

JA Marketing Principles 1®

Quiz: Post-Session 2.4: Measuring and Adapting to Marketing Results

Circle the best answer for each question.

1. **How do companies make marketing decisions about their products, such as pricing or selecting a celebrity spokesperson?**
 - a. They hold a company-wide meeting so each department can weigh in.
 - b. They try to be consistent with past branding.
 - c. They use research to help understand their target market and the competition.
 - d. The head of the company makes the decision.
2. **Which of the following is NOT an example of primary research?**
 - a. government study
 - b. focus group
 - c. online survey
 - d. one-on-one interview
3. **What do marketers do with secondary research?**
 - a. Determine its relevance for their needs.
 - b. Present it to company management for approval.
 - c. Conduct it with small groups.
 - d. Use it to pinpoint what customers think of their brand.
4. **What is one type of information about customers that can be derived from their e-commerce activity?**
 - a. age
 - b. marital status
 - c. operating system used
 - d. occupation
5. **What is the definition of the term data mining?**
 - a. the process of gathering of data on consumers
 - b. the collected personal information about consumers
 - c. the hiring of a third-party company to obtain personal information
 - d. the analysis of data to determine trends and marketplace snapshots