Ray Poynter Lesson 14 Quiz

Name: _____

Q1   Which of the following are mobile devices suitable for?
Select one answer
1   ☐   Qualitative market research
2   ☐   Quantitative market research
3   ☐   <mark>Both qualitative and quantitative research</mark>
4   ☐   Neither

Q2   Which of the following is ethnography most suitable for?
Select one answer
1   ☐   <mark>Qualitative market research</mark>
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research

Q3   Which of the following are online discussions suitable for?
Select one answer
1   ☐   <mark>Qualitative market research</mark>
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research

Q4   Which of the following is semiotics most suitable for?
Select one answer
1   ☐   <mark>Qualitative market research</mark>
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research
4   ☐   Neither

Q5   Which of the following are surveys most suitable for?
Select one answer
1   ☐   Qualitative market research
2   ☐   <mark>Quantitative market research</mark>
3   ☐   Both qualitative and quantitative research
4   ☐   Neither

Q6   Which of the following is netnography most suitable for?
Select one answer
1   ☐   <mark>Qualitative market research</mark>
2   ☐   Quantitative market research
3   ☐   Both qualitative and quantitative research
4   ☐   Neither

Q7   Which of the following is NOT a typical qualitative method?

Select one answer

1 ☐   Focus group
2 ☐   Depth interview
3 ☐   Transactional data
4 ☐   Online discussion

Q8   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

Q9   The person conducting a focus group is usually called?

Select one answer

1 ☐   The boss
2 ☐   The moderator
3 ☐   The inquisitor
4 ☐   The client

Q10   The document that describes how the focus group will operate is called?

Select one answer

1 ☐   The discussion guide
2 ☐   The programme
3 ☐   The agenda
4 ☐   The survey

Q11   Qualitative information is most often analysed by?

Select one answer

1 ☐   A computer
2 ☐   One or more researchers reviewing the information
3 ☐   Producing data tables
4 ☐   Producing graphs and charts

Q12   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