## MKET130 Online Quiz Ch4

By: Hana R. Hirzallah

Question 1

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
- O C.
  - E) Customer relationship management
- 0 d.
  - C) SWOT analysis
- e

Windows Competitive marketing intelligence ✔

انتقل إلى الإعدادت لتنشيط Windows.

Question 2

Mark 1 out of 1

♥ Flag

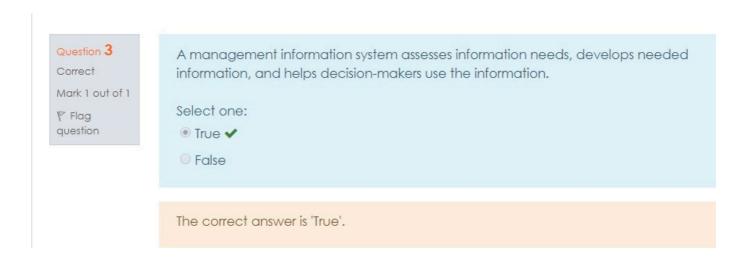
question

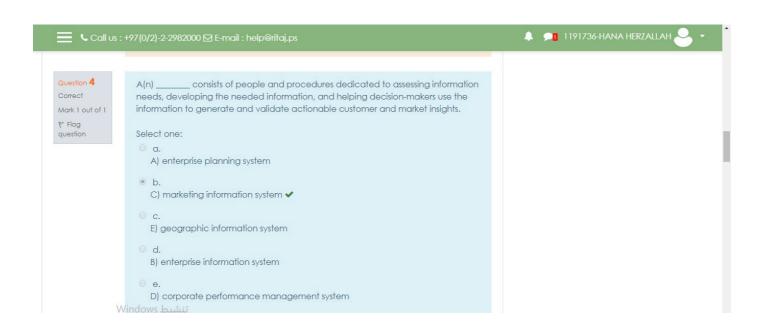
Correct

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 ✓
- O C.
  - E) Information obtained from internal databases is almost always sufficient for making marketing decisions.
- 0 d.
  - D) Internal databases require less maintenance efforts.
- e.
  - A) Data always remains current in internal databases.







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

Select one:

True

False ✓

The correct answer is 'False'.



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
P Flag
question

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

Select one:

- O 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
- O C.
  - C) developing the research plan
- 0 d
  - E) interpreting and reporting the findings
- e
  - B) defining the problem and objectives of the study 🗸

تنشيط Windows

