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of Marketing Research 3) A Classification  
of Marketing Research 4) Marketing  
Research Process 5) The Role of  
Marketing Research in Marketing  
Decision Making 6) Marketing Research  
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Design: Experimentation. 1) Causality  
refers to when the occurrence of X causes  
the occurrence of Y. Answer: FALSE.  
Diff: 1Page Ref: 218. LO : 1. 2) The  
everyday meaning of causality is more  
appropriate to marketing research than is  
the scientific meaning. Answer: FALSE.

*Marketing Research: An Applied  
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Bank 1. CHAPTER 3 Marketing research  
and information systems SHORT  
ANSWER 1. What is the purpose of  
marketing research? AACSB Outcomes:  
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