Chapter 2

Alternative Approaches to Marketing Intelligence

b 1. The feature that distinguishes MIS from a project approach to research is that
   a. it can only be used by marketing managers.
   b. information is collected on a regular basis.
   c. it is used for a more limited set of problems.
   d. the information is accurate.
   e. the information is used in making marketing decisions.

c 2. Historically, one problem with a research project emphasis to gathering marketing intelligence has been
   a. its lack of validity.
   b. the lack of trained researchers.
   c. its "crisis response" orientation.
   d. misinterpretation of data by decision makers.
   e. the lack of computer resources.

c 3. Which of the following would suggest that more of a marketing information perspective rather than a project perspective on research is needed?
   a. an investigation of the potential demand for a new product the firm is developing
   b. an examination of the structure of the channels of distribution serving a market the firm is considering entering
   c. an examination of each salesperson's performance versus the individual's sales quota for last year
   d. the investigation of which of two pieces of advertising copy is more favorably received by consumers
   e. an investigation to determine which of three package designs produces the greatest sales

a 4. Which of the following is TRUE?
   a. A marketing information system is a set of procedures and methods for the regular planned collection, analysis, and presentation of information for use in making marketing decisions.
   b. The primary difference between traditional marketing research and marketing intelligence is that the intelligence system is computer-based while the research project is a written survey.
   c. The emphasis in traditional marketing research is on continuously monitoring normal business activities such as sales, market share, and product positioning through a series of recurring research steps.
   d. The rapid growth of databases, on-line informational services, and DSS systems will eventually replace the traditional project approach to market research.
   e. They are all false.

e 5. An MIS needs analysis investigates
   a. the form in which managers need information.
   b. the types of information managers need.
   c. the types of decisions managers make.
   d. b and c.
   e. a, b, and c.

d 6. Many MIS systems have separate data banks for
   a. sales data.
   b. market data.
   c. product data.
   d. a, b and c.
   e. MIS systems have only one data bank.

e 7. To design a marketing information system, analysts need to know
   a. what types of decisions each decision maker regularly makes.
   b. what information is necessary to make decisions.
   c. the frequency with which information is expected.
   d. what types of special studies are periodically requested.
   e. all of the above.

a 8. Which of the following statements regarding marketing information systems is true?
   a. They have large data storage needs.
   b. Programmers are able to develop decision-calculus models that exactly replicate managers' decision-making processes.
   c. They can forecast future economic trends.
   d. They can easily be adapted to new managers' needs.
   e. b and c

e 9. Adoption of MIS systems is NOT generally hampered by
   a. managers' reluctance to disclose their decision processes.
   b. the enthusiastic support of high-level management.
   c. the cost of the MIS system.
   d. underestimation of time necessary to complete the system.
   e. All of the above have tended to restrict the adoption of MIS systems.

a 10. The first step in designing a Marketing Information system is
   a. determining which decision makers will use the system.
   b. collecting as much data as possible.
   c. selecting the computer hardware needed for the system.
   d. hiring a special design team to put the system together.
   e. identifying possible sources of the necessary data.

e 11. A decision support system consists of
   a. dialog systems.
   b. model systems.
   c. data systems.
   d. b and c.
   e. a, b, and c.

d 12. The data system for a decision support system would hold data
   a. from a standard source in a standard form.
   b. from a standard source in a variety of forms.
   c. from a variety of sources in a standard form.
   d. from a variety of sources in a variety of forms.
   e. from none of the above.

c 13. The components of a data system in a typical DSS system include all EXCEPT
   a. processes used to retrieve data from internal sources.
   b. methods of receiving data from external sources.
   c. languages that allow managers to produce reports from the data.
   d. modules containing customer and competitive information.
   e. modules containing industry trend information.

b 14. The basic task of the data system in a DSS is
   a. to provide each manager with the information the person needs in the exact form in which the person needs it.
   b. to capture relevant marketing data in reasonable detail and put that data in a truly accessible form.
   c. to provide information to managers on a regular basis.
   d. to structure a problem so that is can be easily solved by a manager.
   e. to retrieve data from internal sources.

b 15. The routines that allow the user to manipulate the data in a DSS so as to conduct the kind of analysis the individual desires are known as
   a. the data system.
   b. the model system.
   c. the dialog system.
   d. a and c.
   e. all of the above.

c 16. The customer information module of a DSS system typically includes all of the following EXCEPT
   a. who uses the product.
   b. where the customer buys the product.
   c. unemployment information.
   d. how often the customer buys the product.
   e. when the customer uses the product.

a 17. Information concerning the effects of last fall's advertising campaign on sales of the advertised product would normally be contained in which data system module?
   a. customer information module
   b. economic and demographic information module
   c. product information module
   d. industry information module
   e. competitor information module

a 18. A typical question that can be answered by using a data retrieval system in a DSS is
   a. What has happened?
   b. What would happen if?
   c. Why did it happen?
   d. Where is it likely to happen?
   e. When will it happen?

d 19. Expert systems
   a. include the procedures used to capture and the methods used to store the data.
   b. include all the routines that allow the user to manipulate the data to conduct the kind of analysis the individual desires
   c. are also called language systems.
   d. are computer based artificial intelligence systems.
   e. none of the above.

d 20. The future of DSS systems
   a. appears good given the explosion of databases.
   b. means the end for traditional marketing research projects.
   c. is enhanced by the problems with MIS systems.
   d. a and c.
   e. a, b, and c.

a 21. Which of the following statements is false:
   a. Data mining is different from data analysis.
   b. Data mining is conducted on large numbers of consumers.
   c. Data mining is conducted on large numbers of variables.
   d. Data mining attempts to find “nuggets” of marketing information amidst data.
   e. Data mining requires tremendous data storage system and fast data access.

b 22. Data collection in Internet marketing research follows the highest ethical standards under which of the following conditions:
   a. Consumers are told if they are “red-lined.”
   b. Consumer participation is voluntary.
   c. Consumers are informed that they may be recorded.
   d. Consumers’ data are not used for cross-selling.
   e. Consumers’ names are not stored in the same data base as their personal data.

c 23. Which of the following do not pose ethical dilemmas for marketing researchers:
   a. Misusing statistics
   b. With-holding benefits from control groups
   c. Charging high fees
   d. Unethical behavior by a marketing research team member
   e. Preserving the research participants' anonymity