Ray Poynter Lesson 8 – Progress Quiz

Name: _____

Q1   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

Q2   Which of the following are depth interviews suitable for?
Select one answer
    1   ☐   Qualitative market research
    2   ☐   Quantitative market research
    3   ☐   Both qualitative and quantitative research
    4   ☐   Neither

Q3   If two variables are positively correlated it means
Select one answer
    1   ☐   One of them causes the other one
    2   ☐   When one changes, the other changes by the same amount
    3   ☐   When one of them changes, the other tends to change in the same direction
    4   ☐   When one variable changes, the other variable does not change

Q4   A 2-dimensional picture of brands in a market is a
Select one answer
    1   ☐   Sentiment analysis
    2   ☐   Perceptual map
    3   ☐   Cluster analysis
    4   ☐   Driver analysis

Q5   What percentage of new products fail?
Select one answer
    1   ☐   Less than 25%
    2   ☐   25% to 49%
    3   ☐   50% to 75%
    4   ☐   More than 75%

Q6   **If we are trying to find out which attributes determine product choice we are more likely to use**

Select one answer

1 ☐   Sentiment analysis
2 ☐   Semiotics
3 ☐   Random numbers
4 ☐   Driver analysis

Q7   **When we are checking that we have the right people in the survey which of the following do we use?**

Select one answer

1 ☐   Screener questions
2 ☐   Telephone numbers
3 ☐   Random numbers
4 ☐   Self-selection

Q8   **If two variables are negatively correlated then**

Select one answer

1 ☐   When one variable changes, the other tends to change in the same direction
2 ☐   When one variable changes, the other changes by the same amount
3 ☐   When one variable changes, the other tends to change in the opposite direction
4 ☐   When one variable changes, the other does not change

Q9   **If the correlation between to variables is 0.9 then the R^2 (or variance) is**

Select one answer

1 ☐   1
2 ☐   0.9
3 ☐   0.81
4 ☐   0.3

Q10   **If two variables are correlated, doe it mean that changes in one of them causes change in the other?**

Select one answer

1 ☐   Yes
2 ☐   No