

**Marketing Research: An Applied Orientation, 7e (Malhotra)**  
**Chapter 3 Research Design**

1) A research design is a framework or blueprint for conducting the marketing research project.

Answer: TRUE

Diff: 2 Page Ref: 66

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

2) Specifying the measurement and scaling procedures is one of the components involved in research design.

Answer: TRUE

Diff: 3 Page Ref: 66

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

3) Specifying the format of the marketing research proposal is one of the components involved in research design.

Answer: FALSE

Diff: 1 Page Ref: 66

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

4) There are three main types of research designs employed in marketing research: exploratory, descriptive, and conclusive.

Answer: FALSE

Diff: 2 Page Ref: 67

AACSB: Analytical thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

5) Exploratory research is used in cases when you must define the problem more precisely, identify relevant courses of action, or gain additional insights before an approach can be developed.

Answer: TRUE

Diff: 1 Page Ref: 68

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

6) The insights gained from exploratory research might be verified or quantified by conclusive research.

Answer: TRUE

Diff: 2 Page Ref: 68-69

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

7) The objective of conclusive research is to better understand the problem.

Answer: FALSE

Diff: 2 Page Ref: 67

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

8) Conclusive research is typically more formal and structured than exploratory research.

Answer: TRUE

Diff: 1 Page Ref: 67

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

9) The objective of exploratory research is to explore or search through a problem or situation to provide insights and understanding (Table 3.2 in the text).

Answer: TRUE

Diff: 2 Page Ref: 67

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

10) Identifying alternative courses of action and establishing priorities for further research are purposes for which exploratory research is used.

Answer: TRUE

Diff: 3 Page Ref: 66

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

11) When conducting exploratory research, the focus of the investigation may shift constantly as new insights are discovered.

Answer: TRUE

Diff: 3 Page Ref: 69

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

12) Shorter Labs is conducting experiments to see if shoppers will buy unknown products if they are sent coupons. Shorter Labs is conducting causal research.

Answer: TRUE

Diff: 2 Page Ref: 75

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

13) One reason to conduct causal research is to determine the degree to which marketing variables are associated. For example, to what extent is shopping at department stores related to eating out?

Answer: FALSE

Diff: 3 Page Ref: 75

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

14) A major difference between exploratory and descriptive research is that exploratory research is characterized by the prior formulation of specific hypotheses.

Answer: FALSE

Diff: 2 Page Ref: 70

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

15) A descriptive design requires a clear specification of the who, what, when, where, why, and way (the six Ws) of the research.

Answer: TRUE

Diff: 1 Page Ref: 70

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

16) The cross-sectional study is the least used descriptive design in marketing research.

Answer: FALSE

Diff: 2 Page Ref: 71

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

17) Cross-sectional designs involve the collection of information from any given sample of population elements only once.

Answer: TRUE

Diff: 2 Page Ref: 71

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

18) In single cross-sectional designs, there are two or more samples of respondents, and information from each sample is obtained only once.

Answer: FALSE

Diff: 2 Page Ref: 71-72

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

19) Cohort analysis is a type of multiple cross-sectional design that consists of a series of surveys conducted at appropriate time intervals, where the cohort serves as the basic unit of analysis.

Answer: TRUE

Diff: 3 Page Ref: 72

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

20) In cohort analysis, it is likely that many of the individuals studied at time one will also be in the sample at time two.

Answer: FALSE

Diff: 3 Page Ref: 72

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

21) A longitudinal design differs from a cross-sectional design in that the sample or samples remain the same over time.

Answer: TRUE

Diff: 2 Page Ref: 72

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

22) Sometimes, the term sample survey is used interchangeably with the term longitudinal design.

Answer: FALSE

Diff: 2 Page Ref: 72

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

23) A major advantage of longitudinal design over the cross-sectional design is the ability to detect change as a result of repeated measurement of the same variables on the same sample.

Answer: TRUE

Diff: 2 Page Ref: 73-74

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

24) Longitudinal data enable researchers to examine changes in the behavior of individual units and to link behavioral changes to marketing variables, such as changes in advertising, packaging, pricing, and distribution.

Answer: TRUE

Diff: 2 Page Ref: 73-74

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

25) Marketing managers continually make decisions based on assumed causal relationships. Because these assumptions may be justifiable, the validity of the causal relationships need not be examined via formal research.

