

Ray Poynter Lesson 7 – Progress Quiz

Name: _____

Possible Marks 10

Q1 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

Q2 Which of the following are surveys 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 describes the process of defining the sample structure?

Select one answer

- 1 Quotas
- 2 NPD
- 3 Concept test
- 4 Regression

Q4 When is a concept test usually conducted?

Select one answer

- 1 At the start of the year
- 2 Before a product is launched
- 3 At the same time as a product is launched
- 4 After the product is launched

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 Which of these questions do we normally ask first in a concept test?

Select one answer

- 1 Likes
- 2 Dislikes
- 3 Purchase likelihood
- 4 Detailed evaluation of the concept

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 Does a concept test always correctly predict market sales?

Select one answer

- 1 Yes
- 2 No

Q9 A concept test evaluates ...

Select one answer

- 1 Just the concept
- 2 Just the communication
- 3 A combination of the concept and communication
- 4 Neither

Q10 Can people correctly predict what new products they will buy in the future?

Select one answer

- 1 Yes
- 2 No