

Think Critically

1. What types of data can be collected through market research?
2. What are the six steps of market research?
3. What is the goal of CRM?

True or False

- _____ 1. To gather information for market research, you can use either secondary data or primary data but not both.
- _____ 2. Information collected for the very first time to fit a specific purpose is primary data.
- _____ 3. Focus groups are quick interviews with target customers.
- _____ 4. The first step in primary market research is to select a research method.
- _____ 5. Collecting primary data can be expensive and time-consuming.
- _____ 6. Secondary data are found in already published sources.
- _____ 7. Observation is the best research method if you want to find out people's opinions.
- _____ 8. Economic trends and industry forecasts help determine the kind of primary data research to perform.
- _____ 9. A survey question should not be included if the response serves no specific purpose.
- _____ 10. You will not need to use your market research information until after you have developed a plan of action.

Multiple Choice

- _____ 1. Secondary data are found (a) in government publications, (b) on the Internet, (c) in newspapers, (d) all of these.
- _____ 2. Which of the following is not a way to collect primary data? (a) Focus groups, (b) Consumer opinion blogs, (c) Surveys, (d) Observation.

- _____ 3. The data collected in a telephone survey are (a) secondary data, (b) primary data, (c) population data, (d) computer data.
- _____ 4. Finding hidden patterns and relationships in customer data is called (a) data warehousing, (b) data collection, (c) data mining (d) data evaluation.
- _____ 5. Touch points are areas where a customer (a) likes a particular product, (b) might have contact with a company, (c) enjoys shopping in a mall, (d) will try a new service.
- _____ 6. Customer relationship management (a) focuses on understanding customers as individuals (b) focuses on understanding customers as groups, (c) provides demographic and psychographic data, (d) none of these.
- _____ 7. In designing a survey, you should consider all of the following except (a) length of the survey, (b) how you plan to administer it, (c) when you can get the best information, (d) the purpose of each question.
- _____ 8. A good questionnaire should (a) have easy-to-answer questions, (b) be at least two pages long, (c) help you find suppliers, (d) explain in detail why you are conducting the survey.
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Problem Solving

The three primary data research methods are listed below. For each, give a brief description of the method, explain the situation in which it would be used, and list some advantages and disadvantages of the method. Write your answers in the space provided.

1. Survey or questionnaire

2. Observation

3. Focus group