Answer: FALSE

Diff: 2 Page Ref: 75

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

26) According to the text, the combination of research designs employed depends on the nature of the results desired.

Answer: FALSE

Diff: 2 Page Ref: 77

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

27) The total error is the variation between the true mean value in the population of the variable of interest and the observed mean value obtained in the marketing research project.

Answer: TRUE

Diff: 3 Page Ref: 78

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

28) In formulating a research design, the researcher should attempt to minimize a particular source of error, not just the total error.

Answer: FALSE

Diff: 2 Page Ref: 78-81

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

29) Random sampling error has been found to be the major contributor to total error, whereas non-sampling error is relatively small in magnitude.

Answer: FALSE

Diff: 3 Page Ref: 78-81

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

30) A useful approach for managing a project is the critical path method (CPM), which involves dividing the research project into component activities, determining the sequence of these activities, and estimating the time required for each activity.

Answer: TRUE

Diff: 2 Page Ref: 81

AACSB: Information technology

LO: 3.4 Discuss managerial aspects of coordinating research projects, particularly budgeting and scheduling.

31) Budgeting and scheduling management tools help ensure that the marketing research project is completed within the available resources.

Answer: TRUE

Diff: 1 Page Ref: 81

LO: 3.4 Discuss managerial aspects of coordinating research projects, particularly budgeting and scheduling.

32) The marketing research proposal contains the essence of the project and serves as a contract between the researcher and the respondent.

Answer: FALSE

Diff: 1 Page Ref: 81-82

LO: 3.5 Describe the elements of a marketing research proposal and show how they address the steps of the marketing research process.

33) The marketing research proposal does *not* include a reporting section because a separate final report of the research project findings is provided at the end of the project.

Answer: FALSE

Diff: 2 Page Ref: 81-82

LO: 3.5 Describe the elements of a marketing research proposal and show how they address the steps of the marketing research process.

34) The research design suitable for one country may *not* be suitable in another country.

Answer: TRUE

Diff: 1 Page Ref: 82-83

AACSB: Diverse and multicultural work environments

LO: 3.6 Explain research design formulation in international marketing research.

35) The example given in the text stated that focus groups conducted in Saudi Arabia to determine attitude towards major appliances could be conducted the same as in the U.S. Men and women could participate jointly in the focus group.

Answer: FALSE

Diff: 2 Page Ref: 82-83

AACSB: Diverse and multicultural work environments

LO: 3.6 Explain research design formulation in international marketing research.

36) Social media can be appropriate for conducting exploratory and descriptive research but not causal research.

Answer: FALSE

Diff: 2 Page Ref: 83-84

AACSB: Information technology

LO: 3.7 Discuss how the analysis of social media content can facilitate the research design process.

37) Social media panels could be useful for developing new products targeted at core users of the brand.

Answer: TRUE

Diff: 2 Page Ref: 83-84

AACSB: Information technology

LO: 3.7 Discuss how the analysis of social media content can facilitate the research design process.

38) The researcher defines the mission and governance of a social media community.

Answer: FALSE

Diff: 2 Page Ref: 83-84

AACSB: Information technology

LO: 3.7 Discuss how the analysis of social media content can facilitate the research design process.

39) The client should not take undue advantage of the research firm to solicit unfair concessions for the current project by making false promises of future research contracts.

Answer: TRUE

Diff: 2 Page Ref: 85-86

AACSB: Ethical understanding and reasoning

LO: 3.9 Understand the ethical issues and conflicts that arise in formulating a research design.

40) Which statement is *not* true about research design?

A) Research design is a framework for conducting the marketing research project.

B) Research design specifies the measurement and scaling procedures.

C) Research design is undertaken before developing the approach to the problem.

D) Research design is undertaken after the marketing research problem is defined.

Answer: C

Diff: 3 Page Ref: 66

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

41) \_\_\_\_\_ is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problems.

- A) Research classification
- B) Research design
- C) Design formulation
- D) None of the above

Answer: B

Diff: 2 Page Ref: 66

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

42) Typically, a \_\_\_\_\_ involves the tasks of designing the information needed, specifying the measurement and scaling procedures, and developing a plan of data analysis.

- A) research classification
- B) research design
- C) design formulation
- D) none of the above

Answer: B

Diff: 3 Page Ref: 66

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

43) Which of the following tasks is *not* a component of research design?

