

Test Bank for Marketing Management 15th Edition by Keller & Kotler

Chapter 4 Conducting Marketing Research

1) _____ provide diagnostic information about how and why we observe certain effects in the marketplace, and what that means to marketers.

1. A) Marketing insights
2. B) Marketing metrics
3. C) Marketing channels
4. D) Marketing information systems
5. E) Marketing-mix models

Answer: A

Diff: 1

LO: 4.1: What is the scope of marketing research?

2) _____ is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.

1. A) Marketing communications
2. B) Internal marketing
3. C) Marketing research
4. D) Market segmentation
5. E) Marketing planning

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