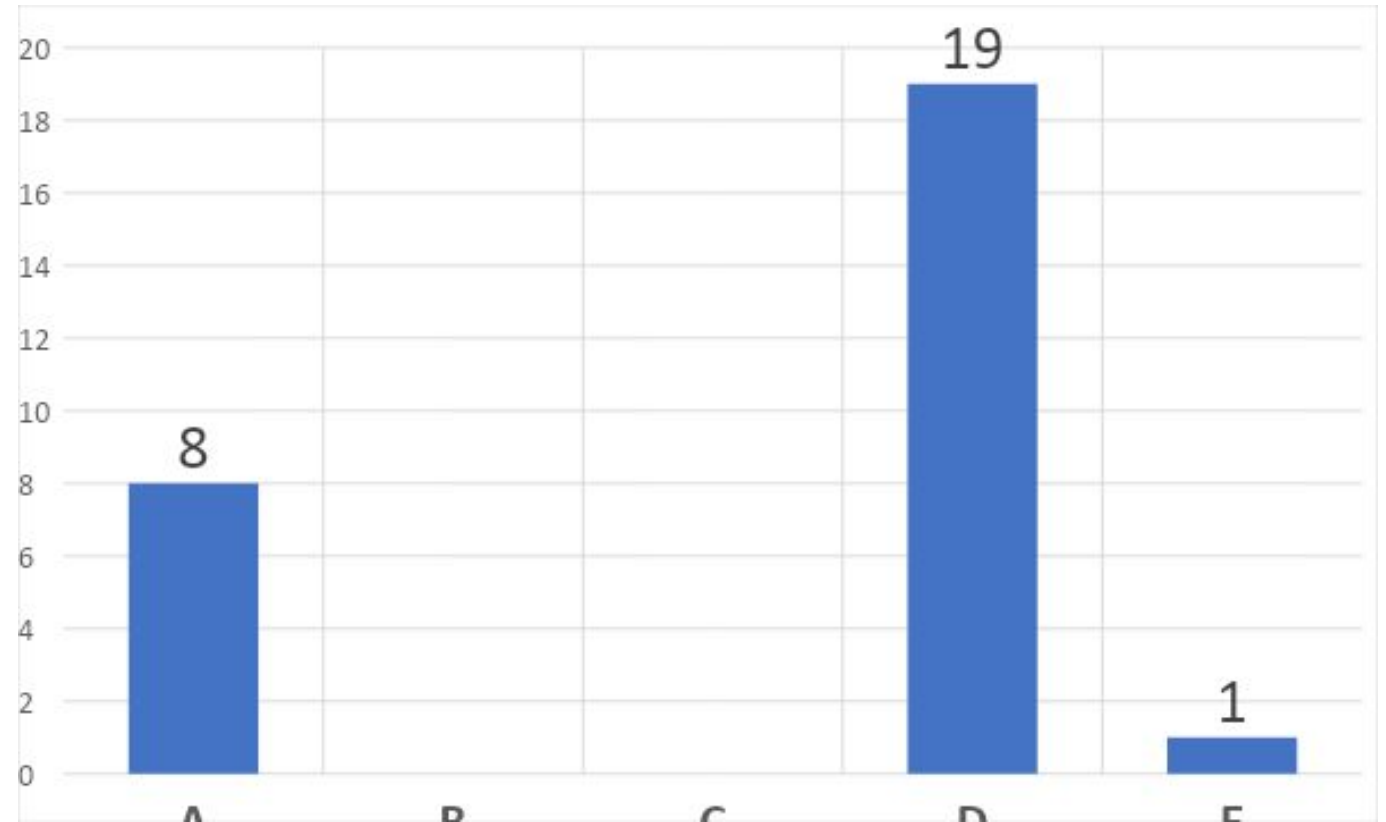


Background Knowledge Probe: Results

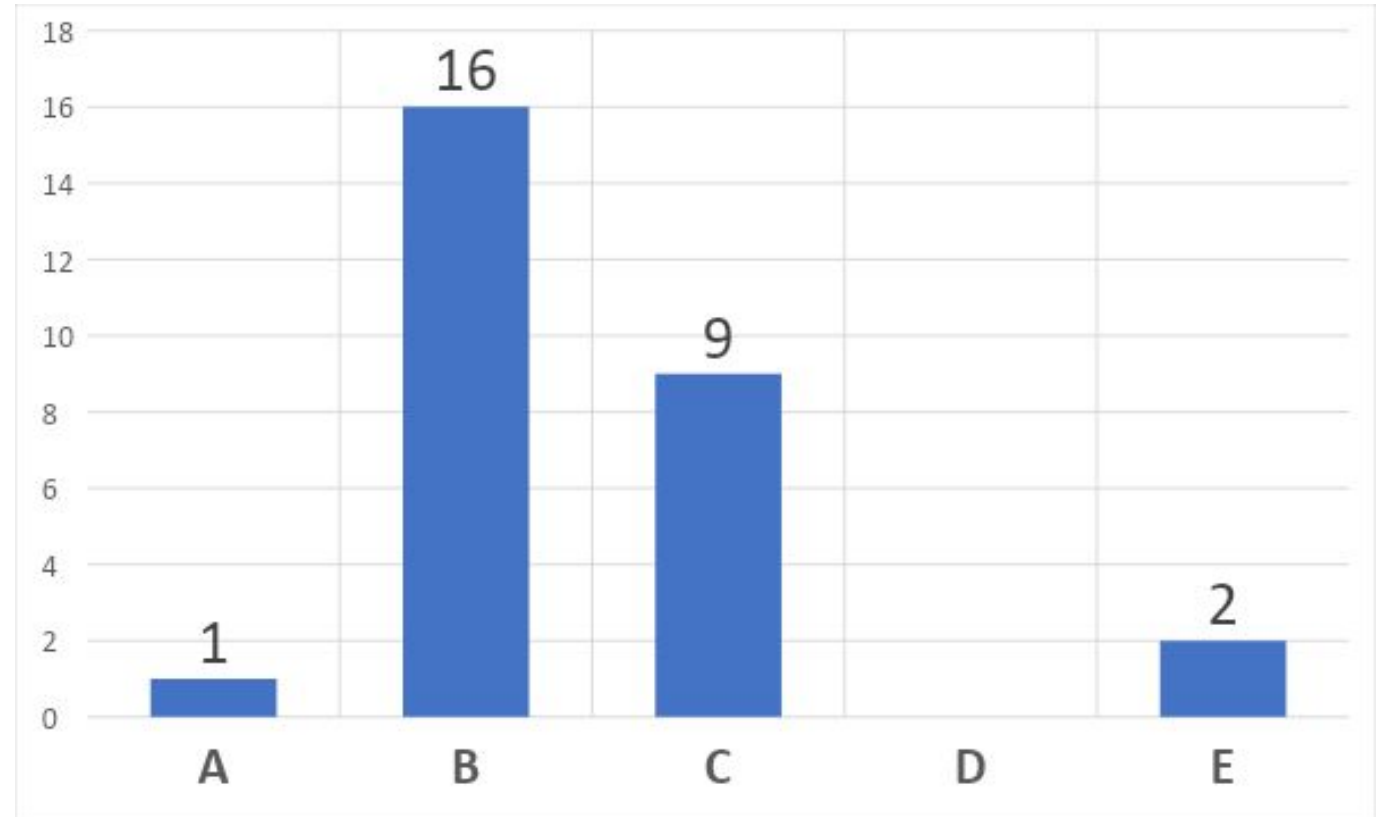
1. Which one of the following scenarios represents a marketing research study?

