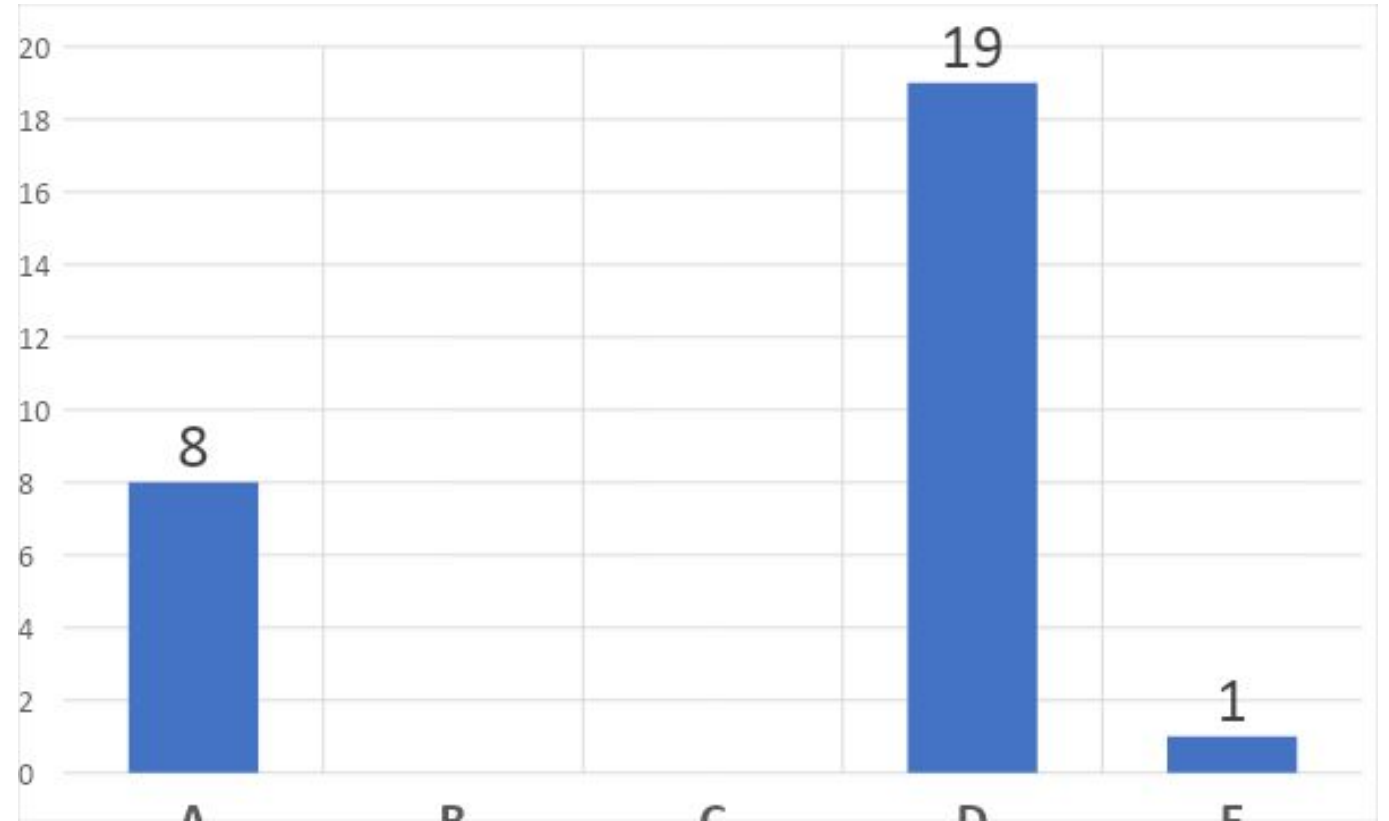


Background Knowledge  
Probe: Results

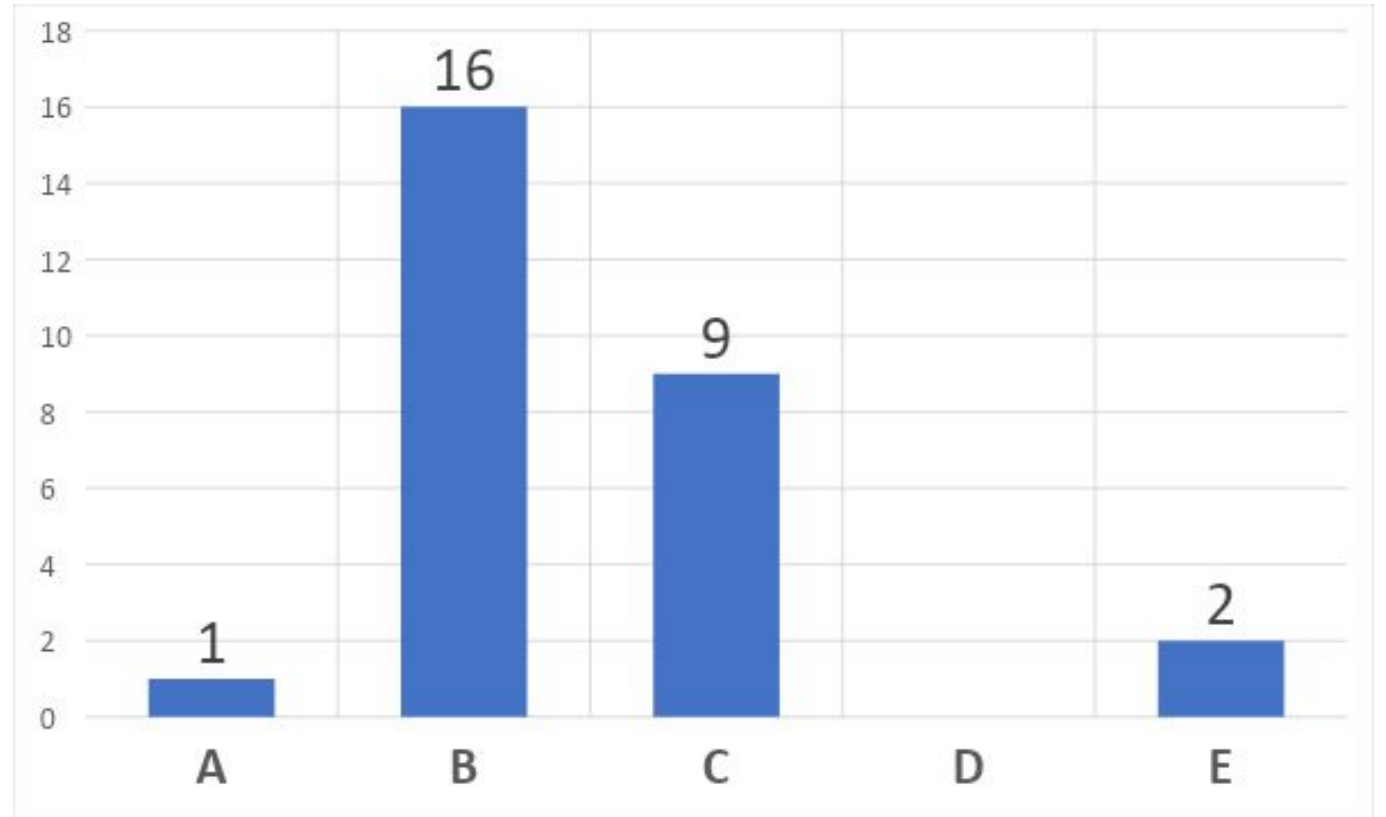
**1. Which one of the following scenarios represents a marketing research study?**

