinion is advisable. In this method, experts are polled for their opinions about market size and growth rates. Such experts may be the companies’ own sales managers or outside consultants and government officials. The key in using expert opinion to help forecast demand is triangulation, that is, comparing estimates produced by different sources. One of the tricky parts is how best to combine the different opinions. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 99. | Write a short note on the analogy method of demand forecasting.     The analogy method assumes that demand for a product develops in much the same way in all countries, as comparable economic development occurs in each country. First, a relationship must be established between the item to be estimated and a measurable variable in a country that is to serve as the basis for the analogy. Once a known relationship is established, the estimator attempts to draw an analogy between the known situation and the country in question. Caution must be used with analogy though because the method assumes that factors other than the variable used are similar in both countries, such as the same tastes, taxes, prices, selling methods, availability of products, consumption patterns, and so forth. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Estimating Market Demand* |

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| 100. | What are the various advantages and disadvantages of the decentralization of the international marketing research function?     Advantages of decentralization: In terms of efficiency, local analysts appear able to provide information more rapidly and accurately than a staff research department. The obvious advantage to decentralization of the research function is that control rests in hands closer to the market. Field personnel, resident managers, and customers generally have more intimate knowledge of the subtleties of the market and an appreciation of the diversity that characterizes most foreign markets. Disadvantages of decentralization: One disadvantage of decentralized research management is possible ineffective communications with home-office executives. Another is the potential unwarranted dominance of large-market studies in decisions about global standardization. That is to say, larger markets, particularly the United States, justify more sophisticated research procedures and larger sample sizes, and results derived via simpler approaches that are appropriate in smaller countries are often erroneously discounted. |

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| *AACSB: Analytic Blooms: Understand Difficulty Level: 2 Medium Learning Objective: 08-05 Multicultural sampling and its problems in less-developed countries Topic: Responsibility for Conducting Marketing Research* |