- 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



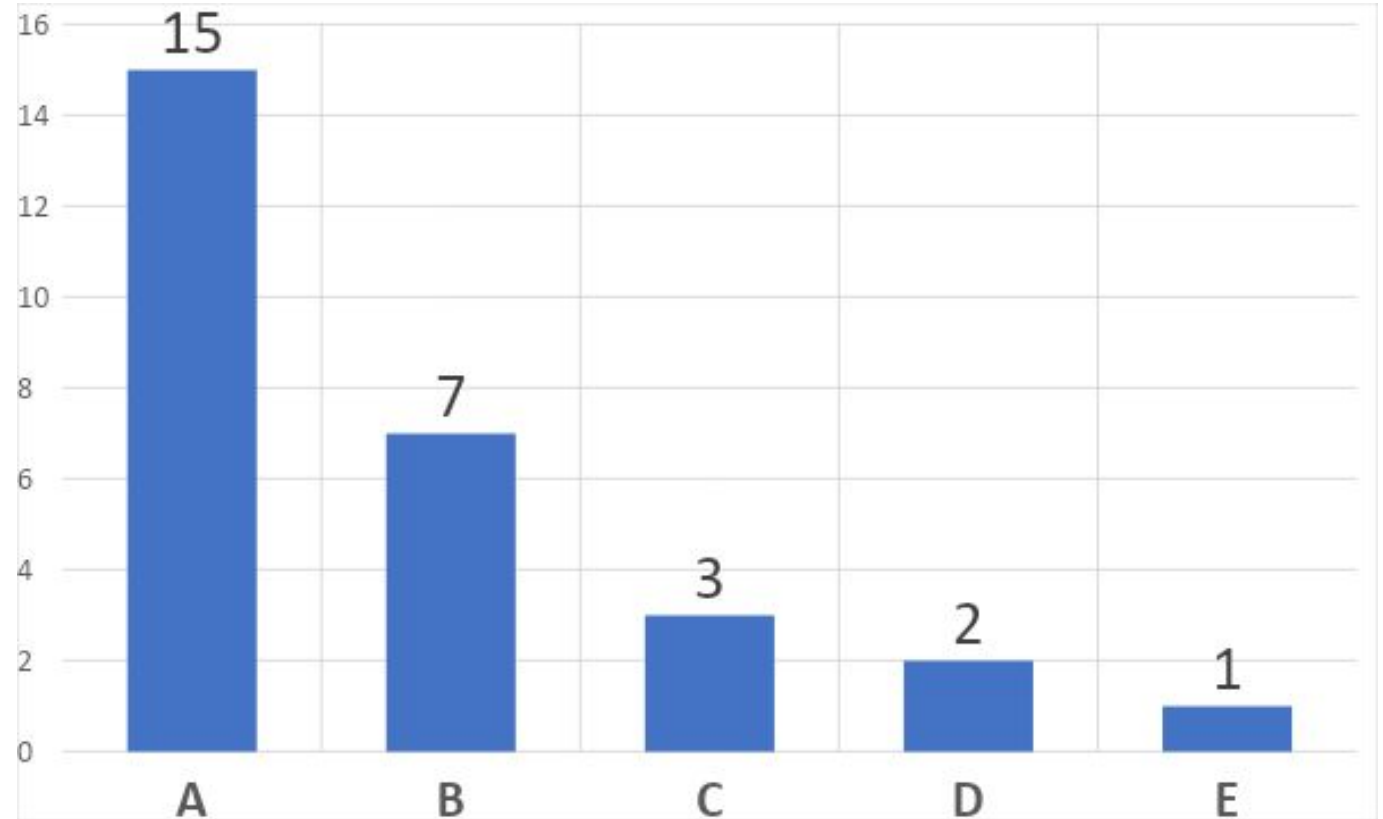
2. Which of the following would be considered secondary data collection?

- 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



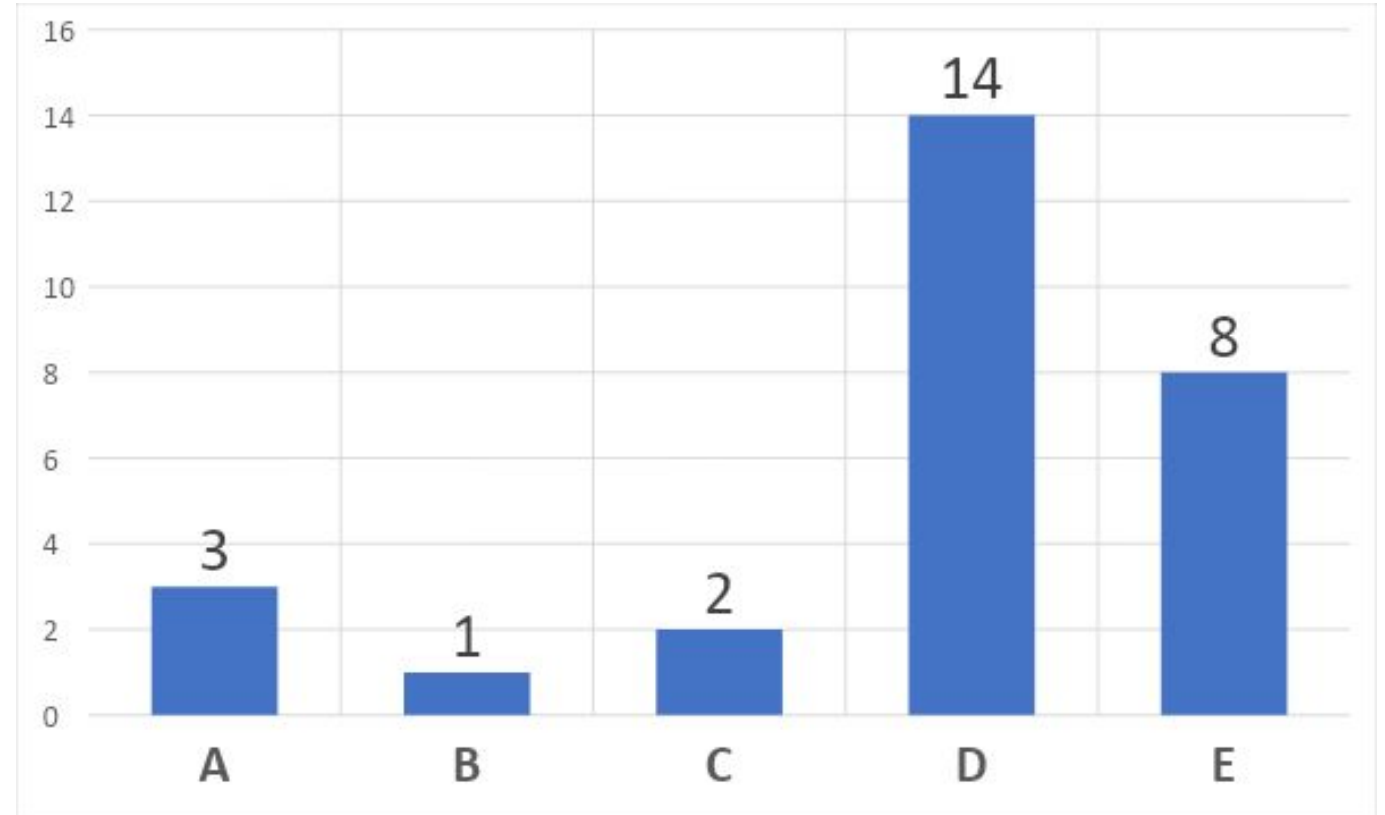
3. Which one of the following is the best explanation of primary data?

