

CHAPTER 5 Feasibility and Business Planning

SOFTWARE ACTIVITY

Database Application

OBJECTIVE: Evaluate customer responses to a questionnaire.

Practice Situation

The Acme Model Company recently completed a marketing research survey. The purpose of the survey was to learn about customers' opinions and attitudes toward the firm. The customers' responses were all recorded in a database. The questions to which customers responded are as follows.

How would you rate the service in this store?

- Excellent
- Above Average
- Average
- Below Average
- Poor

Please indicate your age category:

- 21 and under
- 22–35
- 36–45
- 46–55
- over 55

On the printout below, you will find the responses to these three questions.

Customer	Age Category	M/F	Question #1 Response
1	A	M	A
2	B	F	A
3	A	M	B
4	A	M	A
5	E	F	A
6	D	F	D
7	E	F	E
8	A	M	B
9	B	M	A
10	A	M	A
11	E	F	E
12	D	F	B
13	A	M	A
14	B	M	A
15	C	M	A

Database Directions

1. Start your database software program.
2. Recreate the table from the previous page using your spreadsheet program.
3. Sort the responses for question #1 by type of response. The database will sort these responses alphabetically.
4. Save your sorted database.
5. Print out a copy of your work if your teacher has instructed you to do so.
6. Answer the following questions.

Interpreting Results

1. How many customers responded with “excellent” to question #1? Did these customers fall into any type of age or gender pattern?

2. How many customers responded with “below average” or “poor”? Did these customers fall into any type of age or gender pattern?

Drawing Conclusions

3. If these 15 customers represent the typical customers at Acme Model Company, what are some general characteristics of these customers?

4. Based on these responses, what recommendations would you make to the owner of Acme Model Company?