- A** A focus group is held for a local soup manufacturer to decide what flavors they should develop.
- B** A survey is conducted in a theme park to discover why attendance has dropped.
- C** Doctors are interviewed about whether a new facial plastic surgery tool would work for surgery.
- D** All the answers are correct.
- E** I don't know



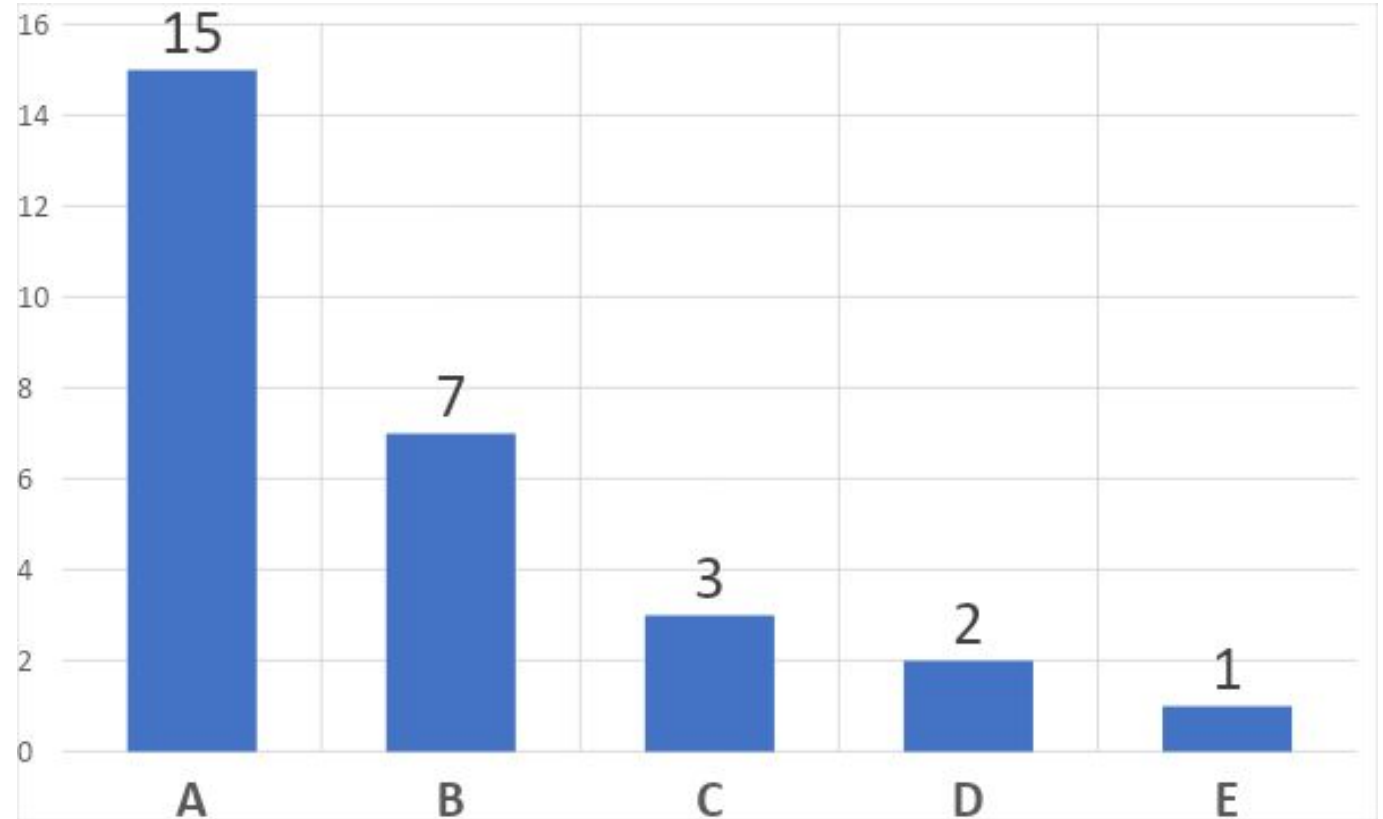
**2. Which of the following would be considered secondary data collection?**

- A** Bringing in a focus group to get its opinion on a new product.
- B** Examining information such as competitor price offerings.
- C** Observing the outcomes of customer-salesperson interactions.
- D** Creating a survey to determine customer satisfaction.
- E** I don't know



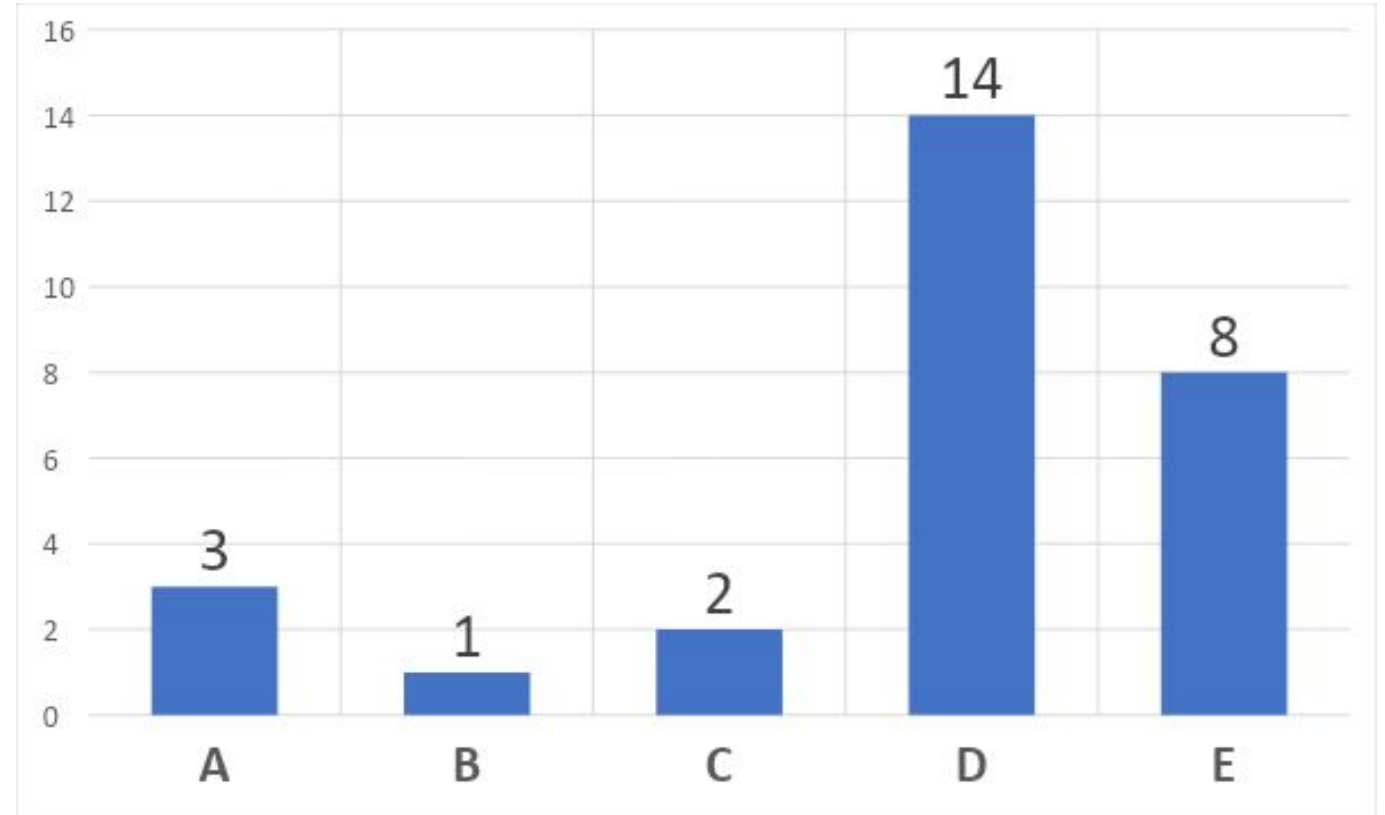
**3. Which one of the following is the best explanation of primary data?**

