

Ray Poynter Lesson 3 – Progress Quiz and Answers

Name: _____

Possible marks 11

Q1 What is the MAIN role of market research?

Select one answer

- 1 To discover which products people want
- 2 To give customers what they want
- 3 To help businesses make better decisions
- 4 To optimise product design

Q2 What is the MAIN focus of market research?

Select one answer

- 1 Customers
- 2 Electors
- 3 Employees
- 4 Academics

Q3 What type of research is a Focus Group?

Select one answer

- 1 Quantitative
- 2 Qualitative
- 3 Automated
- 4 Inductive

Q4 What is the MAIN method used in quantitative market research?

Select one answer

- 1 Focus groups
- 2 Surveys
- 3 Mystery shopping
- 4 Passive data collection

Q5 What is important about a survey question?

Select all that apply

- 1 People are able to answer it
- 2 It uses a five point scale
- 3 People are willing to answer it
- 4 It should use very polite language

Q6 Which of these samples is most likely to produce the correct result for a quantitative project using a survey?

Select one answer

- 1 A large unrepresentative sample
- 2 A small unrepresentative sample
- 3 A large representative sample
- 4 A small representative sample

Q7 How many people are in a typical focus group?

Select one answer

- 1 6 to 12
- 2 15 to 25
- 3 50 to 100
- 4 400 to 1000

Q8 Which of the following is NOT a typical qualitative method

Select one answer

- 1 Focus group
- 2 Depth interview
- 3 Survey
- 4 Online discussion

Q9 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

Q10 In the 1936 USA Presidential Election, which was won by Theodore Roosevelt, the magazine the Literary Digest did which of the following:

Select one answer

- 1 Used a sample of over 2 million people and correctly predicted Roosevelt would win
- 2 Used a sample of over 2 million people and incorrectly predicted Alf Landon would win.
- 3 Used a small sample and correctly predicted Roosevelt would win
- 4 Used a small sample and incorrectly predicted Alf Landon would win.