- 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



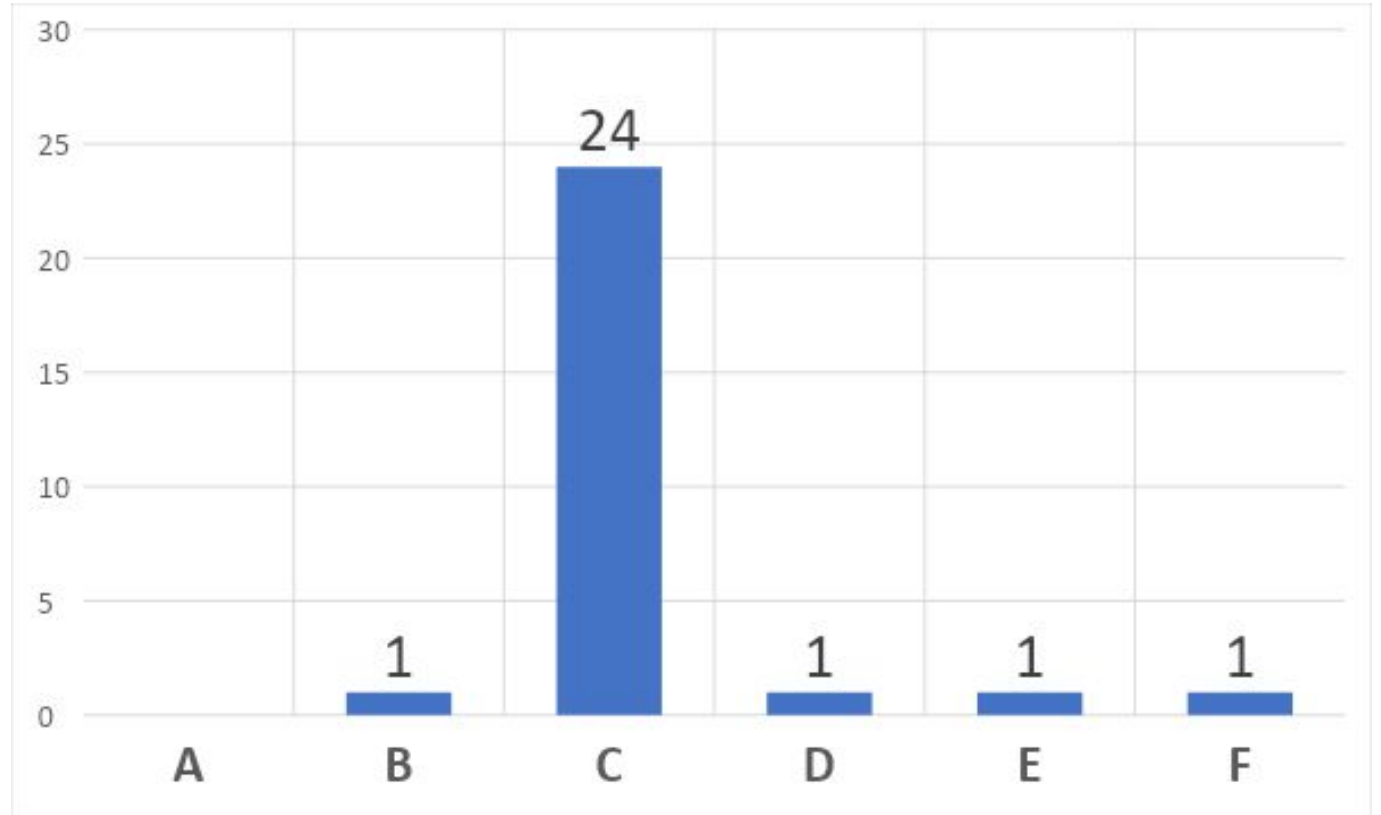
4. Ad Hoc research could best be defined as:

- 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



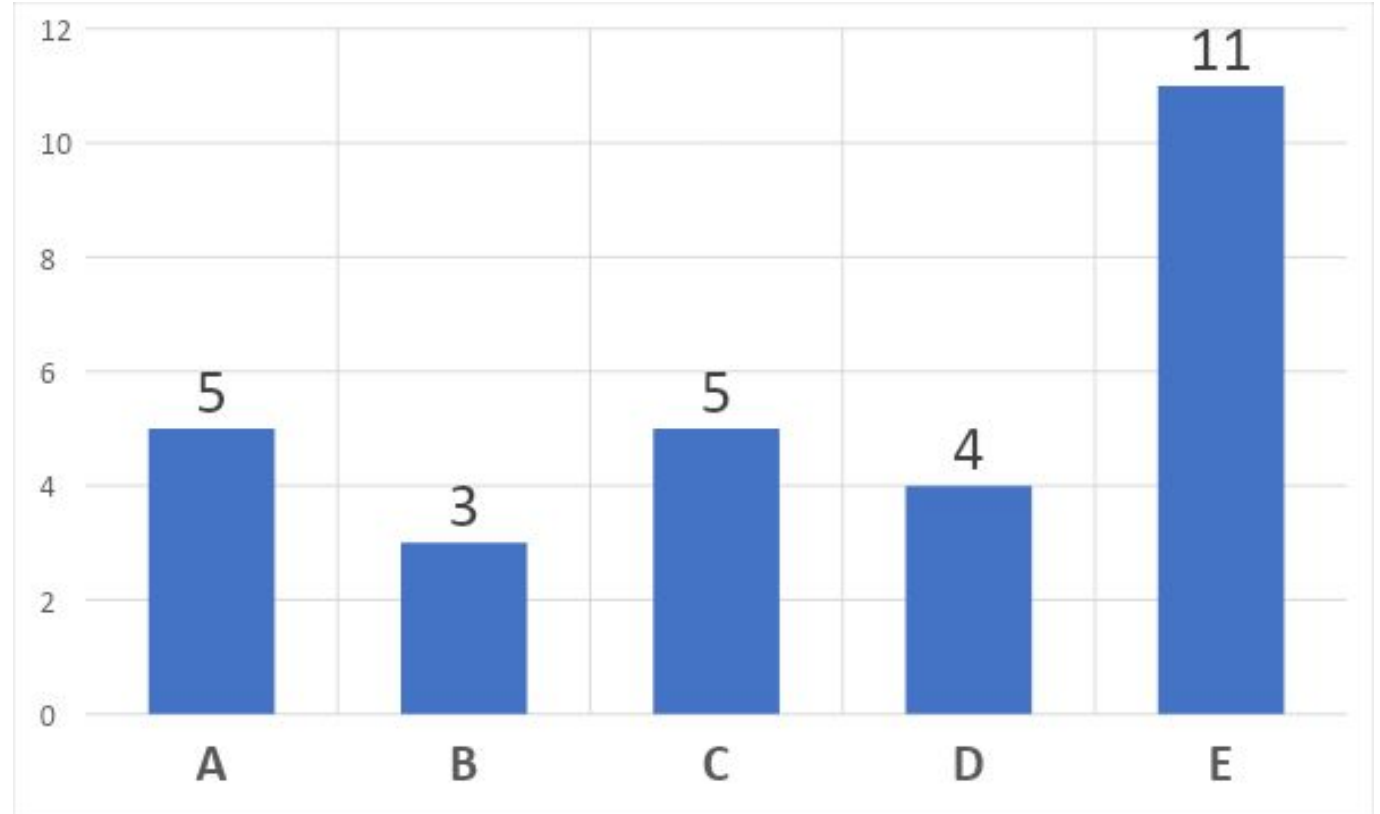
5. Which of the following is an example of a closed-ended question?