- A) Design the exploratory, descriptive, and/or causal phases of the research.
- B) Construct and pretest a questionnaire (interviewing form) or an appropriate form for data collection.
- C) Specify the sampling process and sample size.
- D) Develop hypotheses.

Answer: D

Diff: 3 Page Ref: 66

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

44) Research designs may be broadly classified as \_\_\_\_\_ or \_\_\_\_\_ (Figure 3.1 in the text).

- A) exploratory; causal
- B) conclusive; causal
- C) exploratory; conclusive
- D) conclusive; descriptive

Answer: C

Diff: 2 Page Ref: 66-67

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.



45) Exploratory research is used in all of the following cases *except* \_\_\_\_\_.

- A) selecting the course of action to take in a given situation
- B) when you must define the problem more precisely
- C) when you must identify relevant courses of action
- D) when you must gain additional insights before an approach can be developed

Answer: A

Diff: 3 Page Ref: 68

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

46) The primary objective of \_\_\_\_\_ is to provide insights into, and an understanding of, the problem confronting the researcher.

- A) exploratory research
- B) conclusive research
- C) causal research
- D) descriptive research

Answer: A

Diff: 2 Page Ref: 68

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

47) \_\_\_\_\_ is research designed to assist the decision maker in determining, evaluating, and selecting the best course of action to take in a given situation.

- A) Exploratory research
- B) Conclusive research
- C) Complex research
- D) Problem-identification research

Answer: B

Diff: 2 Page Ref: 67-68

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

48) Cross-sectional and longitudinal designs are types of \_\_\_\_\_ (Figure 3.1 in the text).

- A) causal research
- B) exploratory research
- C) descriptive research
- D) none of the above

Answer: C

Diff: 2 Page Ref: 71

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

49) Joan needs to determine which variables and relationships she should examine further as part of the research she is conducting for the Flager Truck Company. Joan is about to embark on what type of research?

- A) simple research
- B) exploratory research
- C) descriptive research
- D) causal research

Answer: B

Diff: 3 Page Ref: 67-68

AACSB: Reflective thinking

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

50) Which of the objectives below would best represent exploratory research?

- A) Describe market characteristics or functions.
- B) Determine cause and effect relationships.
- C) Provide insights and understanding.
- D) Test specific hypotheses and examine relationships.

Answer: C

Diff: 2 Page Ref: 67-68

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

51) Which of the objectives below would best represent conclusive research?

- A) Describe market characteristics or functions.
- B) Determine cause and effect relationships.
- C) Provide insights and understanding.
- D) A and B are correct.

Answer: D

Diff: 2 Page Ref: 66-67

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

52) If there were a need to isolate key variables and relationships for further examination, it would be best to perform \_\_\_\_\_.

- A) descriptive research
- B) causal research
- C) exploratory research
- D) conclusive research

Answer: C

Diff: 2 Page Ref: 67-68

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

53) Which of the following statements is *not* true about exploratory research?

- A) It is flexible.
- B) It is a pre-planned and structured design.
- C) It is versatile.
- D) It is often the front end of total research design.

Answer: B

Diff: 2 Page Ref: 67-68

LO: 3.1 Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

54) Which data collection method is used in causal research?

- A) experiments
- B) surveys
- C) expert surveys
- D) panels

Answer: A

Diff: 2 Page Ref: 75

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

55) Jerry and the team working on the Roger Tire Company marketing research project are developing ways to test their hypothesis that drivers of larger trucks prefer dual belted radial tires. What type of research are they conducting?

- A) simple research
- B) exploratory research
- C) descriptive research
- D) causal research

Answer: C

Diff: 3 Page Ref: 70

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

56) You work for Innovative Focus, an internationally recognized consulting firm. You are working on the Waterpik account to help them with finding their next successful product. You are meeting with the Waterpik marketing professionals tomorrow to conduct a trends meeting to list and prioritize key consumer wants and needs. You have also scheduled a meeting with the Waterpik engineers to uncover applicable technologies and the company's internal competencies. What type of research are you conducting in your meetings with Waterpik?

- A) simple research
- B) exploratory research
- C) descriptive research
- D) causal research

Answer: B

Diff: 3 Page Ref: 67-68

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

57) \_\_\_\_\_ is a type of conclusive research that has as its major objective the description of something, usually market characteristics or functions.

