Chapter 10

1. Which of the following is NOT one of the stages of the marketing research process?

a. Designing the research

b. Collecting data

c. Finding various resources

d. Defining the objectives

2. Focus groups, in-depth interviews and surveys are all common collection methods of \_\_\_\_.

a. Secondary data

b. Primary data

c. Insight data

d. Scanner data

3. Which order should the questions in a questionnaire be in?

a. Unstructured questions, demographic questions, specific questions

b. Demographic questions, general questions, specific questions

c. Demographic questions, Unstructured questions, Specific questions

d. General questions, specific questions, demographic questions

4. Which is the first step in the Marketing Research Process?

a. Defining the objective and research needs

b. Collecting the data

c. Designing the research

d. Developing and Implementing an action plan

5. Which of these is NOT an example of Qualitative research?

a. In-Depth interviews

b. Social Media

c. Observation

d. Survey

6. Which of the following is NOT an example of External Secondary Data?

a. Syndicated Data

b. Data Warehouse

c. Panel Research

d. Scanner Research

7. \_\_\_\_\_ are raw numbers or other factual information that, on their own, have limited value to marketers.

a. Research

b. Data

c. Survey

d. Resources

8. Observing consumer behavior, Focus group interviews, Surveys, Experiments are all examples of \_\_\_\_\_\_\_\_\_\_\_.

a. Secondary Research

b. Marketing Research

c. Primary Research

d. Qualitative Research

9. Which of the following is a document that features a set of questions designed to gather information for respondents?

a. Printing Paper

b. Questionnaire

c. Mining Gold

d. Orange Scantron

10. Scanner data are used in quantitative research obtained from scanners readings of \_\_\_\_\_\_\_.

a. Data

b. The environment

c. Universal Product Code labels

d. Minds

11. Data warehouses and data mining are examples of \_\_\_\_\_\_\_.

a. Internal Secondary Data

b. External Secondary Data

c. Market Research

d. Primary Research

12. \_\_\_\_\_\_\_ is a team of people that record answers and asking follow up questions?

a. Mobile Phone

b. Virtual Objects

c. Small Data

d. in-depth interview

13.\_\_\_\_\_\_\_ entails examining purchase and consumption behaviors through personal or video camera scrutiny or by tracking their movements electronically as they move through the store.

A. Surveying

b. Watching

c. Data collecting

d. Observing

14. All of the following are examples of Social Media except \_\_\_\_\_\_.

a. Facebook

b. Google Chrome

c. Tumbler

d. Twitter

15. What is taking place when firms collect consumer comments about companies and their products on social media sites such as Facebook, Twitter and online blogs?

a. Sentiment mining

b. Data mining

c. Data collection

d. Creeping

16. In an in-depth interview, researchers…

a. Ask questions, listen and record answers, pose additional questions to clarify or expand on a particular issue

b. Ask questions, takes notes, provide more information about their company

c. Ask questions, try to persuade you to buy more products

d. Ask questions listen and record answers,

17.Which of the following is NOT one of the three guidelines for conducting marketing research given by the American Marketing Association?

a. selling or fund-raising under the guise of conducting research is prohibited

b. it represents what your organization stands for

c. it encourages the fair treatment of clients and suppliers

d. it supports maintaining research integrity by avoiding misrepresentation of pertinent research data

18. Which of the following is NOT a type of quantitative research?

a. Panel

b. Experiments

c. Observations

d. Scanner

19. A \_\_\_\_\_ is a systematic means of collecting information from people that generally uses a questionnaire.

a. Test

b. Survey

c. Interview

d. Experiments

20. \_\_\_\_ is a task that happens before the successful decision making process can proceed?

a. Marketing Research

b. Blank Space

c. Structural Development

d. Social Media

Answers:

1. C

2. B

3. D

4. A

5. D

6. B

7. B

8. C

9. B

10. C

11. A

12. D

13.D

14.B

15.A

16. A

17. B

18. C

19. B

20. A