Background Knowledge Probe: Results

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

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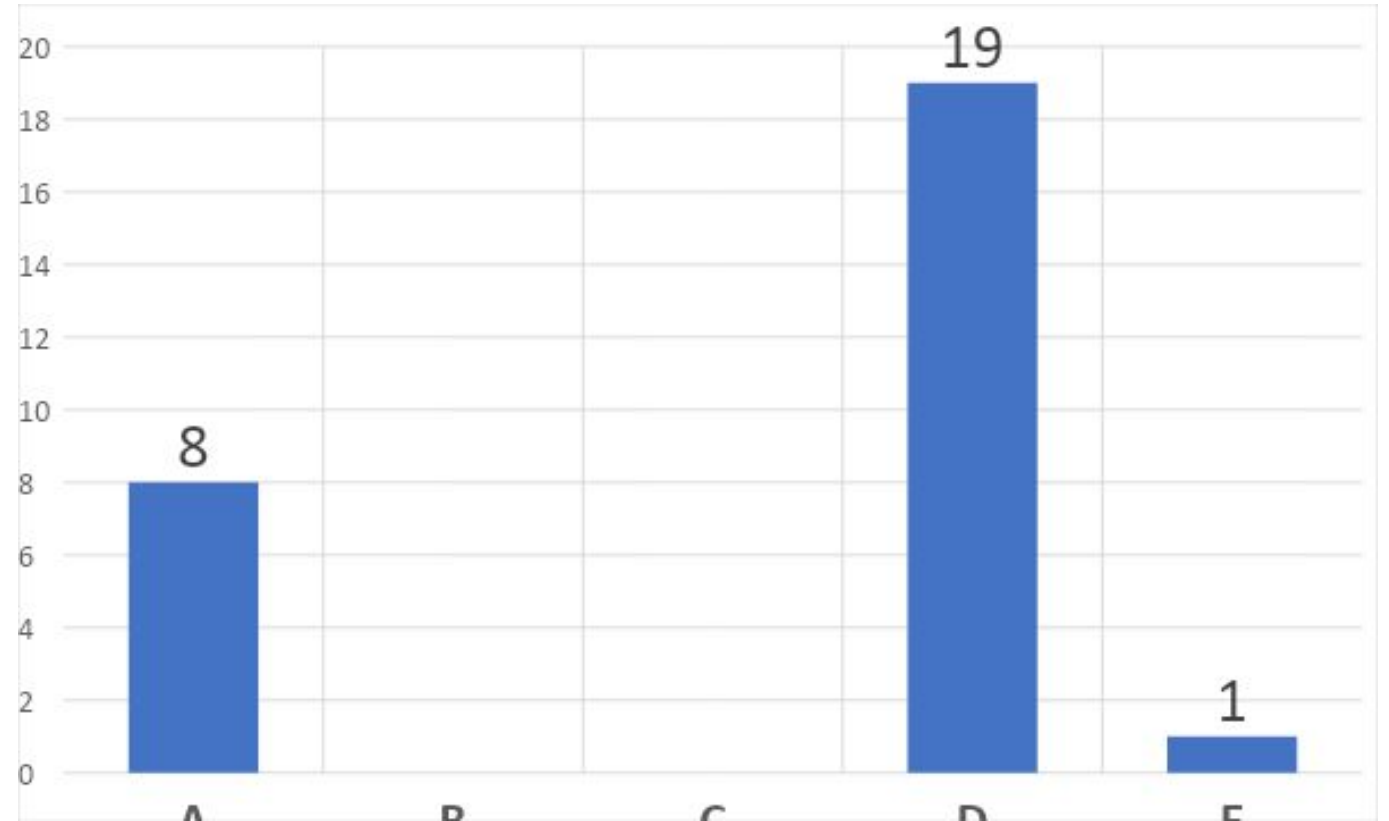
2. Which of the following would be considered secondary data collection?