- A) Exploratory research
- B) Conclusive research
- C) Causal research
- D) Descriptive research

Answer: D

Diff: 2 Page Ref: 70

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

58) Descriptive research is conducted for all of the following reasons *except* \_\_\_\_\_.

- A) to describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas
- B) to determine the degree to which marketing variables are associated
- C) to understand which variables are the cause and which variables are the effect of a phenomenon
- D) to determine the perceptions of product characteristics

Answer: C

Diff: 2 Page Ref: 70

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

59) A formal research design specifies the methods for selecting the sources of information and for collecting data from those sources. A \_\_\_\_\_ design requires a clear specification of the who, what, when, where, why, and way (the six Ws) of the research.

- A) descriptive
- B) causal
- C) exploratory
- D) none of the above

Answer: A

Diff: 2 Page Ref: 70

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

60) Descriptive research, in contrast to exploratory research, is marked by all of the following *except* \_\_\_\_\_.

- A) a clear statement of the problem
- B) specific hypotheses
- C) detailed information needs
- D) flexibility

Answer: D

Diff: 3 Page Ref: 70

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

61) \_\_\_\_\_ designs involve the collection of information from any given sample of population elements only once.

- A) Exploratory
- B) Causal
- C) Cross-sectional
- D) None of the above

Answer: C

Diff: 2 Page Ref: 71

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

62) \_\_\_\_\_ is a cross-sectional design in which one sample of respondents is drawn from the target population and information is obtained from this sample once.

- A) Multiple cross-sectional design
- B) Single cross-sectional design
- C) Cohort analysis
- D) None of the above

Answer: B

Diff: 2 Page Ref: 71

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

63) \_\_\_\_\_ is the most used descriptive design in marketing research.

- A) Longitudinal design
- B) Exploratory design
- C) Cross-sectional design
- D) None of the above

Answer: C

Diff: 2 Page Ref: 71

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

64) Single cross-sectional designs are also called \_\_\_\_\_.

- A) experiment designs
- B) sample survey research designs
- C) qualitative research designs
- D) none of the above

Answer: B

Diff: 2 Page Ref: 71-72

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

65) \_\_\_\_\_ is a cross-sectional design in which there are two or more samples of respondents and information is obtained from each sample only once.

- A) Multiple cross-sectional design
- B) Single cross-sectional design
- C) Cohort analysis
- D) None of the above

Answer: A

Diff: 2 Page Ref: 72

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

66) \_\_\_\_\_ is a multiple cross-sectional design consisting of a series of surveys conducted at appropriate time intervals, where the cohort serves as the basic unit of analysis.

- A) Multiple cross-sectional design
- B) Single cross-sectional design
- C) Cohort analysis
- D) None of the above

Answer: C

Diff: 2 Page Ref: 72

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

67) Which of the following statements is true about cohort analysis?

- A) A cohort is a group of respondents who experience the same event within the same time interval.
- B) It is unlikely that any of the individuals studied at time one will also be in the sample at time two.
- C) The term cohort analysis refers to any study in which there are measures of some characteristics of one or more cohorts at two or more points in time.
- D) All are correct.

Answer: D

Diff: 2 Page Ref: 72

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

68) \_\_\_\_\_ is a type of research design involving a fixed sample of population elements that is measured repeatedly. The sample remains the same over time thus providing a series of pictures which, when viewed together, portray a vivid illustration of the situation and the changes that are taking place over time.

- A) Exploratory research design
- B) Causal research design
- C) Cross-sectional research design
- D) Longitudinal research design

Answer: D

Diff: 2 Page Ref: 72-73

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

69) The question, "How did the American people rate the performance of George W. Bush immediately after the war in Afghanistan?" would be addressed using a \_\_\_\_\_. However, a \_\_\_\_\_ would be used to address the question, "How did the American people change their view of Bush's performance during the war in Afghanistan?"

- A) longitudinal design; multiple cross-sectional
- B) cross-sectional design; longitudinal design
- C) longitudinal; cross-sectional design
- D) none of the above

Answer: B

Diff: 3 Page Ref: 72-73

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

70) Sometimes the term \_\_\_\_\_ is used interchangeably with the term longitudinal design.

- A) experiment
- B) panel
- C) survey
- D) none of the above

Answer: B

Diff: 2 Page Ref: 72-73

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

71) \_\_\_\_\_ refers to a sample of respondents who have agreed to provide information at specified intervals over an extended period.

