

1. Discuss the role of marketing research and its role in and relationship to marketing.
2. The marketing concept is a much more effective philosophy than the sales orientation philosophy. Define the marketing concept and discuss its relationship to marketing research.
3. Explain market strategy and why marketing research is important to strategy makers.
4. Marketing research is conducted in a variety of areas, including determining target markets and conducting product research, pricing research, promotion research, and distribution research. Give your own example to illustrate a marketing research study that may be used in each of the following: A. product research, B. pricing research, C. promotion research, and D. distribution research.
5. Compare and contrast client-side and supply-side marketing research. Provide an example of a typical project for each.
6. There are two types of supply-side firms or agencies: full-service firms and limited-service firms. Discuss the differences and similarities between full-service supplier firms and limited-service firms.
7. There are many new challenges facing the marketing research industry that have emerged in recent years. Some practitioners say the industry "must evolve." Describe and discuss some of the challenges facing the industry.
8. Marketing research industry puts some codes of conduct. Discuss those codes of conducts relating to fair dealings with respondents.
9. Explain marketing research codes of conducts relating to fair dealings with clients and subordinates.
10. Research designs are classified into three traditional categories: exploratory, descriptive, and causal. Explain each type of these traditional research designs.