

Lesson 13 Quiz

Name: _____

Q1 Which of the following are transactional & people meter data most 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 smartphones 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 is a small sample size most suitable for?

Select one answer

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

Q4 What is important about a survey question?

Select one answer

- 1 People are willing and able to answer it
- 2 It uses a five point scale
- 3 It should be in casual language

Q5 In Japan, which of the following modes is the most frequently used to collect survey data for market research?

Select one answer

- 1 Online
- 2 Postal
- 3 Telephone

Q6 Is a sample from an online access panel a random probability sample?

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Select one answer

- 1 Yes
- 2 No

Q7 Before launching a questionnaire, which of the following should you do?

Select one answer

- 1 Check it against the research objectives
- 2 Check the wording and spelling
- 3 Pilot test it or soft launch it
- 4 All of the above

Q8 What is a survey response rate?

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Select one answer

- 1 How much people like the survey
- 2 How quickly people complete the survey
- 3 The percentage of the people invited who complete the survey
- 4 The number of people who like the product being tested

Q9 When we are checking that we have the right people in the survey which of the following do we use?

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Select one answer

- 1 Screener and quota questions
- 2 Telephone numbers
- 3 Random numbers
- 4 Self-selection

Q10 Which of the following do we do first when analysing the data?

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Select one answer

- 1 Write the conclusions
- 2 Create an engaging story
- 3 QA, i.e. check the data
- 4 Book a meeting room

Q11 At the moment, which type of coding is more accurate?

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Select one answer

- 1 Human
- 2 Machine/algorithm

Q12 If two variables are positively correlated it means

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Select one answer

- 1 One of them causes the other one
- 2 When one changes, the other changes by the same amount
- 3 When one of them changes, the other tends to change in the same direction