- A) Experiment
- B) Survey
- C) Panel
- D) None of the above

Answer: C

Diff: 2 Page Ref: 72-73

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

72) A major advantage of \_\_\_\_\_ over the cross-sectional design is the ability to detect change as a result of repeated measurement of the same variables on the same sample.

- A) longitudinal design
- B) descriptive research design
- C) causal research design
- D) conclusive research design

Answer: A

Diff: 2 Page Ref: 73-74

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

73) All of the following are advantages of longitudinal designs over cross-sectional designs (Table 3.4 in the text) *except* \_\_\_\_\_.

- A) detecting change
- B) accuracy
- C) large amount of data collection
- D) representative sampling

Answer: D

Diff: 3 Page Ref: 73-74

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

74) Which of these statements is true about panels?

- A) Relatively large amounts of data can be collected.
- B) Panel data can be more accurate than cross-sectional data.
- C) Panels may not be representative.
- D) All of the above statements are correct.

Answer: D

Diff: 2 Page Ref: 73-74

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

75) According to your text, non-representativeness in panels may arise because of all of the following *except* \_\_\_\_\_.

- A) respondent intelligence
- B) mortality
- C) refusal to cooperate
- D) payment

Answer: A

Diff: 3 Page Ref: 74-75

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

76) When trying to determine which research design is best to choose, it is best to begin with exploratory research if the objective of the research is to \_\_\_\_\_.

- A) test hypotheses
- B) conduct an annual customer satisfaction survey
- C) define the problem more precisely
- D) quantify the relative salience of social causes that businesses should be concerned about

Answer: C

Diff: 2 Page Ref: 77

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.



77) \_\_\_\_\_ is the variation between the true mean value in the population of the variable of interest and the observed mean value obtained in the marketing research project.

- A) Measurement error
- B) Recording error
- C) Total error
- D) Cheating error

Answer: C

Diff: 2 Page Ref: 78

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

78) \_\_\_\_\_ is the error due to the particular sample selected being an imperfect representation of the population of interest. It may be defined as the variation between the true mean value for the sample and the true mean value of the population.

- A) Random sampling error
- B) Non-response error
- C) Non-sampling error
- D) Response error

Answer: A

Diff: 2 Page Ref: 78

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

79) \_\_\_\_\_ are errors that can be attributed to sources other than sampling, and they can be random or nonrandom.

- A) Random sampling error
- B) Non-response error
- C) Non-sampling error
- D) Response error

Answer: C

Diff: 2 Page Ref: 78

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

80) \_\_\_\_\_ is a type of non-sampling error arising from respondents who do respond but give inaccurate answers, or their answers are mis-recorded or mis-analyzed. It may be defined as the variation between the true mean value of the variable in the net sample and the observed mean value obtained in the marketing research project.

- A) Random sampling error
- B) Non-response error
- C) Non-sampling error
- D) Response error

Answer: D

Diff: 2 Page Ref: 79

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

81) \_\_\_\_\_ is a type of non-sampling error that occurs when some of the respondents included in the sample do not respond. This error may be defined as the variation between the true mean value of the variable in the original sample and the true mean value in the net sample.

- A) Random sampling error
- B) Non-response error
- C) Non-sampling error
- D) Response error

Answer: B

Diff: 2 Page Ref: 79

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

82) The variation between the population defined by the researcher and the population as implied by the sampling frame (list) used is \_\_\_\_\_.

- A) questioning error
- B) unwillingness error
- C) sampling frame error
- D) recording error

Answer: C

Diff: 1 Page Ref: 80

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

83) The error that arises from the respondent's unwillingness to provide accurate information is \_\_\_\_\_. Respondents may intentionally misreport their answers because of a desire to provide socially acceptable answers, avoid embarrassment, or please the interviewer.

- A) questioning error
- B) unwillingness error
- C) sampling frame error
- D) recording error

Answer: B

Diff: 1 Page Ref: 80

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

84) In a recent study, the population of the affluent households was defined in four different ways: (1) households with income of \$50,000 or more; (2) the top 20 percent of households, as measured by income; (3) households with net worth over \$250,000; and (4) households with spendable discretionary income 30 percent higher than that of comparable households. The number and characteristics of the affluent households varied depending upon the definition, underscoring the need to avoid \_\_\_\_\_.