- 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
-



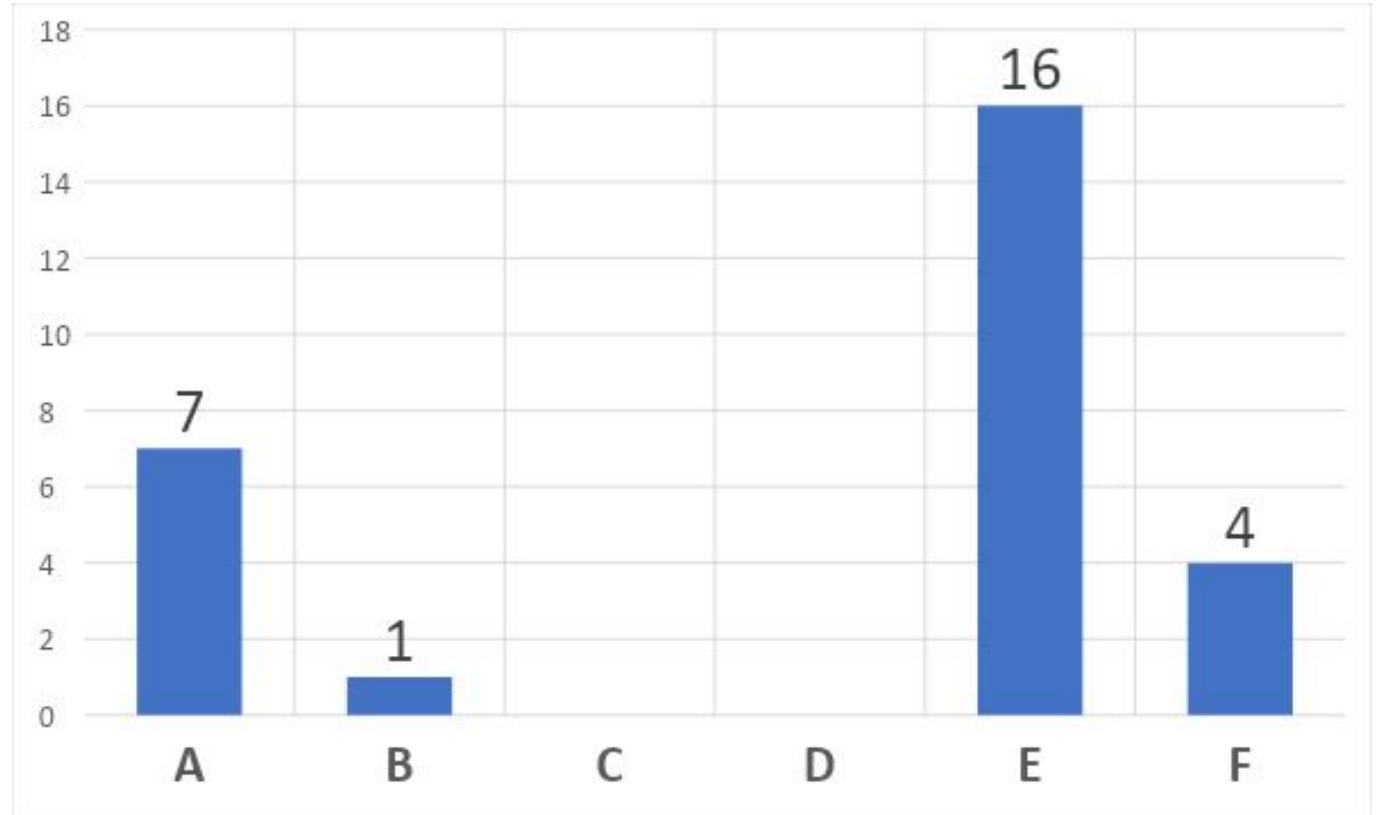
6. Reading through a transcript, looking for patterns, and marking it up is known as what?

