

Advertising Research: Theory and Practice, 2e (Davis)

Chapter 1 The Nature and Process of Advertising Research

1) Successful advertising planning always builds upon a research-driven analysis of the marketplace.

Answer: TRUE

Page Ref: 3

Difficulty: Easy

Learning Obj.: LO1

Classification: Conceptual

2) The question: "What are key trends in the competitive environment?" is most related to what type of research?

A) Market

B) Consumer

C) Creative

D) Media

E) Domain-centered

Answer: A

Page Ref: 3

Difficulty: Moderate

Learning Obj.: LO1

Classification: Application

AACSB Standard: Reflective Thinking Skills

3) The question: "What are changes in teen attitudes over the past five years?" is most related to what type of research?

A) Market

B) Consumer

C) Creative

D) Media

E) Domain-centered

Answer: B

Page Ref: 3

Difficulty: Moderate

Learning Obj.: LO1

Classification: Application

AACSB Standard: Reflective Thinking Skills

4) The question: "How do perceptions of our brand differ among users and nonusers?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

Answer: B

Page Ref: 3

Difficulty: Moderate

Learning Obj.: LO1

Classification: Application

AACSB Standard: Reflective Thinking Skills

5) The question: "Which ad has the greatest potential to turn nonusers into users?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

Answer: C

Page Ref: 6

Difficulty: Moderate

Learning Obj.: LO1

Classification: Application

AACSB Standard: Reflective Thinking Skills

6) The question: "How much are our competitors spending on their social media campaigns?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

Answer: D

Page Ref: 7

Difficulty: Moderate

Learning Obj.: LO1

Classification: Application

AACSB Standard: Reflective Thinking Skills

7) The text refers to segmentation research conducted by Forrester Research. This segmentation divided the population in terms of _____.

- A) use of mobile phone applications
- B) amount of time spent exclusively on Facebook
- C) number of Twitter followers
- D) engagement with social technologies and media
- E) amount of advertising exposure

Answer: D

Page Ref: 5

Difficulty: Moderate

Learning Obj.: LO1

Classification: Conceptual

AACSB Standard: Reflective Thinking Skills

8) Mary is just becoming engaged with social media. She has a Facebook page and she regularly visits social networking sites. Forrester Research would classify Mary as a _____.

- A) critic
- B) collector
- C) joiner
- D) spectator
- E) creator

Answer: C

Page Ref: 5

Difficulty: Moderate

Learning Obj.: LO1

Classification: Conceptual

AACSB Standard: Analytic Skills

9) A _____ statement presents the agency's and client's views of the marketplace niche they believe the product can most successfully fill.

- A) creativity
- B) proactive message
- C) positioning
- D) motivational
- E) expositional

Answer: C

Page Ref: 6

Difficulty: Moderate

Learning Obj.: LO1

Classification: Conceptual

10) What type of activity clearly presents key research information in a way that allows advertisers to understand not only the "what" but also the "why" of interrelated research findings and insights?

- A) Synthetic analysis
- B) Signal detection
- C) Synthesis
- D) Scientia analysis
- E) Discriminative analysis

Answer: C

Page Ref: 7

Difficulty: Moderate

Learning Obj.: LO1

Classification: Conceptual

AACSB Standard: Reflective Thinking Skills

11) Milward Brown's "Dynamic Tracking Study" helps advertisers understand the strengths and weaknesses of an advertising campaign _____ .

- A) before it is placed in the marketplace
- B) while it is running in the marketplace
- C) after it has run in the marketplace
- D) in its early stages of development
- E) from the client's perspective

Answer: A

Page Ref: 6

Difficulty: Easy

Learning Obj.: LO1

Classification: Conceptual

12) The synthesis of research findings leads to a determination of _____.

- A) tactics and actions
- B) the research budget
- C) research timing
- D) the selection of a field service
- E) questionnaire length

Answer: A

Page Ref: 8

Difficulty: Easy

Learning Obj.: LO1

Classification: Conceptual

13) At an advertising agency, only individuals in the research department are concerned with research findings.

Answer: FALSE

Page Ref: 9

Difficulty: Easy

Learning Obj.: LO1

Classification: Conceptual

14) John works in the NewWave Advertising Agency research department. John has been asked to design a very sophisticated research study using a design and questioning technique with which he is unfamiliar. John is most likely to turn to a _____ for assistance.

A) media consulting company

B) research specialist

C) field service

D) trade organization

E) research advocate

Answer: B

Page Ref: 9

Difficulty: Moderate

Learning Obj.: LO2

Classification: Application

AACSB Standard: Reflective Thinking Skills

15) John works in the NewWave Advertising Agency research department. John has been asked to prepare a presentation for senior management that focuses on how individuals respond to rich media advertising. John is most likely to turn to a _____ for assistance.

