

Name: _____

Q1 Sales forecasting is normally conducted using?

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 accompanied shopping 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 Quantitative
- 2 Qualitative
- 3 Both about equal
- 4 Neither

Q4 A research community is usually

Select one answer

- 1 Private and branded
- 2 Public and branded
- 3 Public and not branded
- 4 Private and not branded

Q5 Brand and advertising tracking is normally conducted with

Select one answer

- 1 Customers of the brand
- 2 Non-customers
- 3 Customers of the category
- 4 The total population

Q6 A research community most often contains

Select one answer

- 1 Customers of the brand
- 2 Category customers
- 3 Non-customers
- 4 Representative sample of the whole population

Q7 What are demographic questions?

Select one answer

- 1 Descriptive questions such as age and gender
- 2 Brand preference questions
- 3 Attitudes and beliefs
- 4 Open-ended questions

Q8 In market research, the term brand refers only to premium products such as Louis Vuitton and Rolls Royce?

Select one answer

- 1 True
- 2 False

Q9 When conducting brand and advertising tracking, which of the following is true?

Select one answer

- 1 It is important to keep changing the questions asked
- 2 Make the study as consistent as possible over time
- 3 Keep changing the sample definition to keep the study interesting
- 4 Use whichever data collection mode is the cheapest

Q10 After 20 minutes the survey responses tend to

Select one answer

- 1 Become better
- 2 Become worse
- 3 Stay the same
- 4 Length of the survey has no impact on the data

Q11 Which is normally the larger, a sample or its population?

Select one answer

- 1 Sample
- 2 Population
- 3 They are normally the same size
- 4 There is usually no size connection

Q12 Which of the following focuses on developing new products and concepts?

Select one answer

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