

1- The first step in the marketing research process is _____.

- develop the research plan
- **define the problem and research objectives**
- collect the information
- present the data
- make the decision

2- The last step in the marketing research process is _____.

- develop the research plan
- define the problem and research objectives
- collect the information
- present the findings
- **make the decision**

3- Data that is freshly gathered for a specific purpose is called _____.

- behavioral data
- **Primary data**
- secondary data
- syndicated data
- explanatory data

4- Research that is designed to capture cause-and-effect relationships by eliminating competing explanations of observed findings is called _____.

- behavioral data
- **experimental research**
- survey research
- focus group research
- observation research

5- The best way to reach people who would not give personal interviews or whose responses might be biased or distorted by the interviewer is by using a(n) _____.

- online interview
- personal interview
- telephone interview
- **mail interview**
- mall-intercept

6- _____ is a coordinated collection of data, systems, tools, and techniques with supporting software and hardware by which an organization gathers and interprets relevant information from business and environment and turns it into a basis for marketing action.

- Marketing Decision Support System
- Marketing Metrics
- Galvanometer
- Interdependent Data Monitor
- SWOT Analysis

7- The set of consumers who are buying the company's product is the _____.

- potential market
- available market
- target market
- penetrated market
- total market

8- The percentage of ownership among customers in a population is referred to as _____.

- customer loyalty percentage
- market selectivity percentage
- product penetration percentage
- market net worth percentage
- market share percentage

9- The sales goal for a product line, company division, or sales representative is called a _____.

- sales forecast
- sales budget
- sales expectation
- sales delivery
- sales quota

10- The total amount of sales that might be available to all firms in an industry during a given time period is known as the _____.

- total market potential
- total market share
- total market penetration
- total market percentage
- total market coverage