- A** Data that is collected specifically for the research at hand
- B** Data that has been collected by a leading research institute and is considered prime
- C** The opposite of secondary data
- D** Data that is the most important information collected
- E** I don't know



#### 4. Ad Hoc research could best be defined as:

- A** Research that is commissioned by a specific organization to address questions specific to the individual organization.
- B** Research that is targeted exclusively toward the manufacturing sector.
- C** Research that is conducted by a market research firm and sold to any business or organization that finds data useful.
- D** Research about customer habits, income levels, education level, and household family size.
- E** I don't know



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**5. Which of the following is an example of a closed-ended question?**

**A** Why do you shop at the sandwich shop?

**B** How often do you shop in the local store?

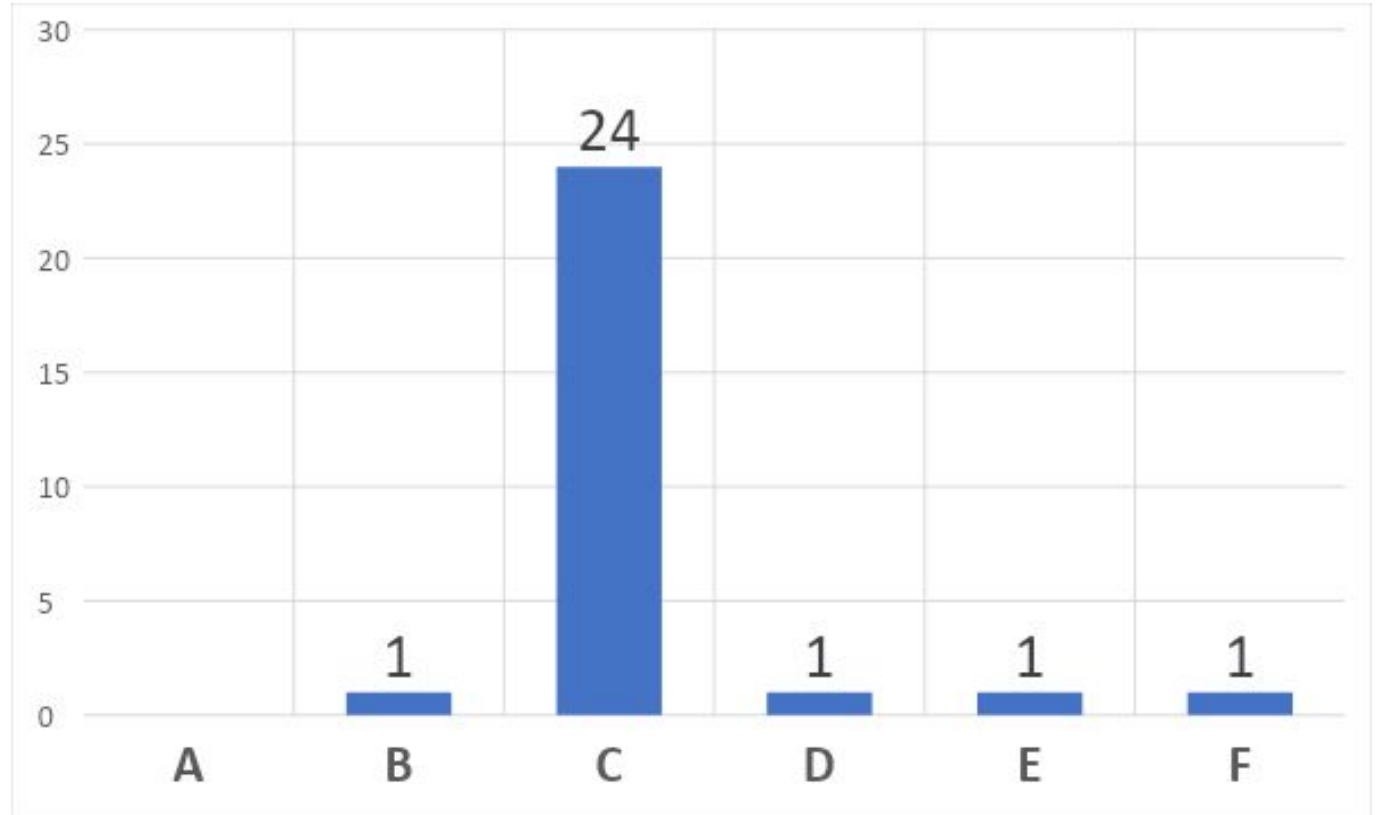
**C** Is Jose's Tacos your favorite place to eat?

