

## DISCUSSION AND APPLICATION QUESTIONS

- 1** Is it possible to make effective marketing decisions without marketing research?
- 2** Why is the problem definition stage of the marketing research process probably the most important stage?
- 3** You plan to open an ice cream shop in your town. What type of exploratory research would you conduct to help determine its feasibility? You find the exploratory research does not answer all your questions. You decide to do a survey to determine whether you should open the shop. What kind of questions will you ask? Whom do you ask?
- 4** Suppose you are trying to determine the top three favourite department stores in your area. You show customers at a shopping mall a list of department stores and ask them to rank their three favourite stores from 1 to 3 (with 1 being the favourite). What problems can occur with the survey?
- 5** Your university bookstore wants to find out students' opinions about the store's merchandise, prices, and customer service. What type of marketing research would you recommend to the store?
- 6** You are a marketing researcher observing what people do when selecting bread in a supermarket. You are behind a one-way mirror, and the customers do not know they are being observed. During the course of the day, you observe several people shoplifting a smaller snack product near the bread section. You know personally two of the shoplifters you see. What are the ethical problems you face in this situation?
- 7** You plan to open a new rent-a-car business. You have drafted a survey you want to distribute to airline passengers. The survey will be left at the airports, and respondents will mail the surveys back in a prepaid envelope. Some of the questions you plan to use are shown below. Use Figure 8-4 to (a) identify the problem with each question, and (b) correct it. (Note: Some questions may have more than one problem.)
  - a.** Do you own your own car or usually rent one?  
 Yes  No
  - b.** What is your age?  21-30  30-40  41-50  
 50+
  - c.** How much did you spend on rental cars last year?  
 \$100 or less  \$101-\$400  \$401-\$800  
 \$800-\$1,000  \$1,000 or more
  - d.** What is a good daily rental car rate? \_\_\_\_\_
- 8** Suppose the government of British Columbia hired you to develop a new tourism ad campaign for the province. You have developed to ad concepts. But, you need to test customer response to the ads "online." How would you go about the testing? And, what would you measure?