

3 rd year of license- Marketing	2 nd TD Dr. GOURIM	Full name:.....
--	----------------------------------	-----------------

❖ **Marketing research and MIS:**

Questions	Propositions	Ans
1.What is another name for a marketing information system?	a.MIS b.Marketing data sorter c.MDD d.Data Analyzer	a
2.The value and success of a marketing information system (MIS) depends on:	a.the nature and quality of the data available to it. b.the type of information identified as important by marketing managers c.the way the data are processed d.the working relationship between the operators of the MkIS and the managers who use its output e.all of the above.	e
3.A marketing information system produces usable information faster than a decision support system	a.True b.False	a
4. It brings together information that seems useless from all services, in order to exploit it.	a.an internal reporting system b.a marketing intelligence system c.a marketing data support	a
5.Marketing research is a continuous process	a.True b.False	b
6. Modern marketing research includes all of the following EXCEPT:	a.directing the activities of the marketing functions b.playing a role in strategy planning c.recognizing the researcher's responsibility to develop information that will be useful to managers d.assessing the success or failure of strategy implementation e.collecting data	a
7. Marketing research concerns:	a.offer b.demand c.competition d.all of them	d
8.Marketing information system includes Marketing research, and this one includes marketing studies.	a. True b. False	a
9. Marketing research is part of the marketing:	a.strategic approach b.analytical approach c.operational approach d.all of them	d
10. Marketing intelligence system uses information coming from;	a.external sources b.internal sources c.both of them	a