**D** Could you describe your favorite sandwich?

**E** How long have you shopped in the local bakery?

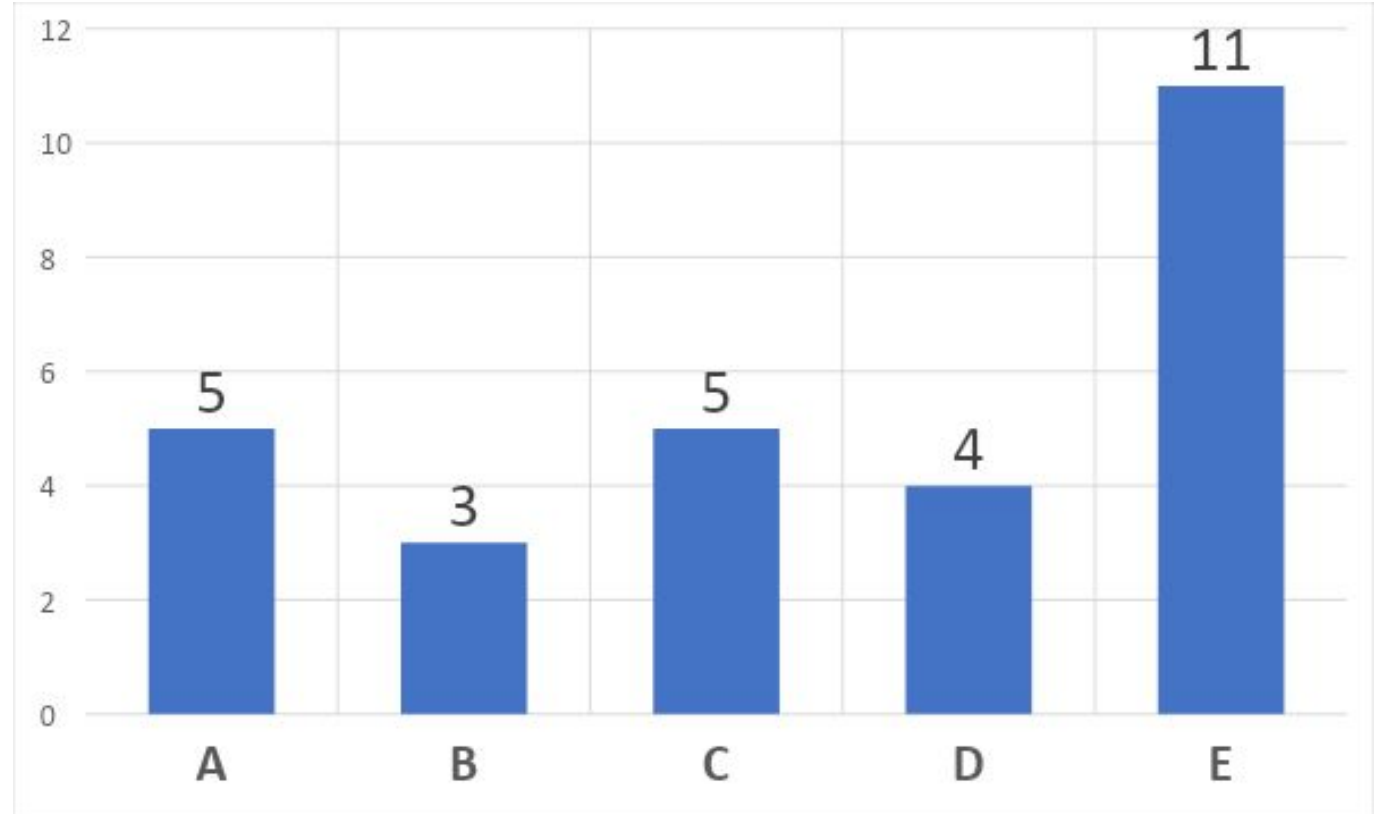
**F** I don't know

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**6. Reading through a transcript, looking for patterns, and marking it up is known as what?**

- A** Coding
- B** Data collection
- C** Segmentation
- D** Data reduction
- E** I don't know



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**7. Which of these methods is used in qualitative research?**

**A** Focus group

**B** Discussion

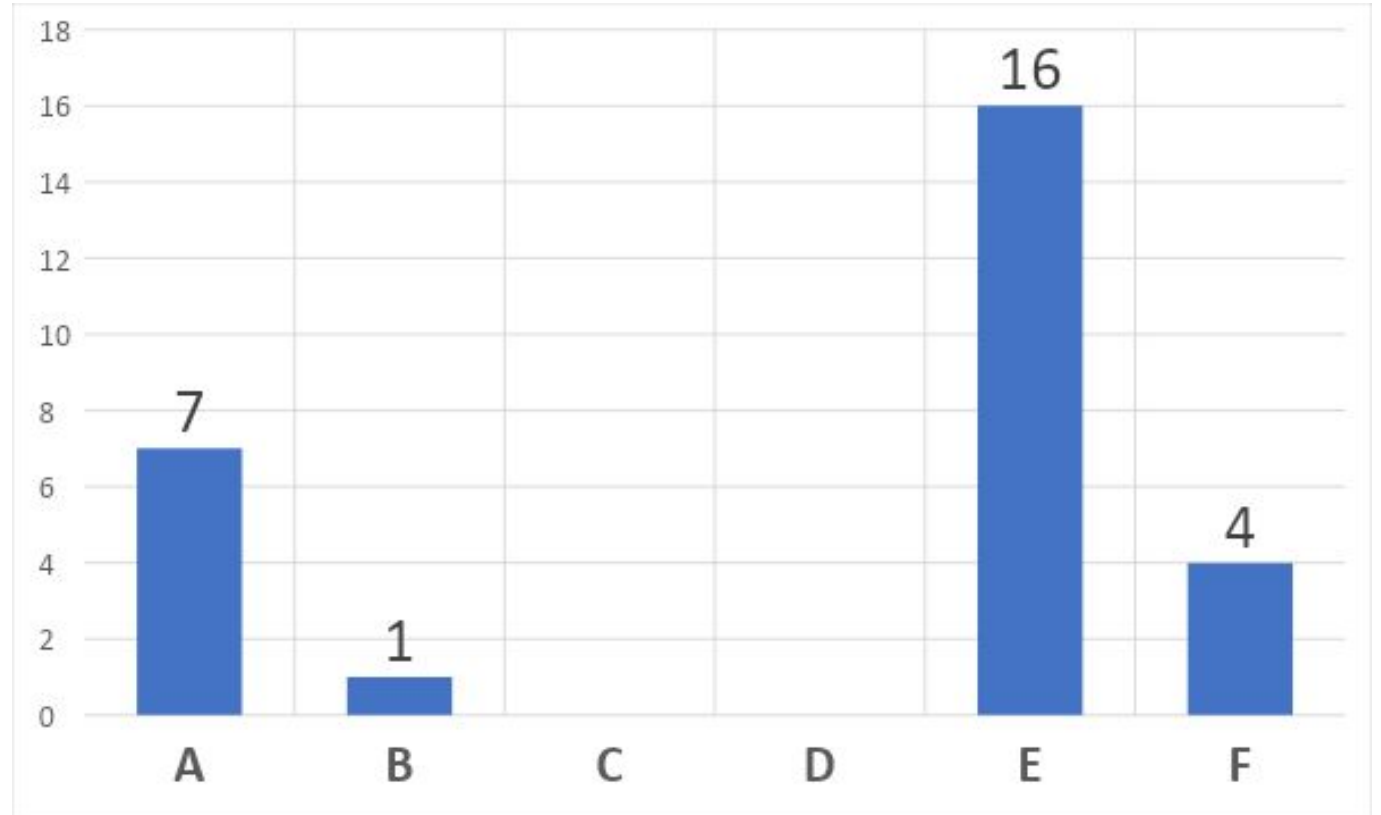
**C** Conversation

**D** None are correct

**E** All are correct

**F** I don't know

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**8. Which market research method gives you the numbers so you can backup your decision?**

