

## Ray Poynter Lesson 4 – Progress Quiz

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Name: \_\_\_\_\_

**Possible Marks 11**

**Q1 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

**Q2 Which of the following are people meters mostly 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 focus groups 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 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

**Q5 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

**Q6a Which of the following is astrology mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither

**Q6b Which of the following is astronomy mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither

**Q7 Which of the following is ethnography mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither

**Q8 Which of the following are online discussions mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither

**Q9 Which of the following is a large sample size mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither

**Q10 Which of the following is semiotics mostly suitable for?**

Select one answer

- 1  Qualitative market research
- 2  Quantitative market research
- 3  Both qualitative and quantitative research
- 4  Neither