Ray Poynter Lesson 4 – Progress Quiz

Na	am	e:			
Pos	sib	le Mark	s 11		
		Which one ans	of the following are surveys mostly suitable for?		
00.	1		Qualitative market research		
	2		Quantitative market research		
	3		Both qualitative and quantitative research		
	4		Neither		
Q2			of the following are people meters mostly suitable for?		
Seli		one ans	wer Qualitative market research		
	1		Quantitative market research		
			Both qualitative and quantitative research		
	4		Neither		
	•		TVERTICE		
Q3		Which of the following are focus groups mostly suitable for?			
•	ect	one answer			
	1		Qualitative market research		
	2		Quantitative market research		
	3		Both qualitative and quantitative research		
	4		Neither		
			of the following are transactional data mostly suitable for?		
Sei		one ans			
	1		Qualitative market research Quantitative market research		
	2 3		Both qualitative and quantitative research		
	3 4		Neither		
	4	Ш	Nettriei		
Q5			of the following are depth interviews mostly suitable for?		
Sel		one ans	wer Qualitative market research		
	1 2		Quantitative market research		
	3		•		
	3 4		Both qualitative and quantitative research Neither		
	4	Ш	INCILIE		

Q6		Which	of the following is astrology mostly suitable for?		
Sei	eci 1		Qualitative market research		
	_		Quantitative market research		
	2	· 			
			Both qualitative and quantitative research		
	4		Neither		
Q6	b	Which	of the following is astronomy mostly suitable for?		
Select one answer					
	1		Qualitative market research		
	2		Quantitative market research		
	3		Both qualitative and quantitative research		
	4		Neither		
Q7		Which	of the following is ethnography mostly suitable for?		
•		one an			
•••	1		Qualitative market research		
	2		Quantitative market research		
	3		Both qualitative and quantitative research		
	4		Neither		
Q8		Which	of the following are online discussions mostly suitable for?		
-		Which one ans	•		
-			•		
-	ect	one an	swer		
-	ect <mark>1</mark>	one an	swer Qualitative market research		
-	ect <mark>1</mark> 2	one ans	swer Qualitative market research Quantitative market research		
Sel	ect <mark>1</mark> 2 3 4	one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither		
Sel	ect <mark>1</mark> 2 3 4	one and	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for?		
Sel	ect 1 2 3 4	one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer		
Sel	ect 2 3 4 ect 1	which	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research		
Sel	ect 1 2 3 4 ect 1 2	which	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research		
Sel	ect 1 2 3 4 ect 1 2 3	which	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research		
Sel	ect 1 2 3 4 ect 1 2	which	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research		
Sel	ect 2 3 4 ect 1 2 3 4	which one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research		
Q9 Sel	ect 2 3 4 ect 1 2 3 4	which one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is semiotics mostly suitable for?		
Q9 Sel	ect 2 3 4 ect 1 2 3 4	which	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is semiotics mostly suitable for?		
Q9 Sel	ect 2 3 4 ect 1 2 3 4 o ect	Which one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is semiotics mostly suitable for? swer		
Q9 Sel	ect	Which one ans	Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is a large sample size mostly suitable for? swer Qualitative market research Quantitative market research Both qualitative and quantitative research Neither of the following is semiotics mostly suitable for? swer Qualitative market research		