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



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
-



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

A Quantitative

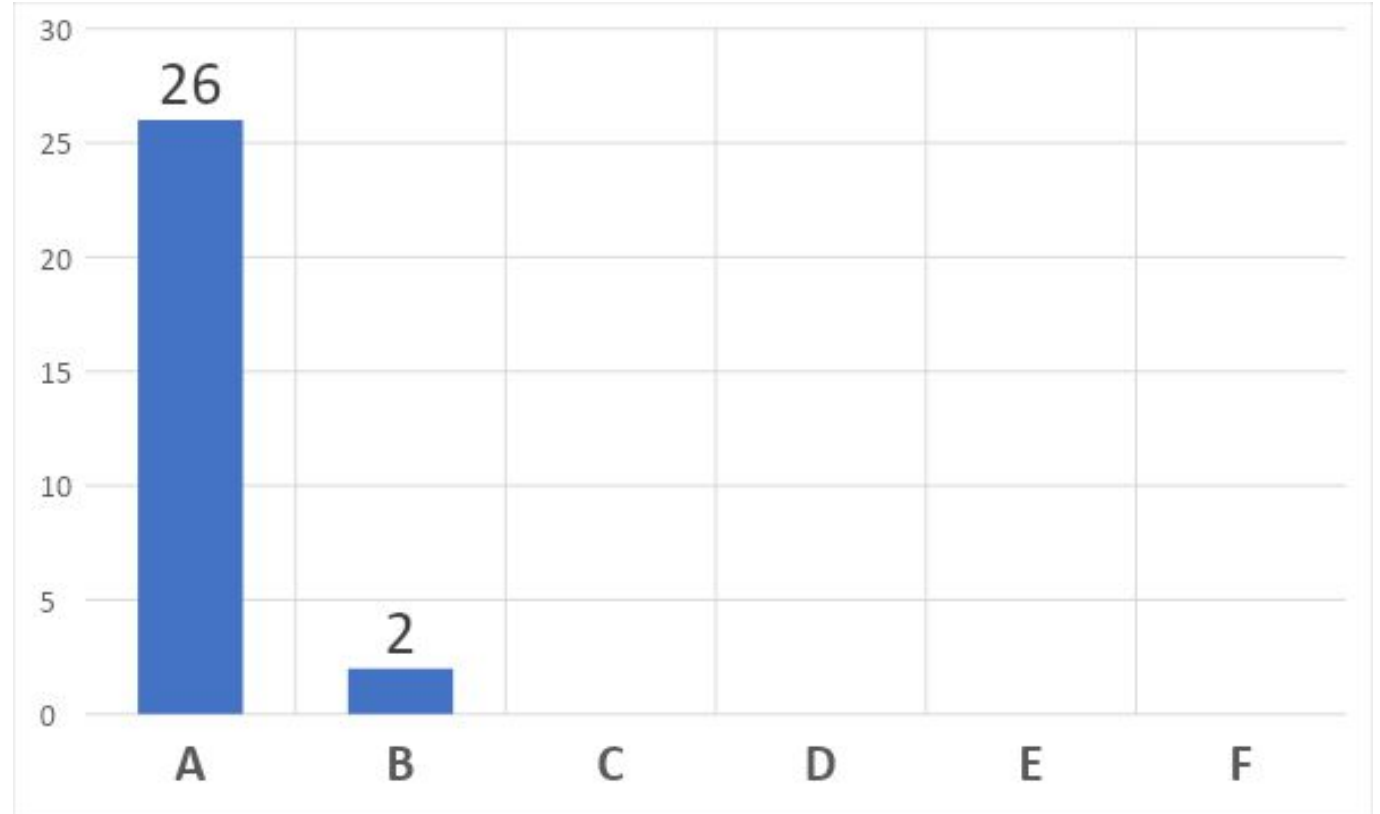
B Qualitative

C Random

D None are correct

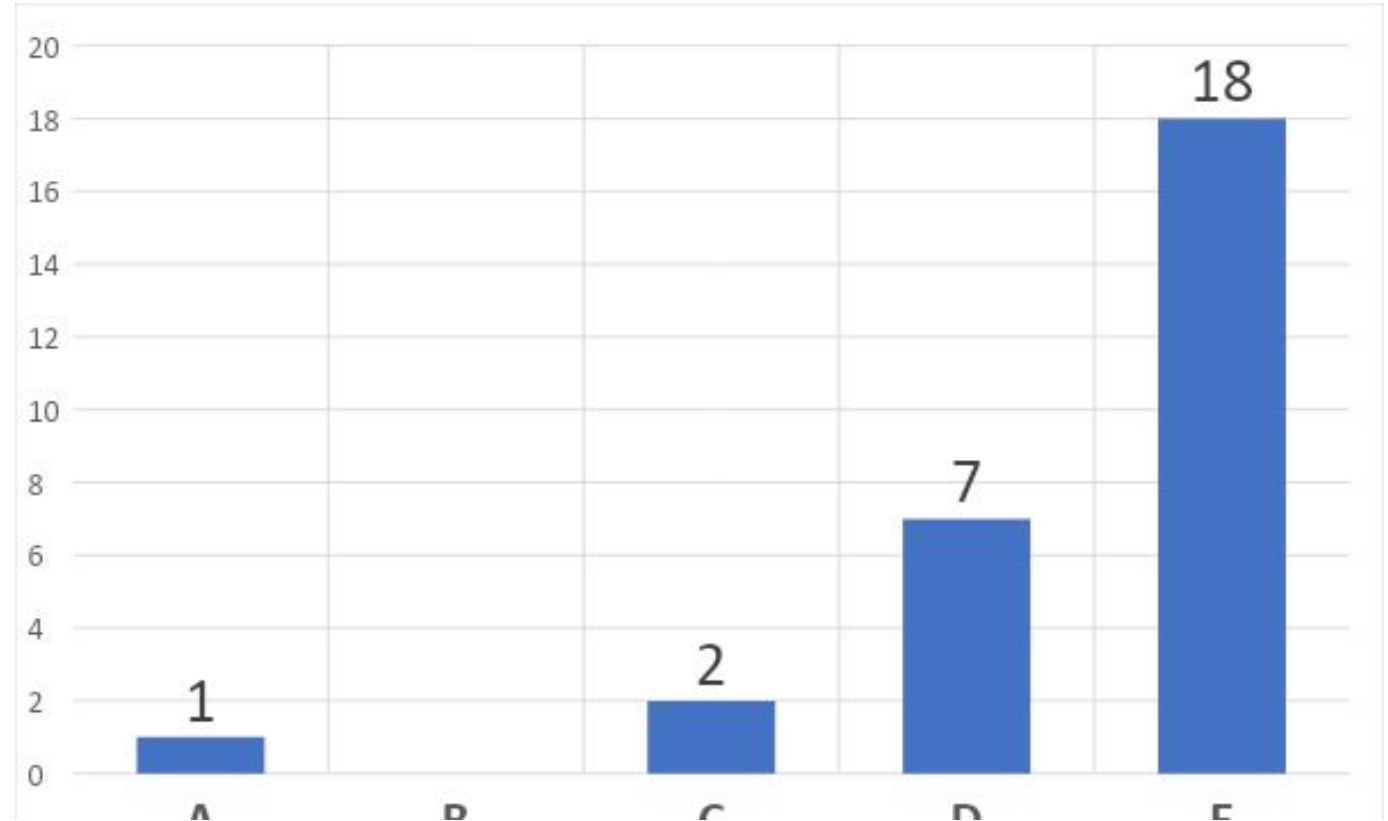
E All are correct

