MKT 3350-001

Chapter 10 Quiz

1. Which is NOT a source of Primary Data?
2. Focus groups
3. Interviews
4. Surveys
5. Scanner Data

2. What research method is best described by a series of questions given to consumers to answer, leading to better marketing techniques when the results are analyzed.

1. Survey research
2. Panel-based research
3. Experimental research
4. Scanner Data

3. All of the following are examples of quantitative research EXCEPT:

A. Survey

B. Experiments

**C.** **Observation**

D. Panels

4. Amazon keeps its own records of all of their customers’ information and purchase history. This is an example of:

A. Scanner data

B. Primary data

C. External secondary data

**D.** **Internal secondary data**

Nisha Gurung

5. What is the second step in the marketing research process?

1. Defining the objectives and research needs
2. Designing the research
3. Collecting the data
4. Analyzing data and developing insights

6. Which one of the following is not a source of secondary data?

1. Reports published in magazine
2. Company’s sales invoices
3. Census Data
4. Interview

7. Which processes lead to Decision-Making in data marketing research?

a. Collecting, Recording, Analyzing, Interpreting

b. Recording, Collecting, Researching, Scrubbing

c. Collecting, Analyzing, Interpreting, Publishing

d. Collecting, Recording, Interpreting, Analyzing

8. Which is **not** a method of data collection?

a. Focus groups

b. Survey

c. Experiments

d. Online Research

9. Which of the following is an advantage of primary research?

1. Specific to the immediate data needs and topic
2. Free or Inexpensive
3. Requires more sophisticated training
4. Saves time in collecting data

10. Which organization does **not** help protect your privacy?

1. Center for Democracy and Technology
2. Electronic Privacy Information Center
3. Federal Trade Commission
4. Federal Bureau of Investigation

Sha Ra Jang

11. What should you **not** avoid when designing a questionnaire?

1. Avoid questions that will lead to more effective marketing decisions
2. Avoid questions the respondents cannot easily answer
3. Avoid sensitive questions unless absolutely necessary
4. Avoid one-sided questions

12. What technique is used to gather data about customer sentiments that are generally positive, negative, or neutral?

1. Social media
2. Emotion Observation
3. Big Data
4. Sentiment Mining

13. Conducting a survey to ask customers about their experience would be an example of:

1. Developing Insights
2. Data Mining
3. Primary Data
4. Secondary Data

14. What is a type of quantitative research that systematically manipulates one or more variables to determine which variables have a causal effect on other variables?

1. Questionnaire
2. Experiments
3. Focus Group Interview
4. Observation

15. What kind of data often includes records of what they have purchased as well as their responses to survey questions?

1. Scanner Data
2. Internal Secondary Data
3. Panel Data
4. Big data

16. What kind of research uses broad, open ended questions to understand phenomenon of interests.

1. Qualitative Data
2. Quantitative data
3. Data
4. Data Collection

17. Which is not an example of syndicated data?

1. Nielsen
2. J.D. Power and Associates
3. U.S. Census
4. Simmons Market Research Bureau

18. What kind of data do focus group interviews produce?

1. Quantitative
2. Scanner
3. Qualitative
4. Syndicate

19. Which is *not* an example of Primary Research?

1. Focus Groups
2. Social Media
3. In-Depth Interviews
4. Journal Articles

20. Which of these is *not* part of the marketing research process?

1. Collecting
2. Recording
3. Analyzing
4. brainstorming