

Name: _____

Q1 Which of the following are mobile devices 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 surveys 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 Quant
- 2 Qual
- 3 Both about equal
- 4 Neither

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 In B2B research the participants are typically talking about?

Select one answer

- 1 Their personal purchases
- 2 Their company's purchases
- 3 The purchases of their friends
- 4 The purchases of consumers in general

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 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 In a customer satisfaction 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 Customer satisfaction research is normally conducted with?

Select one answer

- 1 The general population
- 2 Customers
- 3 Non-customers
- 4 People with high incomes

Q10 NPS (the Net Promoter Score) is

Select one answer

- 1 A matrix of values
- 2 A set of 5 values
- 3 A single number
- 4 Open-ended comments

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 how messages spread from person to person?

Select one answer

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