F I don't know



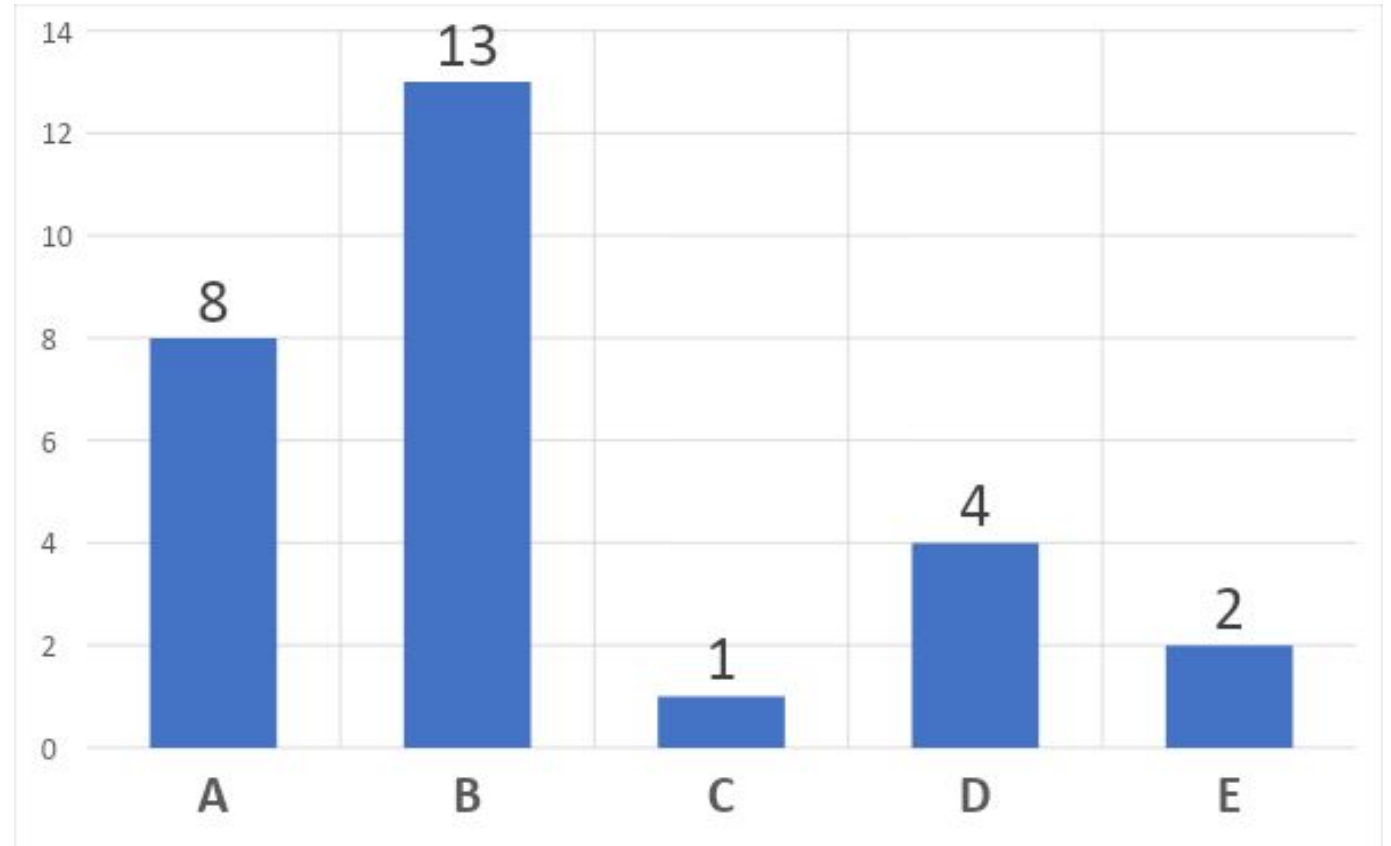
9. Which of the following is a part of the Marketing Research Association's code of conduct?

- 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



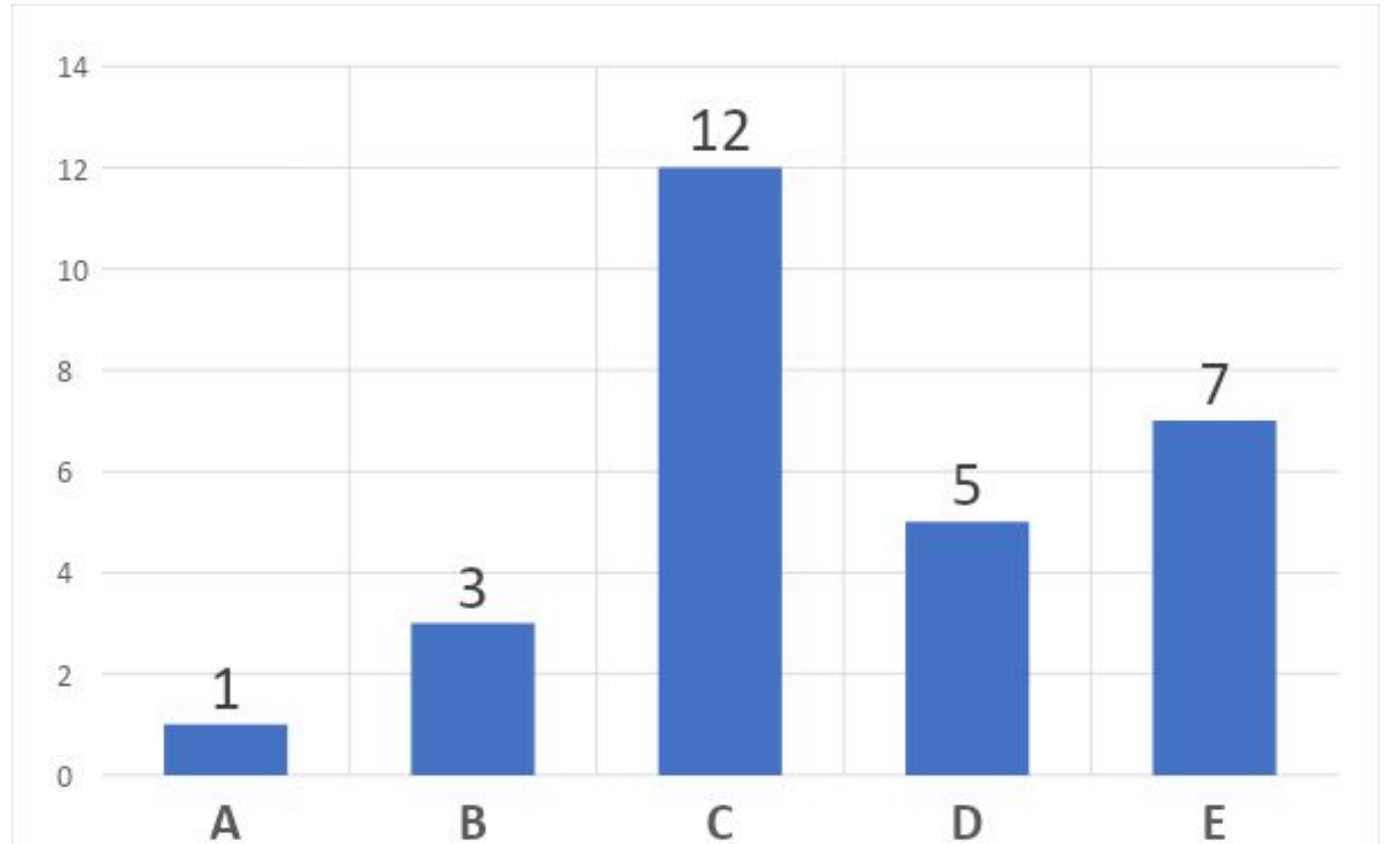
10. Which of the following is the BEST example of a good research question?