- A) sampling frame error
- B) respondent selection error
- C) measurement error
- D) population definition error

Answer: D

Diff: 3 Page Ref: 79

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

85) Which of the following is *not* a budgeting and scheduling approach for managing a project?

- A) program evaluation and review technique (PERT)
- B) critical evaluation and review technique (CERT)
- C) critical path method (CPM)
- D) graphical evaluation and review technique (GERT)

Answer: B

Diff: 2 Page Ref: 81

LO: 3.4 Discuss managerial aspects of coordinating research projects, particularly budgeting and scheduling.

86) \_\_\_\_\_ is defined as the official layout of the planned marketing research activity for management. It describes the research problem, the approach, the research design, data collection methods, data analysis methods, and reporting methods.

- A) Research design
- B) The critical path method
- C) The marketing research proposal
- D) The marketing research problem

Answer: C

Diff: 2 Page Ref: 81

LO: 3.5 Describe the elements of a marketing research proposal and show how they address the steps of the marketing research process.

87) The marketing research proposal consists of many sections. The \_\_\_\_\_ section is normally a statement of the problem, including the specific components.

- A) problem definition/objectives of the research
- B) approach to the problem
- C) executive summary
- D) research design

Answer: A

Diff: 2 Page Ref: 81-82

LO: 3.5 Describe the elements of a marketing research proposal and show how they address the steps of the marketing research process.

88) The \_\_\_\_\_ section of the marketing research proposal should discuss how the data will be collected and who will collect it. The \_\_\_\_\_ section of the proposal discusses the kind of data analysis that will be conducted and how the results will be interpreted.

- A) appendices; data analysis
- B) fieldwork/data collection; reporting
- C) research design; data analysis
- D) fieldwork/data collection; data analysis

Answer: D

Diff: 1 Page Ref: 81-82

LO: 3.5 Describe the elements of a marketing research proposal and show how they address the steps of the marketing research process.

89) Compare and contrast the exploratory, descriptive, and causal research designs (Table 3.2 in the text).

Answer: A comparison of the basic research designs appears in Table 3.2 in the text.

The objective of exploratory design is to discover ideas and insights; of descriptive design is to describe market characteristics; of causal design to determine cause and effect or functions.

The characteristics of exploratory design include flexibility, versatility, and that it is often used as the front end of total research design. The characteristics of descriptive design include its preplanned and structured design and that it is marked by the prior formulation of specific hypotheses. The characteristics of causal design include the fact that mediating variables must be controlled for and that one or more independent variables are manipulated.

Methods using exploratory design include expert surveys, pilot surveys, secondary data (which is analyzed qualitatively), and qualitative research. Methods using descriptive design include secondary data (which is analyzed quantitatively), surveys, panels, and observational and other data. Methods using causal design include experiments.

Diff: 3 Page Ref: 68-76

AACSB: Analytical thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

90) Patronage at the local Macy's has been declining. What is the cause and how can it be stopped? Use the six Ws used in descriptive design to clearly define the information needed to address this management decision problem.

Answer: The six Ws are as follows:

Who-Who should be considered a patron of a particular department store?

What-What information should be obtained from the respondents?

When-When should the information be obtained from respondents?

Where-Where should the respondents be contacted to obtain the required information?

Why-Why are we obtaining information from the respondents?

Way-In what way are we going to obtain information from the respondents?

The students should have their own responses geared specifically toward the department store patronage project.

Diff: 3 Page Ref: 70-71

AACSB: Analytical thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

91) Define cross-sectional design and longitudinal design. Develop an example of each using the same basic situation.

Answer: A cross-sectional design is a design in which one sample of respondents is drawn from the target population and information is obtained from this sample once. A longitudinal design is a type of research design involving a fixed sample of population elements that is measured repeatedly on the same variables. The sample remains the same over time, thus providing a series of pictures which, when viewed together, portray a vivid illustration of the situation and the changes that are taking place over time.

The students should provide their own examples of each using a situation of their choice.

Diff: 2 Page Ref: 71-72

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

92) What are the relative advantages and disadvantages of longitudinal versus cross-sectional designs?

Answer: The relative advantages and disadvantages of longitudinal and cross-sectional design are shown in Table 3.4 in the text. A major advantage of longitudinal design over cross-sectional design is the ability to detect change as a result of repeated measurement of the same variables on the same sample.

