

Ray Poynter Lesson 12

Name: _____

Q1 What is the MAIN role of market research?

Select one answer

- 1 To discover which services people want
- 2 To give customers what they want
- 3 To help businesses make better decisions

Q2 Which of the following are transactional and passive data most 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 mobile devices 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 is a large sample size most suitable for?

Select one answer

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

Q5 What is the MAIN method currently used by quantitative market research?

Select one answer

- 1 Focus groups
- 2 Surveys
- 3 Mystery shopping

Q6 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 fun
- 4 It should use very polite language

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

Select one answer

- 1 Yes
- 2 No

Q9 Which of the following is a double-barrelled question?

Select one answer

- 1 The bus was clean
- 2 The bus was on time
- 3 The bus was clean and on time
- 4 The bus was cancelled

Q10 Which of these samples is most likely to produce the correct result for a quantitative project using a survey?

Select one answer

- 1 A large unrepresentative sample
- 2 A small unrepresentative sample
- 3 A large representative sample
- 4 A small representative sample

Q11 What is a survey response rate?

Select one answer

- 1 How many people were invited
- 2 How quickly people complete the survey
- 3 The percentage of the people invited who respond to the survey invitation
- 4 The number of people who do not respond to the survey invitation

Q12 If 10% of a sample of Japanese housewives say they shop at Mitsukoshi then which of the following is true?

Select one answer

- 1 10% of the Japanese population shop at Mitsukoshi
- 2 10% of Japanese housewives shop at Mitsukoshi
- 3 10% of Japanese housewives say they shop at Mitsukoshi
- 4 10% of the sample said they shop at Mitsukoshi