A) media consulting company

B) research specialist

C) field service

D) syndicated research company

E) proprietary research company

Answer: A

Page Ref: 10

Difficulty: Moderate

Learning Obj.: LO2

Classification: Application

AACSB Standard: Reflective Thinking Skills

16) The Interactive Advertising Bureau is an example of a _____.

- A) media consulting company
- B) research specialist
- C) field service
- D) trade organization
- E) syndicated research company

Answer: D

Page Ref: 10

Difficulty: Easy

Learning Obj.: LO2

Classification: Conceptual

17) Which of the following is most likely to provide research data on a subscription basis?

- A) Custom research supplier
- B) Syndicated research supplier
- C) Internal research supplier
- D) External research supplier
- E) All of the above are equally likely

Answer: B

Page Ref: 9

Difficulty: Moderate

Learning Obj.: LO2

Classification: Conceptual

18) Imagine that the AAA agency needs to survey 500 individuals. Which of the following could the agency turn to for data collection?

- A) Field service
- B) Field analyst
- C) Media company
- D) Syndicated research company
- E) All of the above are equally appropriate choices

Answer: A

Page Ref: 10

Difficulty: Moderate

Learning Obj.: LO2

Classification: Conceptual

19) The first stage in the process of advertising research is _____.

- A) preliminary discussions and agreements
- B) planning and data collection
- C) analysis
- D) synthesis
- E) tactics and actions

Answer: A

Page Ref: 12

Difficulty: Easy

Learning Obj.: LO3

Classification: Conceptual

20) When creating the complete problem statement, which step takes place at the same time as "Define problem?"

- A) Select field service
- B) Justify research
- C) Set research timing
- D) Set research budget
- E) Select individual to have primary responsibility for project

Answer: B

Page Ref: 13

Difficulty: Easy

Learning Obj.: LO3

Classification: Conceptual

21) Your client comes to you and says: "We need research to determine changes in consumers' attitudes toward our brand and our three primary competitors." The first question you should ask the client is:

- A) Who are your three primary competitors?
- B) How long do we have to collect this information?
- C) How is this information going to be used?
- D) What is the budget?
- E) Who do you think is the best person to plan the research?

Answer: C

Page Ref: 14

Difficulty: Difficult

Learning Obj.: LO4

Classification: Critical Thinking

AACSB Standard: Reflective Thinking Skills

22) The creation of a complete problem statement is an optional part of the research planning process.

Answer: FALSE

Page Ref: 13

Difficulty: Easy

Learning Obj.: LO4

Classification: Conceptual

23) Research-related problem statements arise from different research needs. How many of the statements shown below reflect a type of problem statement?

- there is a need to evaluate the "goodness" of alternative actions
- there is a need to compare the current research budget to prior, similar studies
- there is a need to identify problems and opportunities
- there is a need to broaden understanding of the consumer or marketplace

A) 0

B) 1

C) 2

D) 3

E) 4

Answer: D

Page Ref: 14-15

Difficulty: Difficult

Learning Obj.: LO4

Classification: Application

AACSB Standard: Reflective Thinking Skills

24) Problem definitions reflect the difference between what is known and what needs to be known in order to reduce uncertainty and increase confidence in decisions reached.

Answer: TRUE

Page Ref: 15

Difficulty: Easy

Learning Obj.: LO4

Classification: Conceptual

25) A complete problem statement contains a problem definition, a justification for the research and _____.

A) the cost of the research

B) the timing of the research

C) the client or agency approval to conduct the research

D) the specification of informational needs

E) the name of the person supervising the research

Answer: D

Page Ref: 16

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

26) _____ research examines data gathered by others for a research need other than the

current one.

- A) Primary
- B) Secondary

Answer: B

Page Ref: 17

Difficulty: Easy

Learning Obj.: LO3

Classification: Conceptual

27) When you use library resources to answer a client need you are conducting _____ research.

- A) primary
- B) secondary

Answer: B

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Difficulty: Easy

Learning Obj.: LO3

Classification: Conceptual

28) All primary research is quantitative.

Answer: FALSE

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Difficulty: Difficult

Learning Obj.: LO3

Classification: Critical Thinking

29) A determination of research cost and timing estimates should always come after the selection of the data collection method.

Answer: TRUE

Page Ref: 18

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

30) What is the first step in the "Research Planning and data Collection" process?