**A** Quantitative

**B** Qualitative

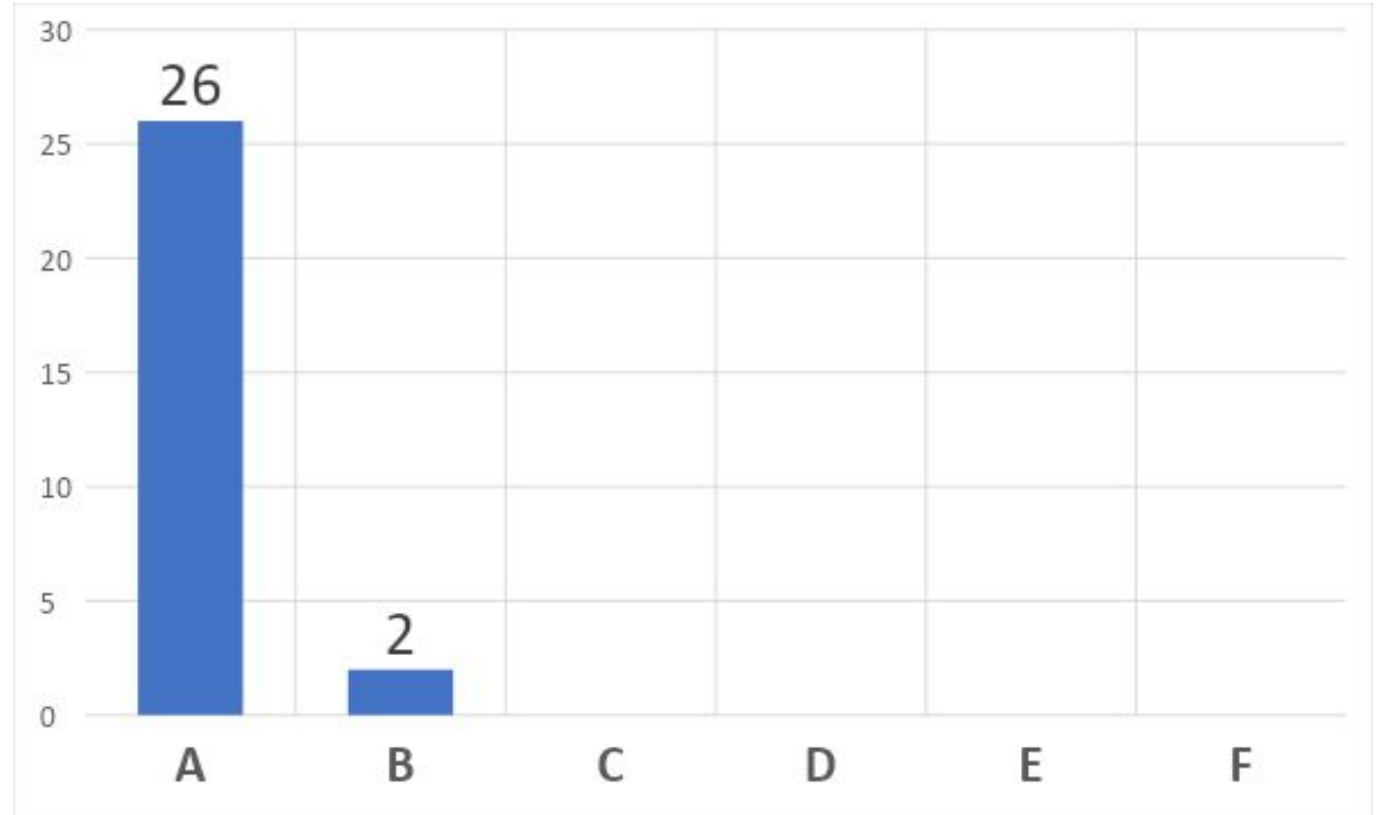
**C** Random

**D** None are correct

**E** All are correct

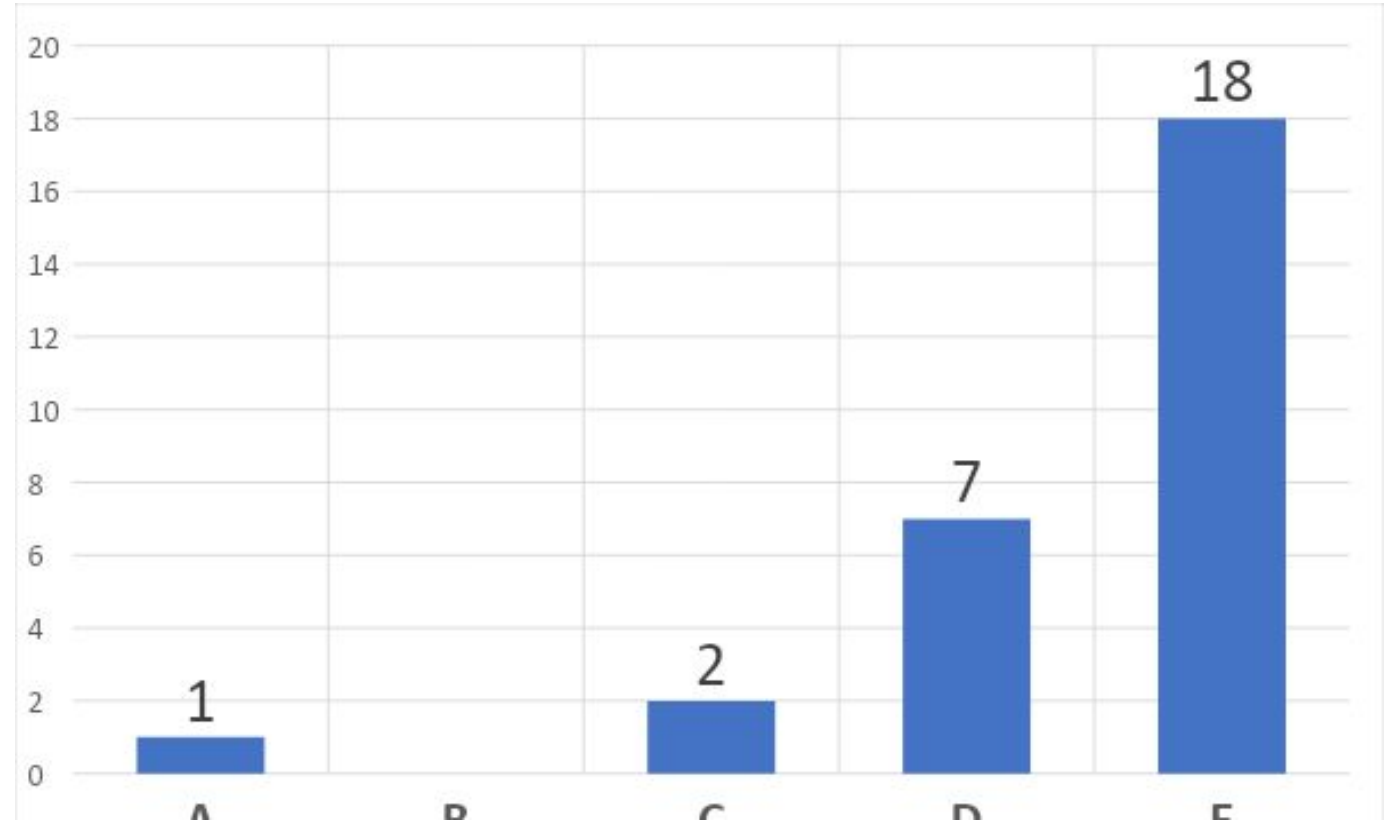
**F** I don't know

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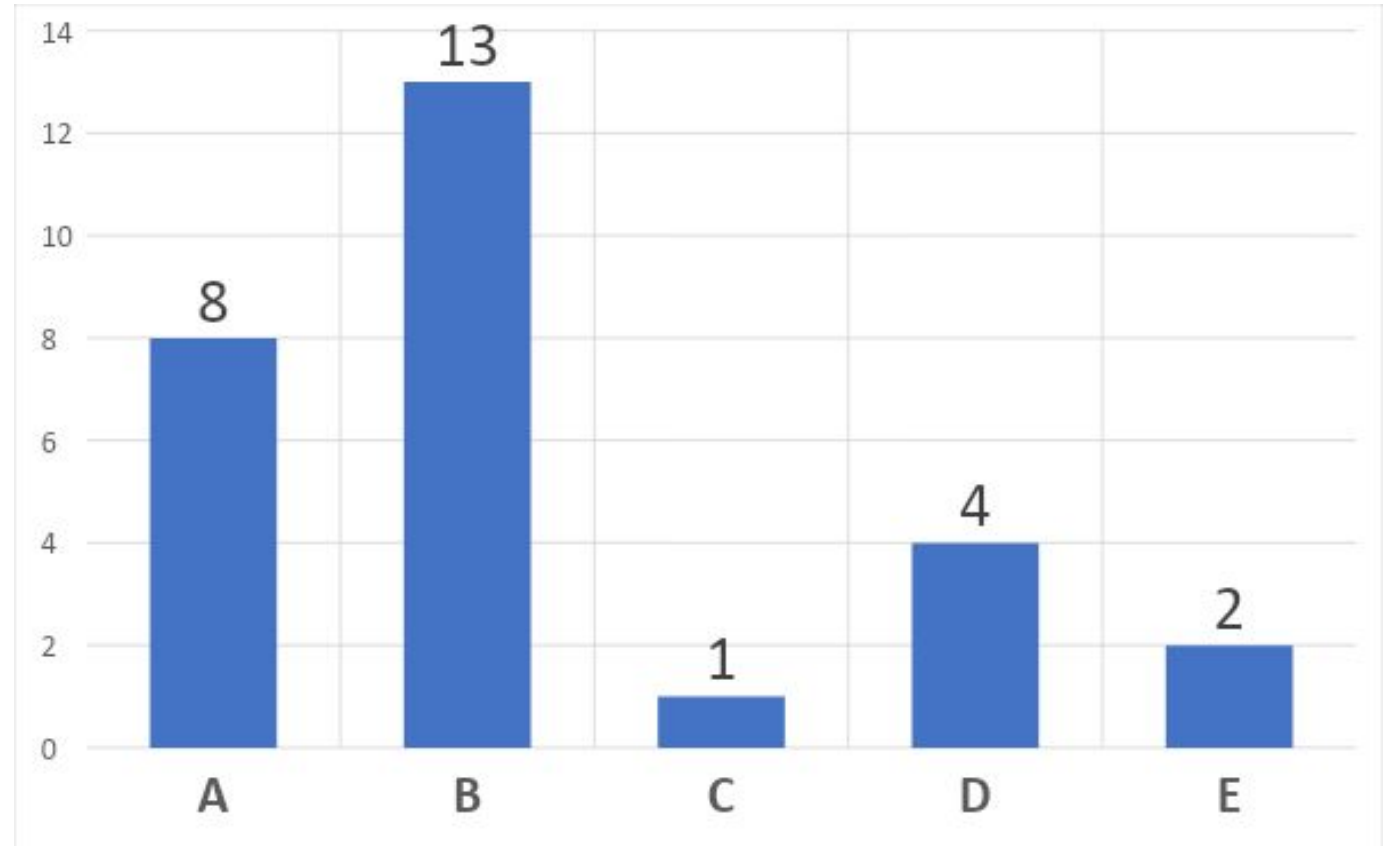
**9. Which of the following is a part of the Marketing Research Association's code of conduct?**

