

Chapter 4 Managing Marketing Information to Gain Customer Insights

1) Despite the data glut that marketing managers receive, they frequently complain that they lack _____.

- A) enough information of the right kind
- B) timely information
- C) accurate information
- D) reliable information
- E) valid information

Answer: A

Diff: 2 Page Ref: 100

AACSB: Communication

Skill: Concept

Objective: 4-1

2) Which of the following statements is NOT true regarding information collected for marketers?

- A) Many managers lack information of the right kind.
- B) Most managers do not need more information.
- C) Most managers need better information.
- D) Many managers are burdened by data overload.
- E) Managers have enough of the right information.

Answer: E

Diff: 3 Page Ref: 100

AACSB: Communication

Skill: Concept

Objective: 4-1

3) A marketing information system (MIS) consists of people and procedures to assess information needs, _____, and help decision makers analyze and use the information.

- A) experiment to develop information
- B) test market the information
- C) develop the needed information
- D) critique the needed information
- E) question the needed information

Answer: C

Diff: 1 Page Ref: 101

AACSB: Communication

Skill: Concept

Objective: 4-1

Marketing Chapter Essentials Test Answer

S Marginson



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