- A) Specify type of research
- B) Determine sampling plan
- C) Select data collection method
- D) Estimate cost and timing
- E) Obtain approvals

Answer: A

Page Ref: 18

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

31) Sample size is only a consideration in quantitative research.

Answer: FALSE

Page Ref: 19

Difficulty: Moderate
Learning Obj.: LO4
Classification: Critical Thinking
AACSB Standard: Reflective Thinking Skills

32) What type of research primarily uses open-ended probing questions?

- A) Qualitative
- B) Quantitative

Answer: A

Page Ref: 19

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

33) In-depth personal interviews and focus groups are representative of what type of research?

- A) Qualitative
- B) Quantitative

Answer: A

Page Ref: 19

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

34) Physiological and survey research are representative of what type of research?

- A) Qualitative
- B) Quantitative

Answer: B

Page Ref: 19

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

35) Quantitative research is best used to collect background information in an area where little is already known.

Answer: FALSE

Page Ref: 19

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

36) _____ research is the recording of objects, events, situations, or people's behaviors.

- A) Observation
- B) Physiological
- C) Survey

Answer: A

Page Ref: 19

Difficulty: Easy

Learning Obj.: LO4

Classification: Conceptual

37) What type of sample includes individuals who are not selected strictly by chance from the universe of interest?

- A) Probability
- B) Nonprobability

Answer: B

Page Ref: 20

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

38) The advertising research budget should always be set prior to determination of sample size.

Answer: FALSE

Page Ref: 18

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

39) Which part of the research proposal contains a brief synopsis of the key points from each of the more detailed sections of the proposal?

- A) Executive Summary
- B) Background
- C) Problem Statement
- D) Appendix
- E) Methodology

Answer: A

Page Ref: 22

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

40) Which part of the research proposal contains a brief statement of the situational and informational needs that led to the decision to conduct the research?

- A) Executive Summary
- B) Background
- C) Problem Statement
- D) Appendix
- E) Methodology

Answer: B

Page Ref: 22

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

41) The research proposal provides an important last opportunity for management to contribute their thoughts to the research process.

Answer: FALSE

Page Ref: 22

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

42) When conducting data analysis, it is always more important to focus on the details rather than the larger patterns and trends.

Answer: FALSE

Page Ref: 23

Difficulty: Moderate

Learning Obj.: LO4

Classification: Application

43) The VERB campaign was a communication campaign designed to increase _____ physical activity.

- A) teens'
- B) adults'
- C) tweens'
- D) only girls'
- E) only boys'

Answer: B

Page Ref: 24

Difficulty: Easy

Learning Obj.: LO3

Classification: Conceptual

44) Research played only a limited role in the development of the VERB campaign.

Answer: FALSE

Page Ref: 25

Difficulty: Easy

Learning Obj.: LO4

Classification: Conceptual

45) Explain the importance of the "synthesis" step in the research process.

Answer: The synthesis of research information is important because it allows an advertiser to better see the interrelationships among diverse types and sources of information.

Page Ref: 7

Difficulty: Difficult

Learning Obj.: LO4

Classification: Critical Thinking

46) Why does one have to be cautious in using research obtained from a trade association?

Answer: The research may be biased because trade organizations are advocacy groups.

Page Ref: 10

Difficulty: Difficult

Learning Obj.: LO2

Classification: Critical Thinking

47) List three different types of problem statements.

Answer: (1) the selection of alternatives and evaluation of alternative actions. (2) the identification and evaluation of problems and opportunities, and (3) the need to broaden knowledge

Page Ref: 14-15

Difficulty: Moderate

Learning Obj.: LO4

Classification: Conceptual

48) Provide an example of where qualitative research would be appropriate prior to the conduct of survey research.

Answer: When there is little known about the topic of interest, focus groups or in-depth interviews would help to inform areas that should be pursued via the survey.

Page Ref: 19

Difficulty: Difficult

Learning Obj.: LO4

Classification: Application

49) Qualitative research typically uses nonprobability samples. Why?

Answer: The goal of qualitative sampling is to locate individuals who can provide important insights. Qualitative research does not seek to generalize the results to the broader population from which the sample was drawn.

Page Ref: 20-21

Difficulty: Difficult

Learning Obj.: LO4

Classification: Critical Thinking

50) Jane is planning research to determine which of three commercials is the strongest. There is considerable debate at the agency regarding how to define "strongest." Time is short, as the commercial needs to be produced within the next two weeks. Jane decides to go ahead with the research, and then hold meetings at the agency to define "strongest" before data analysis begins. Is Jane's plan acceptable?

Answer: No. All key variables need to be defined prior to the start of the research.

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Difficulty: Moderate

Learning Obj.: LO4

Classification: Application