**Market Research Review**

1. Name the 7 functions of marketing.
2. Which function of marketing does marketing research fall under?
3. Marketing research involves getting the \_\_\_\_\_\_\_\_\_\_\_ necessary to make sound business decisions.
4. Marketing information can be used to design advertising \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, to develop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plans, to \_\_\_\_\_\_\_\_\_\_\_\_\_ sales strategies, and to develop \_\_\_\_\_\_\_\_\_ products.
5. Market research determines customers’ attitudes and preferences, tests \_\_\_\_\_\_\_\_\_ features, determines \_\_\_\_\_\_\_\_\_\_ size and growth potential, learns about competitive \_\_\_\_\_\_\_\_\_\_\_, and determines company image in the marketplace.
6. How many years did Stouffer’s spend researching the market before developing the Lean Cuisine product line?
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ businesses and large companies use market research.
8. Most marketing information systems rely on data about….current customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ behavior, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ patterns, demographic and lifestyle \_\_\_\_\_\_\_\_\_\_\_, overall product reports such as sales results and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, inventory \_\_\_\_\_\_\_\_\_\_\_\_, & competitor’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (products they sell, prices they set and their market \_\_\_\_\_\_\_\_\_).
9. The % of sales that company has within a particular industry is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
10. Define database.
11. Database marketing is also known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
12. The process of designing, creating and managing customer lists is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marketing.
Ex. Winn Dixie Reward Card
13. Using a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, info about related topics can be collected, stored, analyzed and/or used for sales strategies.
14. Research gathered using surveys from large numbers of people; answers “how many” or “how much” is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ research.
15. Research gathered from smaller numbers of people, in-depth interviews, and answers “why” or “how” is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ research.
16. Evaluating HOW MUCH customers are willing to spend on a new type of cereal is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ research.
17. \_\_\_\_\_\_\_\_\_\_\_\_ research is also known as opinion research.
18. What are the 2 types of data used in the marketing research process?
19. Data that has to be obtained for the 1st time and used specifically for the particular problem or issue under study in known as \_\_\_\_\_\_\_\_\_\_\_\_\_ data.
20. What is the first step of the market research process?
21. What is the most difficult step in the market research process?
22. How many steps are in the market research process? Name them.
23. This type of research is concerned with the size, location, and or makeup of the market for a particular product or service. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
24. Media research is also known as advertising \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
25. Media research focuses on media effectiveness, selection, frequency, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
26. The effectiveness of Internet advertising is often measured with tracking studies. Tracking studies can be either \_\_\_\_\_\_-centric (logs the total number of people who have visited a Website-# of hits- and stores the results on the Internet provider’s network) or user- centric (software in a sample household or business that tracks computer usage and Web sites that are visited.
27. This type of marketing research evaluates product design, package design, product usage, and consumer acceptance of new and existing products. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ex: your family receives in the mail a product sample and coupon for reformulated Tide laundry detergent

1. What are the 4 types of market research?
2. When a Web site records the number of clicks on a banner ad, what type of research is this?
3. If the Gallop Organization conducts a random sample survey about the impact of technology on Americans…which type of research would this fall under? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_