

Quiz

Section A: Multiple Choice Questions (@1, total 9 marks)

1. What is the third step of a typical marketing research process?
 - A. Define the research problem.
 - B. Select research approach.
 - C. Decide sample plan.
 - D. Analyse data.

2. Which of the following is the advantage of open response-option questions.
 - A. Responses can be easily classified.
 - B. Researcher has a good prior knowledge of the subject researched.
 - C. It provides the respondent with an easy method of indicating his answer.
 - D. The researcher can avoid the potential problems of open-end questions.

3. What is the purpose of using direct personal observation when conducting a marketing research?
 - A. To obtain sufficient responses.
 - B. To see the actions of the participants.
 - C. To interview respondents.
 - D. To avoid communication problem.

4. The price strategy that prices are high at the beginning stage is called:
 - A. Economy pricing.
 - B. Price penetration.
 - C. Price skimming.
 - D. Premium pricing.

5. The following are the objectives of promotion except:
 - A. To deliver goods on time.
 - B. To support sales increases.
 - C. To create awareness.
 - D. To create an image.

6. Which of the following is the impact of promotion cost during the decline stage of the product life cycle?
- A. Promotion cost is high.
 - B. Promotion cost is increased.
 - C. Promotion cost is not adjusted.
 - D. Promotion cost is decreased.
7. The buying behaviour that consumers spend a lot of time searching for information and making decision is called:
- A. Limited decision making.
 - B. Extensive decision making.
 - C. Unlimited decision making.
 - D. Routine decision making.
8. Which of the following is not the criteria for evaluation of alternatives when you want to have a vacation in Japan.
- (i) The length of your holiday.
 - (ii) The price of the tour.
 - (iii) The exchange rate of Japanese Yen.
 - (iv) The service provided by travel agent.
- A. (i) & (ii) & (iii)
 - B. (i) & (ii) & (iv)
 - C. (i) & (iii) & (iv)
 - D. All of the above
9. Which of the following is not the characteristic of group buying?
- A. Buying website is developed.
 - B. Sellers offer products at significantly reduced price.
 - C. Buyers need to pay for the goods when received.
 - D. It is a prepaid purchase.

Section B: Short Questions (20 marks)

1. Briefly describe the advantages and disadvantages of using open-ended questions to conduct a marketing research. (6 marks)

2. State and explain the stage of the product life cycle of the following items. (6 marks)
 - (a) A new model of smart phone which is still under the development stage and not yet available for sale.
 - (b) A model of smart phone which is under keen market competitions.

3. Describe the buying process of buying a digital camera. (9 marks)

Suggested Solutions

Section A: MCQs

1. B	2. D	3. B	4. C	5. C
6. A	7. D	8. B	9. D	10. C

Section B: Short Questions.

Question 1

(@2,
total 6 marks)

Advantages:

- Respondents have great freedom to answer, with no influence by any specific alternatives suggested by the researcher.
- They often reveal the issues which are most important to the respondent, but not originally anticipated by the researcher when the survey was designed.

Disadvantages:

- Data collected is in the form of verbatim comments, it can be time consuming for analysis.

Question 2

- (a) A new model of smart phone which is still under the development stage. (3 marks)
 Introduction stage: because the product is not yet available to sell and manufacturer seeks to build up the awareness of the product and develop the market.
- (b) A model of smart phone which is under keen market competitions. .
 Maturity stage: because the revenue increased dramatically after the growth stage that attracts other developers to enter the market to share the good revenue. Therefore, keen competition always found at this stage (3 marks)
- (Total 6 marks)

Question 3

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|-------------------------------|---|----------------|
| 1. Problem recognition | • The need to have a new camera. | (@1.5, |
| 2. Information search | • Through Internet, promotion leaflet etc. | total 9 marks) |
| 3. Evaluation of alternatives | • Basis for decision includes good quality and price etc. | |
| 4. Purchase decision | • You decide to buy one of the models because it fulfills your evaluation criteria. | |
| 5. Purchase | • You have the same action as your decision. | |
| 6. Post-purchase Evaluation | • Consider whether the camera is good or not | |