- 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



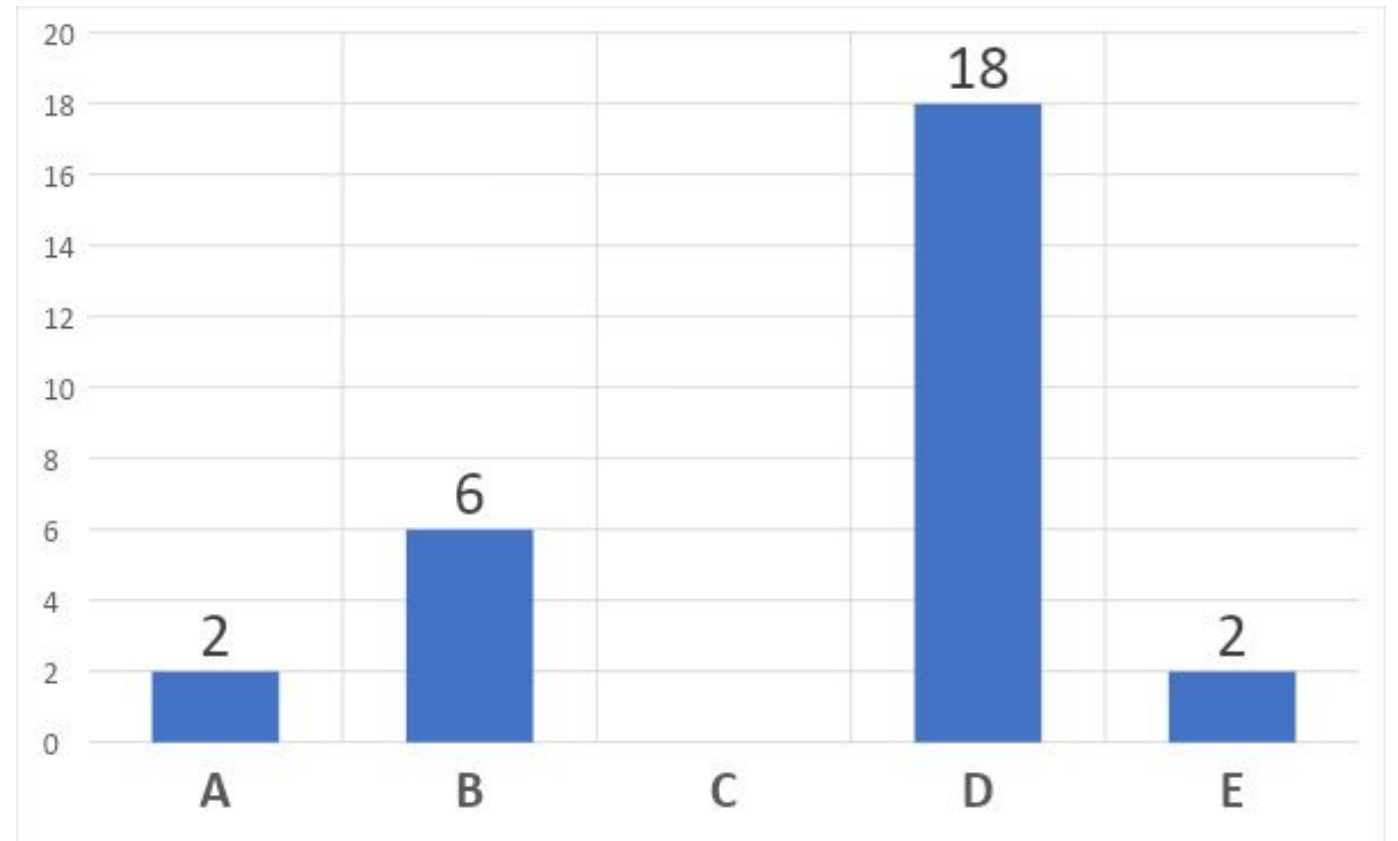
11. What is the best way to prevent sampling error?

- 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?

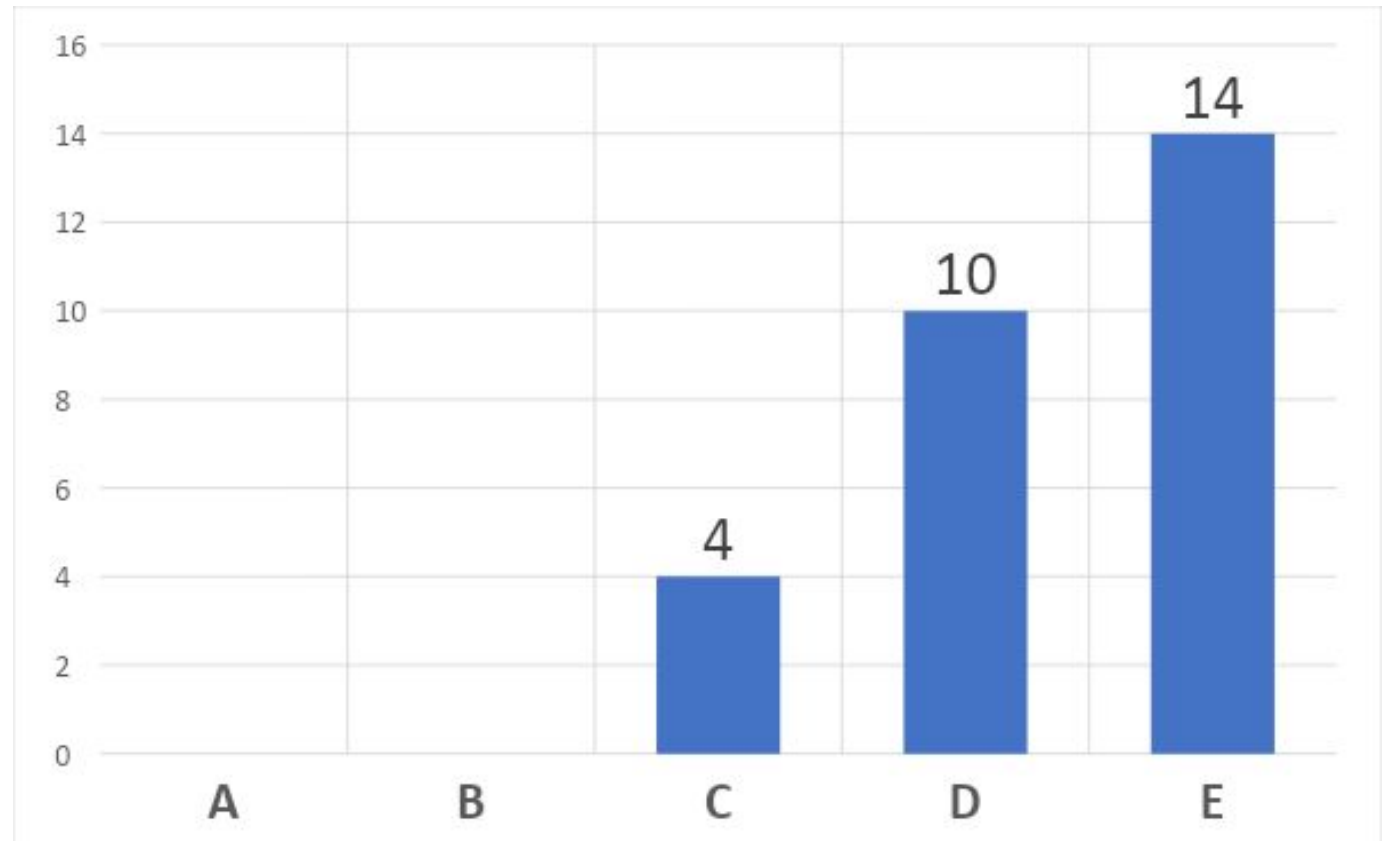
A SPSS Modeler

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?

