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Marketing Research: An Applied Orientation. Chapter 7 Causal Research Design: Experimentation. 1) Causality refers to when the occurrence of X causes the occurrence of Y. Answer: FALSE. Diff: 1 Page Ref: 218. LO : 1. 2) The everyday meaning of causality is more appropriate to marketing research than is the scientific meaning. Answer: FALSE.

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Marketing Research An Applied Orientation 7th Edition Malhotra Test Bank 1. CHAPTER 3 Marketing research and information systems SHORT ANSWER 1. What is the purpose of marketing research? AACSB Outcomes: Analytical; Communication DF: E LO: 1 Topic Heading: The importance of marketing research Type: KN 2.

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