Diff: 3 Page Ref: 73-75

AACSB: Reflective thinking

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

93) Discuss how the Internet can facilitate the implementation of different types of research designs.

Answer: During the exploratory phase of the research, forums, chat rooms, or newsgroups can be used to generally discuss a topic with anyone who visits the chat room. Newsgroups focus on a particular topic and function like bulletin boards. During the exploratory phase of the research, forums, chat rooms, or newsgroups can be used to generally discuss a topic with anyone who visits the chat room. Newsgroups focus on a particular topic and function like bulletin boards. Internet users stop by a newsgroup to read messages left by others and to post their own responses or comments. Newsgroups or chat rooms could be used to set up more formal focus groups with experts or individuals representing the target audience in order to obtain initial information on a subject. For descriptive research, surveys can be conducted on the Internet and Internet browsing behavior can be observed by using cookies. For causal research, experiments can be conducted on the Internet.

Diff: 3 Page Ref: 78

AACSB: Information technology

LO: 3.2 Compare and contrast the basic research designs: exploratory, descriptive, and causal.

94) Briefly define and discuss random sampling error, non-sampling error, and the two major types of non-sampling error.

Answer: Random sampling error occurs because the particular sample selected is an imperfect representation of the population of interest. Random sampling error is the variation between the true mean value for the population and the true mean value for the original sample.

Non-sampling errors can be attributed to sources other than sampling, and they may be random or nonrandom. They result from a variety of reasons, including errors in problem definition, approach, scales, questionnaire design, interviewing methods, and data preparation and analysis. Non-response error arises when some of the respondents included in the sample do not respond. The primary causes of non-response are refusals and not-at-homes. Non-response will cause the net or resulting sample to be different in size or composition from the original sample. Non-response error is defined as the variation between the true mean value of the variable in the original sample and the true mean value in the net sample.

Response error arises when respondents give inaccurate answers or their answers are mis-recorded or mis-analyzed. Response error is defined as the variation between the true mean value of the variable in the net sample and the observed mean value obtained in the marketing research project.

Diff: 3 Page Ref: 78-80

AACSB: Analytical thinking

LO: 3.3 Describe the major sources of errors in a research design, including random sampling error and the various sources of nonsampling error.

95) Discuss the role of Mobile marketing research (MMR) in implementing any of the basic research designs discussed in this chapter.

Answer: Mobile marketing research (MMR) can be conducted to implement any of the basic research designs discussed in this chapter or any combination of these basic designs. The major methodologies of exploratory research are analysis of secondary data and qualitative research and the use of MMR for implementing these methods is discussed in Chapters 4 and 5, respectively. The use of MMR to implement surveys and observation research, the major methodologies of descriptive research, is covered in Chapter 6. Finally, the use of MMR to conduct experiments, the major method for conducting causal research, is presented in Chapter 7.

Diff: 2 Page Ref: 85

AACSB: Information technology

LO: 3.8 Deliberate the implementation of various research designs in mobile marketing research.

96) What would you say is a unifying theme for the Ethics in Marketing Research examples related to research design in Chapter 3? Justify your answer.

Answer: One important theme in the ethics examples featured in Chapter 3 was simply "communicating honesty from the start." Other ways of saying this is "truthfulness", or "integrity." The research agency must honestly fulfill its role from the beginning to the end. Honesty between the researcher and the client will lead the researcher to match the right design with the needs of the business at that time. If a longitudinal design is needed, as in the case of brand switching, then it must be done. If the research firm has no experience in doing a longitudinal design, then this must be disclosed at the outset along with the ways the research agency will ensure quality (such as contracting for a consultant to guide them, or for another firm to actually execute this part of the project. A research firm that justifies the use of a cross-sectional design simply because it has no experience in conducting longitudinal studies is behaving unethically. Also, if customer contact has to be restricted or if time is an issue, the client should make these constraints known at the start of the project.

Honesty is also needed from client firms at the start of projects. Theft of ideas must always be avoided. It would be unethical for a client to extract details from a proposal submitted by one research firm and pass them on to another who actually would do the project for the client. A proposal is the property of the research firm that prepared it, unless the client has paid for it.

Diff: 3 Page Ref: 85-86

AACSB: Ethical understanding and reasoning

LO: 3.9 Understand the ethical issues and conflicts that arise in formulating a research design.