- A** Protect the privacy of the respondent
- B** Identify themselves and their organization
- C** Notify the respondent if the data collection process is being recorded
- D** All of the answers are correct
- E** I don't know



**10. Which of the following is the BEST example of a good research question?**

- A** What time should we open and close the store in order to capture the most customers?
- B** Why do customers prefer to eat at restaurant A nearly twice as much as they eat at restaurant B?
- C** How many square feet do we need in order to stock all of the products we intend to sell?
- D** What is the average number of dogs owned by a customer who purchases dog food at a specialty pet food store?
- E** I don't know



**11. What is the best way to prevent sampling error?**

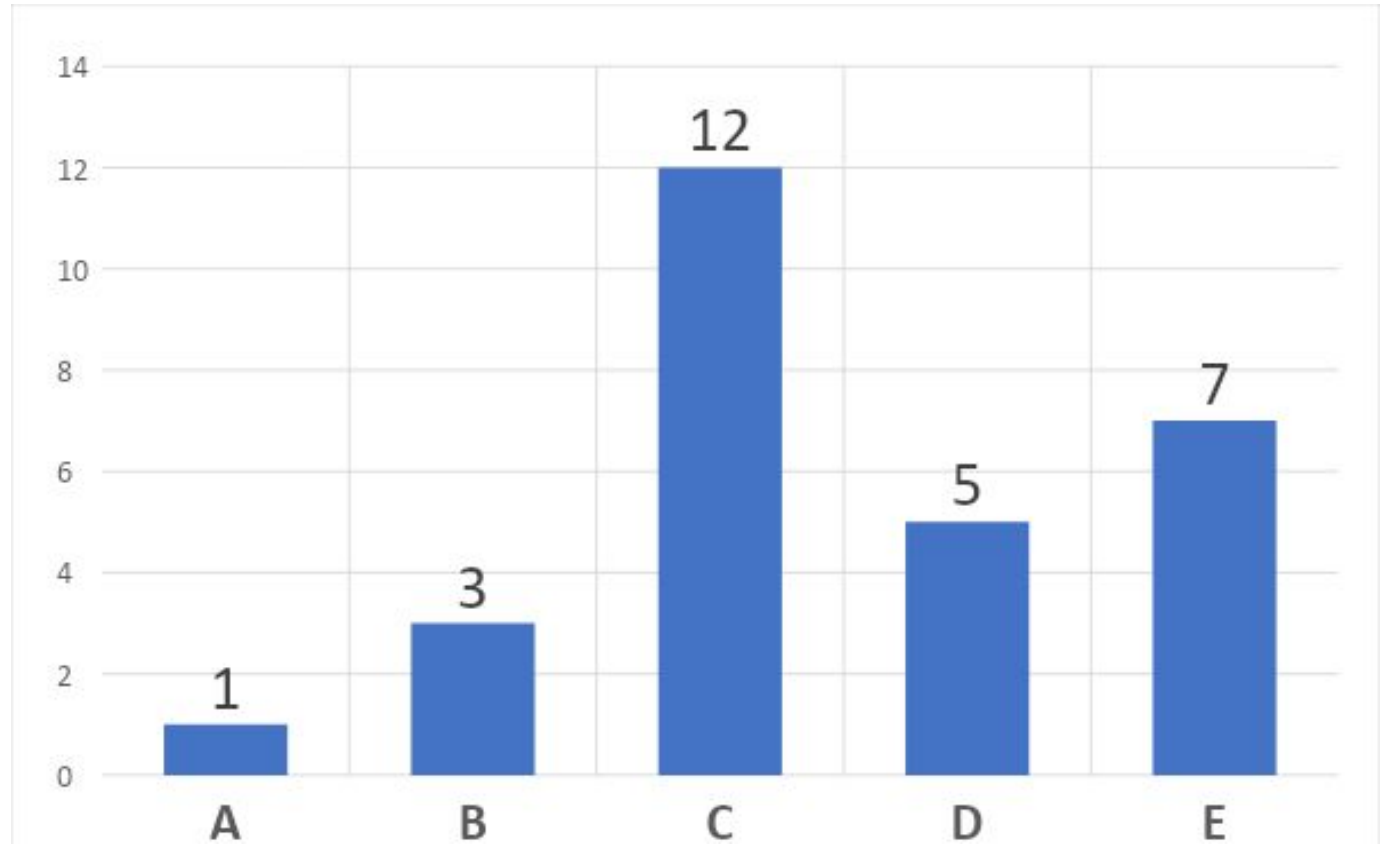
**A** Randomize question order

**B** Conduct one-on-one interviews

**C** Randomize selection of participants

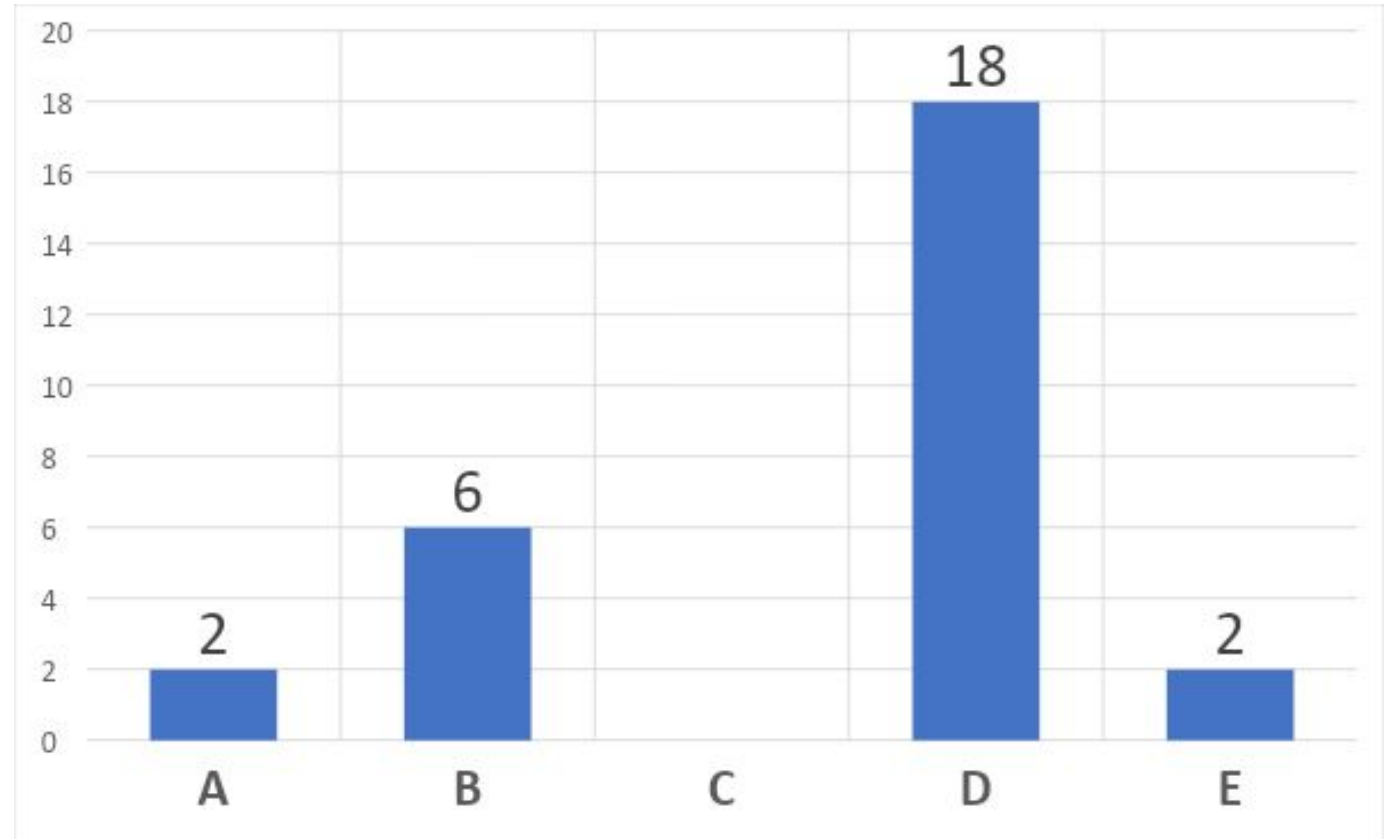
**D** Include more of the population in your study

**E** I don't know



## 12. Why are open-ended questions considered useful?

- A They translate directly into statistical methods
- B They are the most accurate
- C They are the most scientific
- D They elicit free responses from participants
- E I don't know