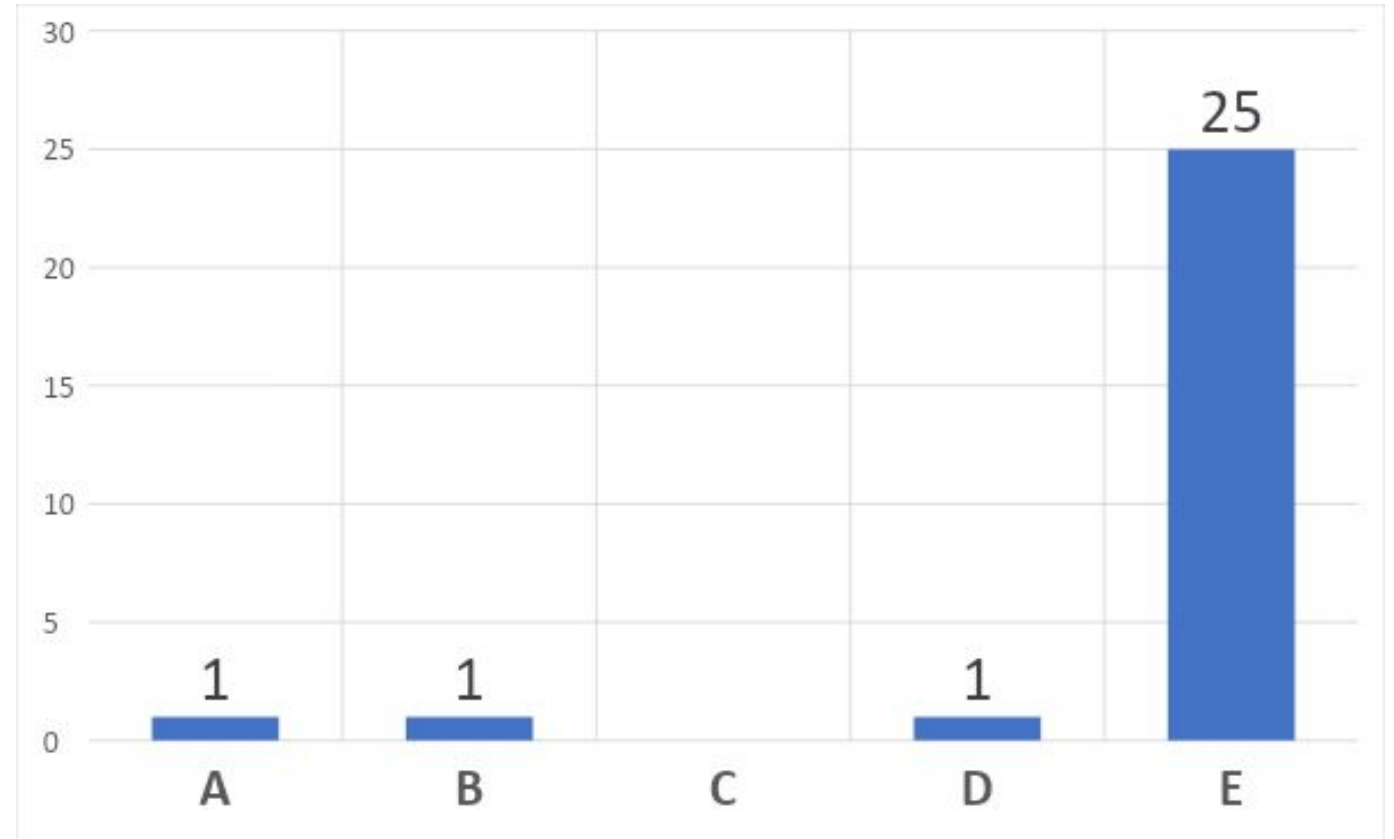
A EFA does not require you to predetermine the number of factors or the relationship between the factors and the observed variables.

B EFA identifies the factor structure.

C EFA can explain a maximum variance amount.

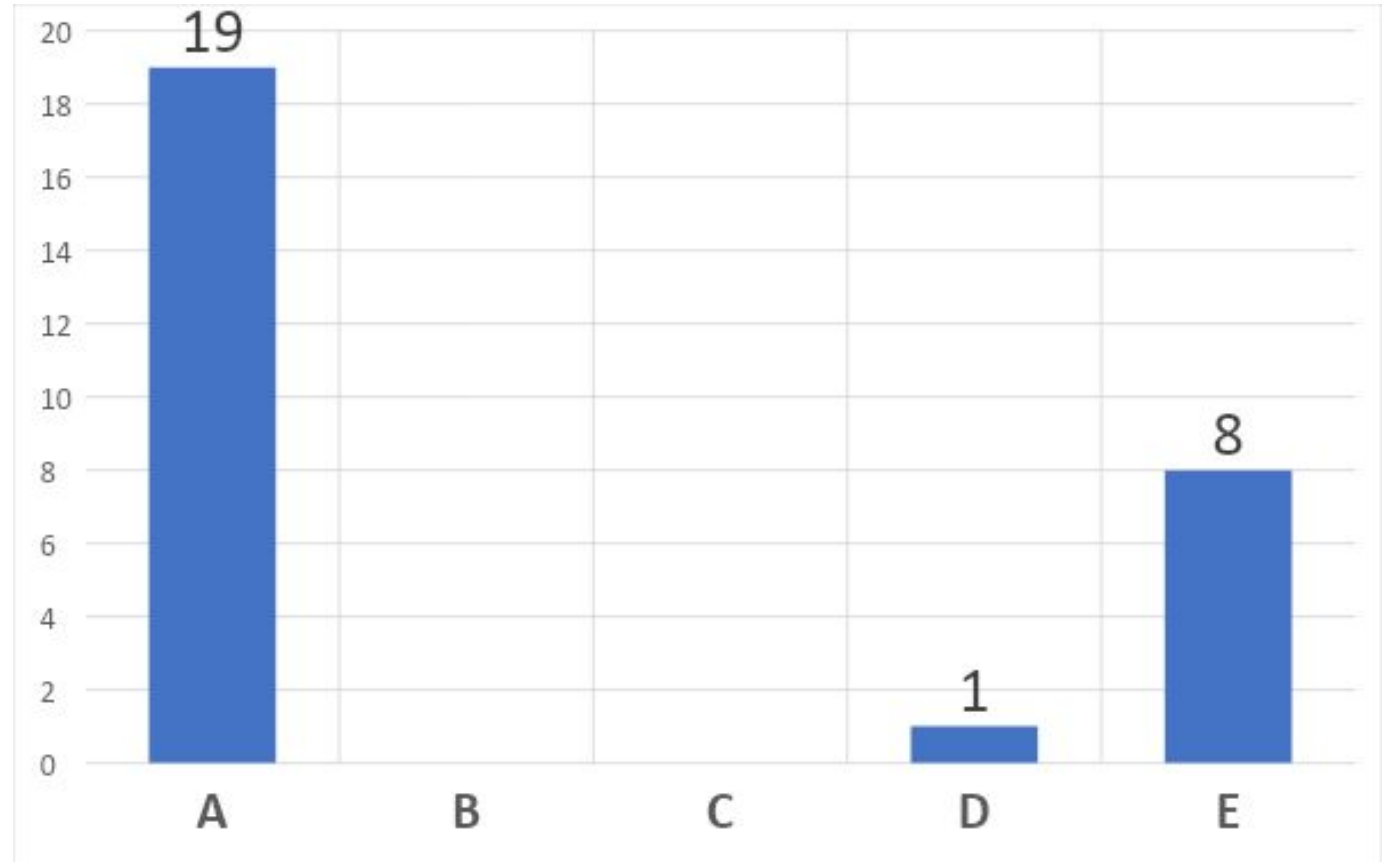
D EFA involves a specific hypothesis based on previous research or theory.

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!