

MKET130
Online Quiz Ch4

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Question 1

Correct

Mark 1 out of 1

Flag question

_____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.

Select one:

- a. D) Ethnographic research
- b. A) Data warehousing
- c. E) Customer relationship management
- d. C) SWOT analysis
- e. B) Competitive marketing intelligence ✓

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Question 2

Correct

Mark 1 out of 1

Flag question

Which of the following is an advantage of using an internal database?

Select one:

- a. B) Highly sophisticated equipment and techniques are not required for maintaining internal databases.
- b. C) Internal databases can be accessed more quickly and cheaply than other information sources ✓
- c. E) Information obtained from internal databases is almost always sufficient for making marketing decisions.
- d. D) Internal databases require less maintenance efforts.
- e. A) Data always remains current in internal databases.

Question 3

Correct

Mark 1 out of 1

Flag question

A management information system assesses information needs, develops needed information, and helps decision-makers use the information.

Select one:

- True ✓
- False

The correct answer is 'True'.



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Question 4

Correct

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Flag question

A(n) _____ consists of people and procedures dedicated to assessing information needs, developing the needed information, and helping decision-makers use the information to generate and validate actionable customer and market insights.

Select one:

- a. A) enterprise planning system
- b. C) marketing information system ✓
- c. E) geographic information system
- d. B) enterprise information system
- e. D) corporate performance management system

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Question 5

Correct

Mark 1 out of 1

Flag question

The goal of competitive marketing intelligence is to evaluate and prevent high employee turnover.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 6

Correct

Mark 1 out of 1

Flag question

With the recent explosion of information technologies, companies are finding it difficult to generate marketing information in great quantities.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 7

Correct

Mark 1 out of 1

Flag question

External databases are electronic collections of consumer and market information obtained from data sources within a company's network.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 8

Correct

Mark 1 out of 1

Flag question

Which of the following is the first step in the marketing research process?

Select one:

- a.
D) implementing the research plan
- b.
A) developing a marketing information system
- c.
C) developing the research plan
- d.
E) interpreting and reporting the findings
- e.
B) defining the problem and objectives of the study ✓

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Question 9

Correct

Mark 1 out of 1

Flag question

The real value of marketing information lies in how it is used _____.

Select one:

- a. C) in creating advertising campaigns
- b. A) in determining selling prices for products
- c. B) in analyzing budgets
- d. E) in introducing a new product to the marketplace
- e. D) in the customer insights that it provides ✓

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Question 10

Correct

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Flag question

The term *big data* refers to the _____ generated by today's sophisticated information generation, collection, storage, and analysis technologies.

Select one:

- a. A) large reports
- b. E) e-mail messages
- c. B) huge and complex data sets ✓
- d. C) information requests
- e. D) social media contacts