**13. Which statistical software is open source but a high learning curve?**

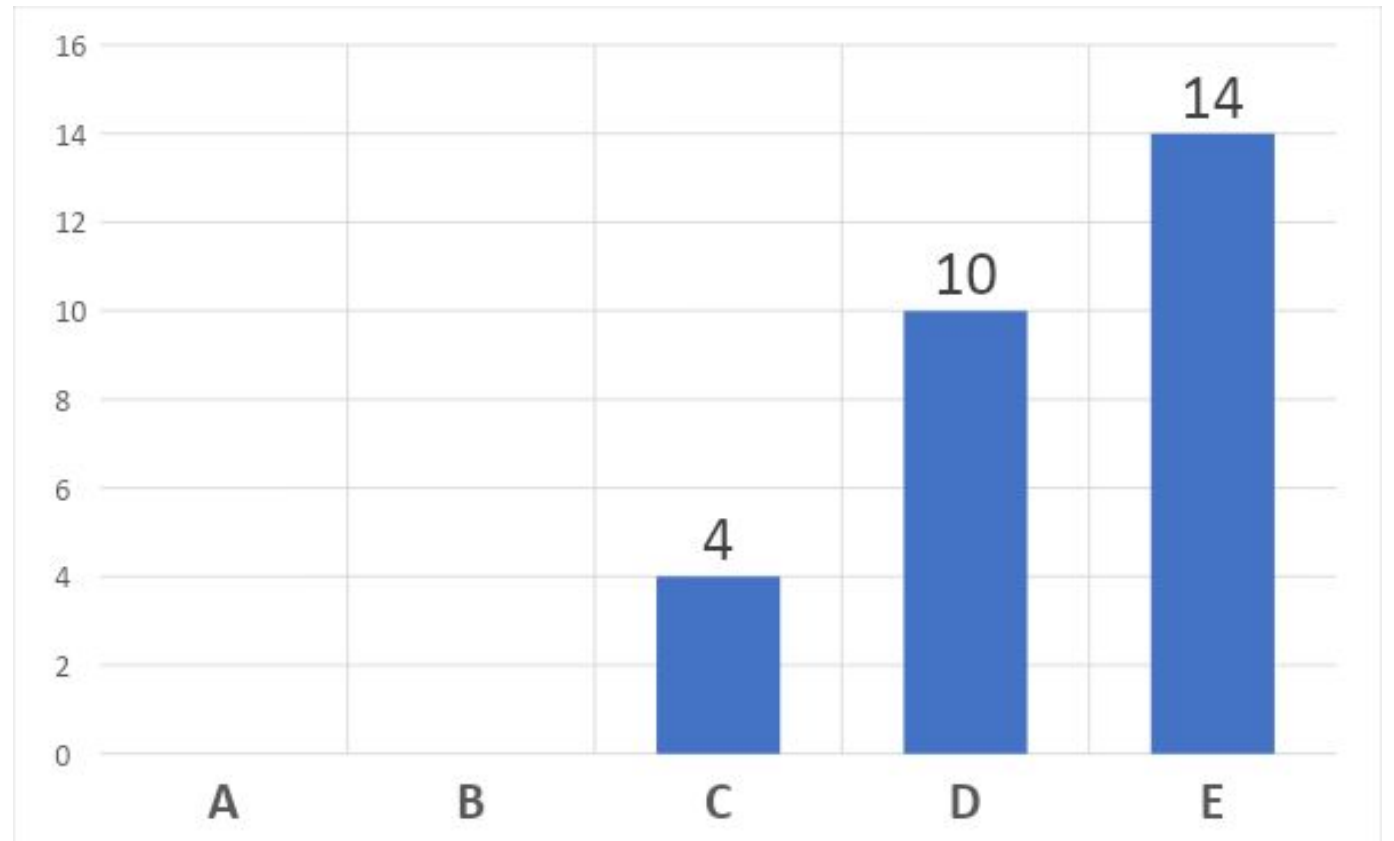
**A** SPSS Modeler

**B** SAS

**C** SPSS

**D** R

**E** I don't know



**14. Which of the following statements regarding exploratory factor analysis (EFA) is NOT correct?**

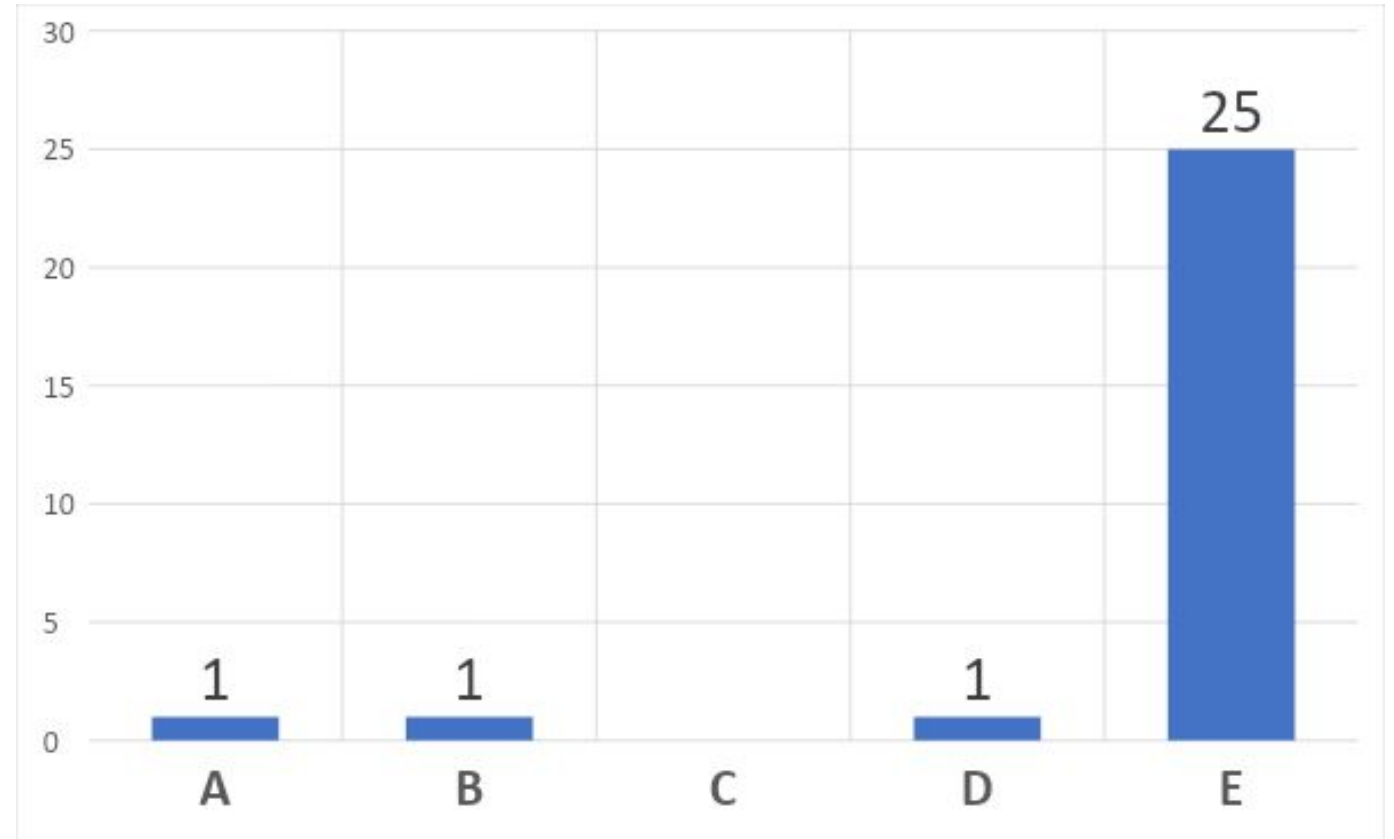
**A** EFA does not require you to predetermine the number of factors or the relationship between the factors and the observed variables.

**B** EFA identifies the factor structure.

