Name: _____

Q1   Brand and Image Tracking is normally conducted using?
Select one answer
1   ☐   Qualitative market research
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research
4   ☐   Neither

Q2   Which of the following is accompanied shopping most suitable for?
Select one answer
1   ☐   Qualitative market research
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research
4   ☐   Neither

Q3   At the moment, customer satisfaction research is mostly
Select one answer
1   ☐   Quantitative
2   ☐   Qualitative
3   ☐   Both about equal
4   ☐   Neither

Q4   Using computer software to put people into segments is called
Select one answer
1   ☐   Sentiment analysis
2   ☐   Perceptual map
3   ☐   Cluster analysis
4   ☐   Driver analysis

Q5   Brand and advertising tracking is normally conducted with
Select one answer
1   ☐   Customers of the brand
2   ☐   Non-customers
3   ☐   Customers of the category
4   ☐   The total population

Q6   In customer satisfaction research we might use Driver Analysis to tell us
Select one answer
1   ☐   Who owns a car
2   ☐   Which services people use
3   ☐   Which factors influence product choice and satisfaction
4   ☐   The number of people who are dissatisfied

Q7   Brand Equity is

Select one answer

1   ☐   The financial value of a brand
2   ☐   The value of a brand to its customers
3   ☐   The number of customers a brand has
4   ☐   The size of the brand's marketing budget

Q8   In a customer satisfaction study when do we usually ask overall satisfaction?

Select one answer

1   ☐   Near the beginning of the survey
2   ☐   Near the middle of the survey
3   ☐   Near the end of the survey

Q9   When conducting brand and advertising tracking, which of the following is true?

Select one answer

1   ☐   It is important to keep changing the questions asked
2   ☐   Make the study as consistent as possible over time
3   ☐   Keep changing the sample definition to keep the study interesting
4   ☐   Use whichever data collection mode is the cheapest

Q10   After 20 minutes the survey responses tend to

Select one answer

1   ☐   Become better
2   ☐   Become worse
3   ☐   Stay the same
4   ☐   Length of the survey has no impact on the data

Q11   Customer churn is?

Select one answer

1   ☐   The number of customers who stop using a service or brand
2   ☐   The number of customers who a brand sometimes
3   ☐   The number of customers who only use one brand
4   ☐   The number of people who try a brand

Q12   Which of the following focuses on developing new products and concepts?

Select one answer

1   ☐   NPD
2   ☐   WOM
3   ☐   Semiotics
4   ☐   Regression