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## Chapter 28 Marketing Research

### Discovery Project Worksheet

**Directions** Read the statements about marketing research and determine whether each is true or false. Write *T* or *F* in the space before each statement. Then use the space provided to rewrite any false statements to make them true.

\_\_\_\_\_ 1. Part of marketing research includes learning about competitive products.

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\_\_\_\_\_ 2. Gaining information about consumer likes and dislikes is important because consumers only accept about half of all new products introduced into the marketplace.

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\_\_\_\_\_ 3. Small businesses usually employ research specialists or have departments dedicated to research.

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\_\_\_\_\_ 4. Quantitative research relies heavily on surveys or questionnaires to obtain information.

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\_\_\_\_\_ 5. Customer relationship management (CRM) is information about consumers and their buying habits stored in a computer database.

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\_\_\_\_\_ 6. Sales forecasting is an attempt to estimate the future sales of an existing product.

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## Chapter 28 Marketing Research

### Discovery Project Worksheet *continued*

- \_\_\_\_\_ 7. Economic forecasting is determining which media are most effective for getting an advertising message to a particular market.
- \_\_\_\_\_ 8. Customers in a test market situation may say they want a particular product, but there is no guarantee they will actually buy the product when it is sold.
- \_\_\_\_\_ 9. Market share estimation and market segmentation research studies are used for new products and services only in consumer markets.
- \_\_\_\_\_ 10. Focus groups are groups of people who are questioned to provide information on research issues.
- \_\_\_\_\_ 11. Many companies that collect information about their customers sell that information to other businesses.
- \_\_\_\_\_ 12. Research that measures product quality and customer satisfaction is becoming less important as the marketplace becomes more globalized.

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