**C** EFA can explain a maximum variance amount.

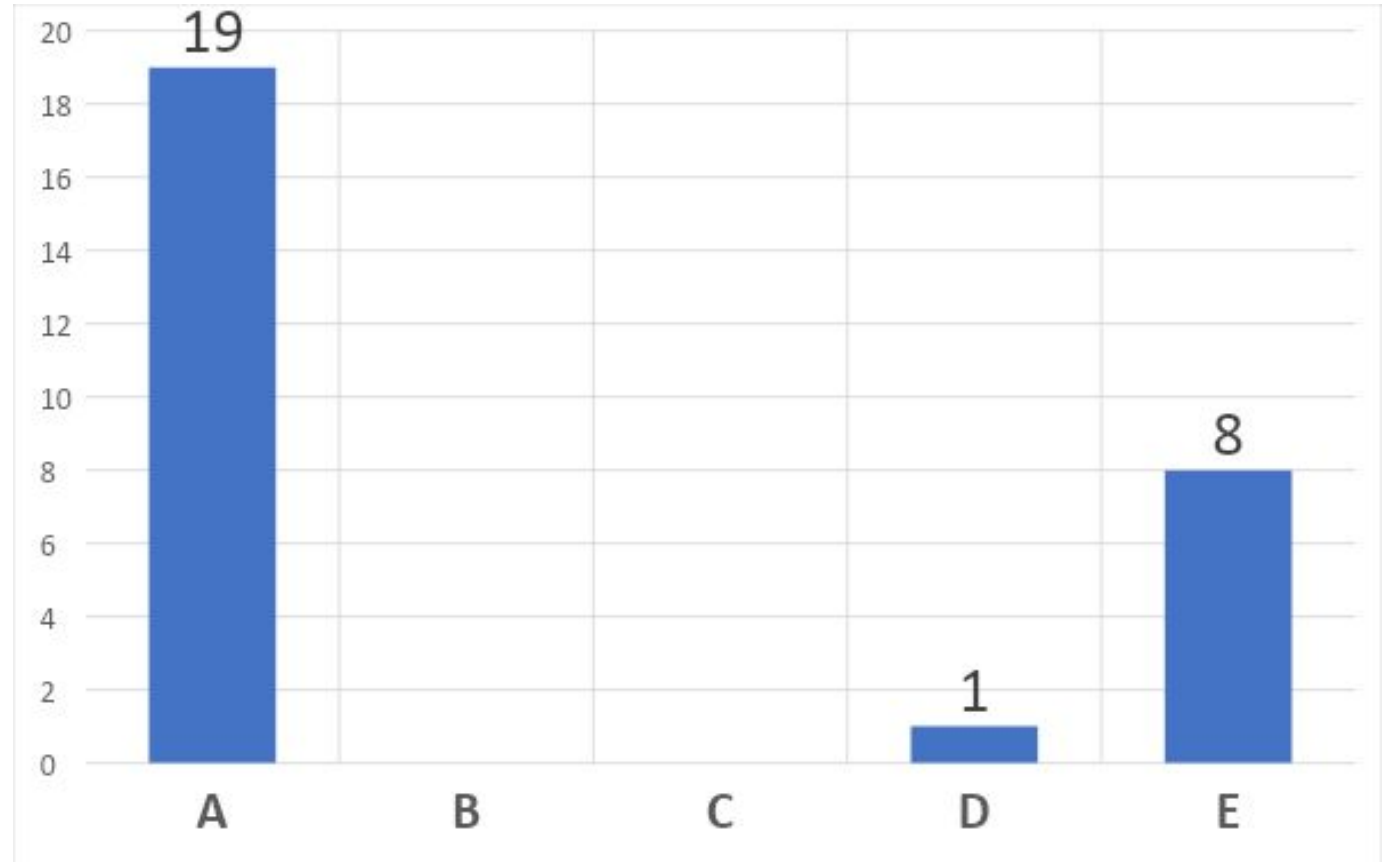
**D** EFA involves a specific hypothesis based on previous research or theory.

**E** I don't know



15. A good market research proposal will begin by establishing the \_\_\_\_\_ of the proposed study.

- A Purpose and scope
- B Weighted scorecard and scope
- C Scope and weighted scorecard
- D Scope and Gantt Chart
- E I don't know





Many thanks to Nikita Glazkov and Anna Sergeeva  
who did this analysis!