Na	am	e:	
Q1		Which	of the following are mobile devices suitable for?
Sel	ect	one an	_
	1		Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	4		Neither
00		XA/I- * - I-	of the fellowing to the other conditions of a Stable feet.
Q2	o c+	wnich one an:	of the following is ethnography most suitable for?
261			Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	3		Both qualitative and qualititative research
Q3	o o t		of the following are online discussions suitable for?
Sei		one an:	Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	3	Ш	Both qualitative and qualititative research
Q4			of the following is semiotics most suitable for?
Sei		one an	
	1		Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	4	Ш	Neither
Q5		Which	of the following are surveys most suitable for?
-	ect	one an	•
00.	1		Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	4	П	Neither
	•	_	
Q6		Which	of the following is netnography most suitable for?
-	ect	swer	
Jei	1		Qualitative market research
	2		Quantitative market research
	3		Both qualitative and quantitative research
	<i>3</i>		Neither

Q7		Which	of the following is NOT a typical qualitative method?			
Sele	ct (one ans	swer			
:	1		Focus group			
2	2		Depth interview			
3	3		Transactional data			
4	4		Online discussion			
Q8		How n	nany people are in a typical focus group?			
-	ct (one ans				
2	1		6 to 12			
2	2		15 to 25			
3	3		50 to 100			
4	4		400 to 1000			
Q9		The ne	erson conducting a focus group is usually called?			
-	ct (one answer				
	1		The boss			
	3		The inquisitor			
4	4		The client			
Ω10	ı	The do	ocument that describes how the focus group will operate is called?			
Q10 Sele			ocument that describes how the focus group will operate is called?			
Sele	ct (one ans	swer			
Sele	ct (one ans	swer The discussion guide			
Sele	ct (<mark>1</mark> 2	one ans	swer The discussion guide The programme			
Sele	ct (1 2 3	one ans	The discussion guide The programme The agenda			
Sele	ct (<mark>1</mark> 2	one ans	swer The discussion guide The programme			
Sele	ct (1 2 3 4	one ans	The discussion guide The programme The agenda The survey			
Sele	ct (1 2 3 4	one ans	The discussion guide The programme The agenda The survey ative information is most often analysed by?			
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Sele Q11 Sele	ct (1 2 3 4 ct (1	Qualit	The discussion guide The programme The agenda The survey ative information is most often analysed by? swer A computer One or more researchers reviewing the information			
Sele Q11 Sele	ct (1 2 3 4 ct (1 1 2 3	Qualit	The discussion guide The programme The agenda The survey ative information is most often analysed by? swer A computer One or more researchers reviewing the information Producing data tables			
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