1. Dry Goods, Inc. made $473,920 in revenue this year. The president would like to hire a market research company to help increase sales for next year. The research company promises that it can increase revenue by at least 8%. If their projections are correct, what will the total revenue be for next year?
2. There are 976 customers listed on your company’s database. The database contains the names of all of the people who have purchased products from the company’s website. You decide to send coupons via email to 50% of the people on the database. In the end, only 25% of those contacted used their coupons. What percentage of the total number of database customers benefited from the coupons?
3. A television rating company found that in 234 of the 400 homes it monitors viewers watched *Adventure* on Monday night. In how many of the 5.9 million homes that are in the area the company covers could the company expect Adventure to have been watched on Monday night?
4. You have decided to start marketing a product in Canada. However, you realize that you will have to advertise in both English and French in order to accommodate the country’s two official languages. The population in the area in which you will launch your newspaper ad campaign is 35% French speaking. If you plan to spend $78,000 total on newspaper advertising, how much will you spend on ads in English if you split the expenditure according to the population ratio?
5. You work in the marketing department at an interior design company, and you are interested in finding out what kinds of remodeling people are doing. You decide to do a house-to-house survey in 9 neighborhoods, each of which has about 75 houses. If you tell each interviewer to spot interview every fifth house, and you expect only 20% of people to be available or willing to be interviewed, what will your sample size be?
6. Your boss asks you to distribute a survey questionnaire about your company’s products to 12 different retailers. You take 75 questionnaires to each store. In a week you go back and collect the 630 questionnaires that have been filled out. On average, what percentage of the questionnaires given to each store were filled out?
7. What is marketing research?
8. What are the general purposes of marketing research?
9. What is research design?
10. What is the relationship between research purpose? and research design?
11. What is exploratory research?
12. What is descriptive research?
13. What is causal research?
14. When you talk to your guidance counselor about potential college options, investigate spring break locations online, or even ask your server what menu item s/he recommends, you are gathering (a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_ data that give you direction for further research, thought, and decision making.(b)Name the research you are participating in when you talk to your counselors? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
15. Define dependent variable and independent variable.
16. Explain what happened to Coca-Cola in 1985.