

Ray Poynter Lesson 5 – Progress Quiz

Name: _____

Possible Marks 10

Q1 Which of the following are surveys mostly suitable for?

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 social media research suitable for?

Select one answer

- 1 Qualitative market research
- 2 Quantitative market research
- 3 Both qualitative and quantitative research
- 4 Neither

Q3 Social media is particularly good at?

Select one answer

- 1 Questions the researcher has not asked
- 2 Questions the researcher wants to ask
- 3 Everything
- 4 Nothing

Q4 Which of the following words means coding comments as positive, negative or neutral?

Select one answer

- 1 Semiotics
- 2 Regression
- 3 Sentiment analysis
- 4 Ethnography

Q5 Which of the following is netnography mostly suitable for?

Select one answer

- 1 Qualitative market research
- 2 Quantitative market research
- 3 Both qualitative and quantitative research
- 4 Neither

Q6 At the moment, which type of coding is more accurate?

Select one answer

- 1 Human
- 2 Machine/algorithm
- 3 Both
- 4 Neither

Q7 Which type of coding is faster and cheaper?

Select one answer

- 1 Human
- 2 Machine/algorithm
- 3 Both
- 4 Neither

Q8 Which of the following are focus groups mostly suitable for?

Select one answer

- 1 Qualitative market research
- 2 Quantitative market research
- 3 Both qualitative and quantitative research
- 4 Neither

Q9 A sample is usually ...

Select one answer

- 1 Larger than the population
- 2 The same size as the population
- 3 Smaller than the population
- 4 Not connected with the population

Q10 If the number of likes on Facebook for a brand increase day after day we could call it?

Select one answer

- 1 Noise
- 2 A trend
- 3 A mistake
- 4 Normal