

Ray Poynter Lesson 6 – Progress Quiz

Name: _____

Possible Marks 10

Q1 Which of the following are transactional data 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 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

Q4 Which of the following do we do first when analysing the data?

Select one answer

- 1 Write the conclusions
- 2 Create an engaging story
- 3 QA the data
- 4 Book a meeting room

Q5 Which of the following do we do first when analysing data?

Select one answer

- 1 Create an infographic
- 2 Find the total picture
- 3 Find the key differences
- 4 Run advanced analytical procedures

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 of the following should all market research stories have?

Select one answer

- 1 Jokes
- 2 Pie charts
- 3 An infographic
- 4 A narrative flow

Q8 Which of the following are depth interviews 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 10% of a sample of Japanese housewives say they shop at Mitsukoshi then which of the following is true?

Select one answer

- 1 10% of the Japanese population shop at Mitsukoshi
- 2 10% of Japanese housewives shop at Mitsukoshi
- 3 10% of Japanese housewives say they shop at Mitsukoshi
- 4 10% of the sample said they shop at Mitsukoshi