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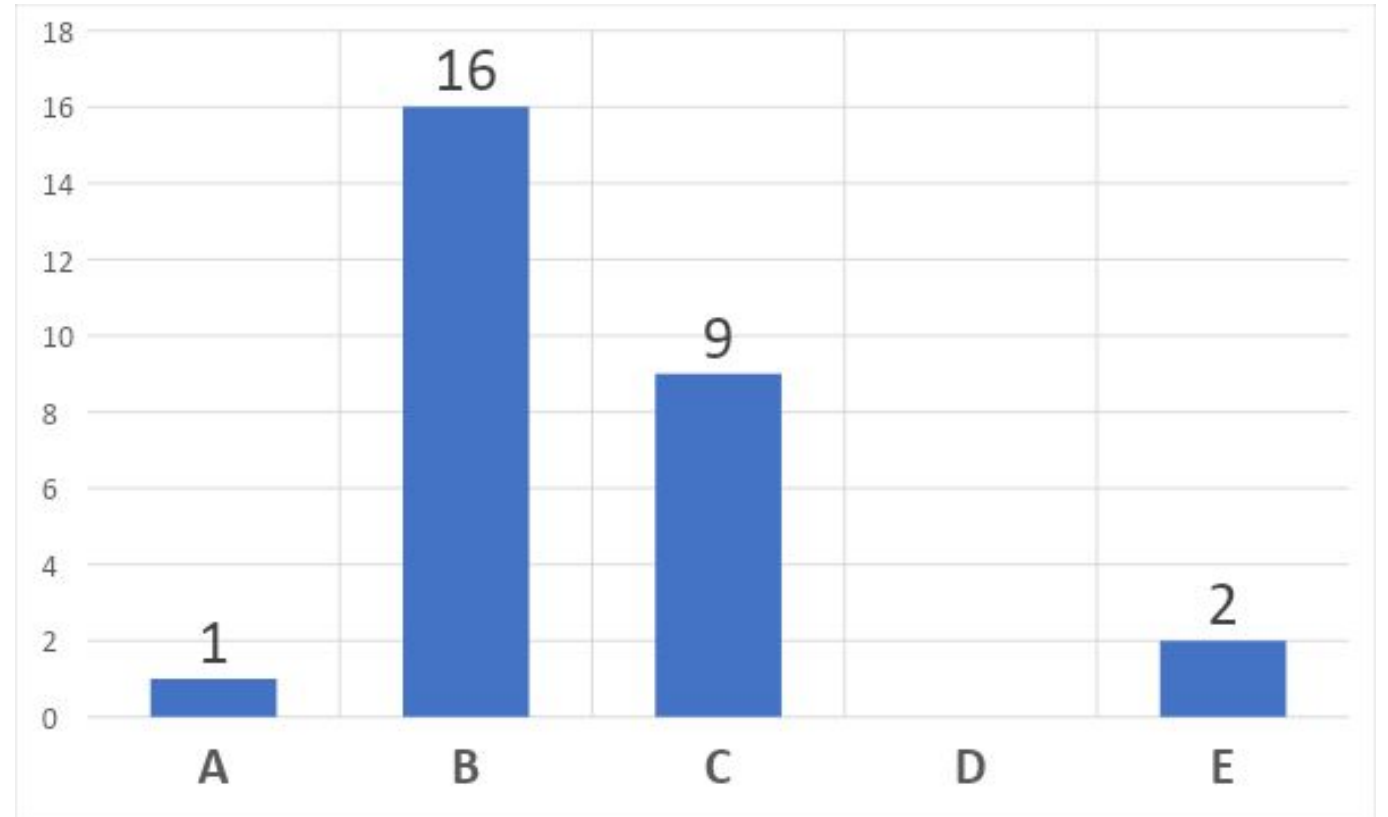
3. Which one of the following is the best explanation of primary data?

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
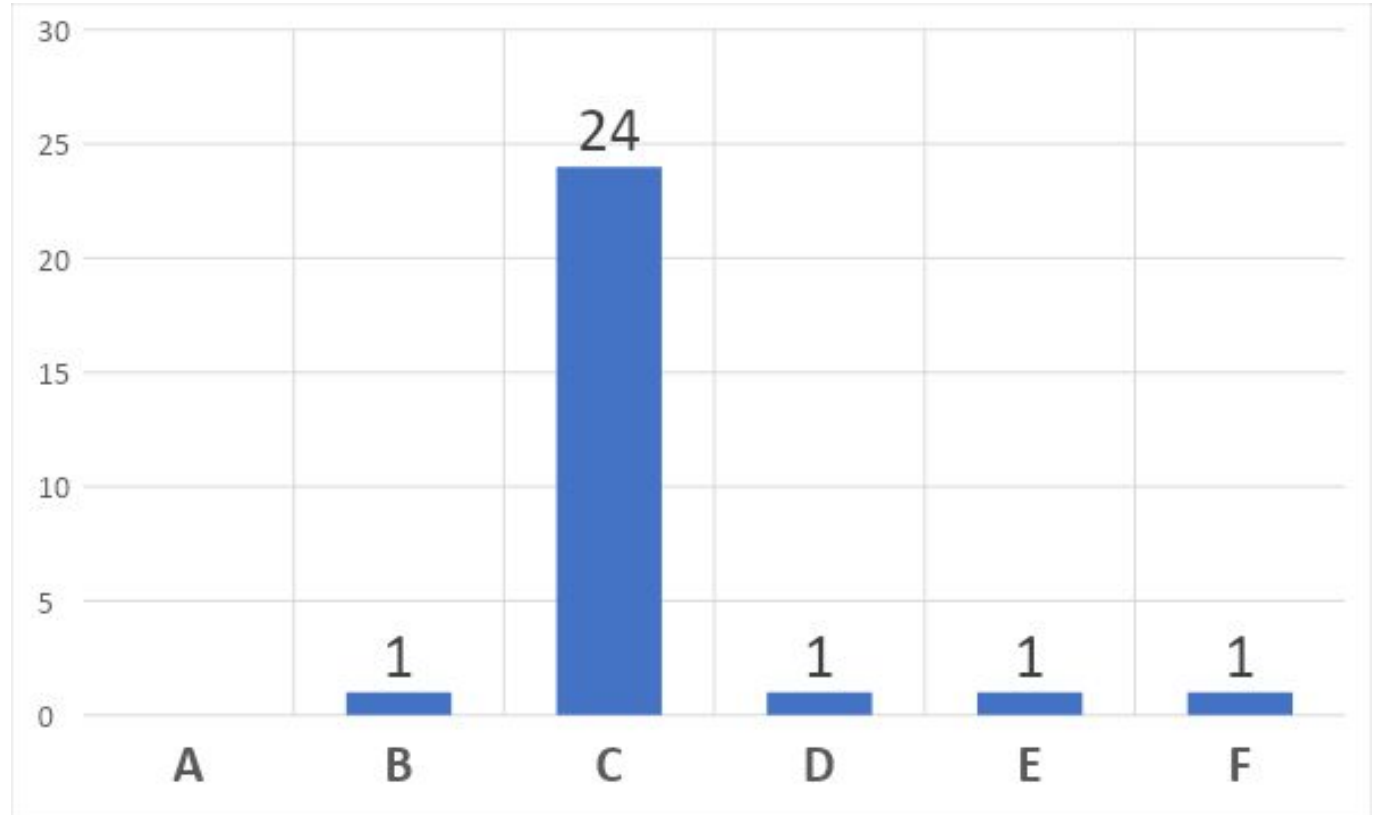
E I don't know
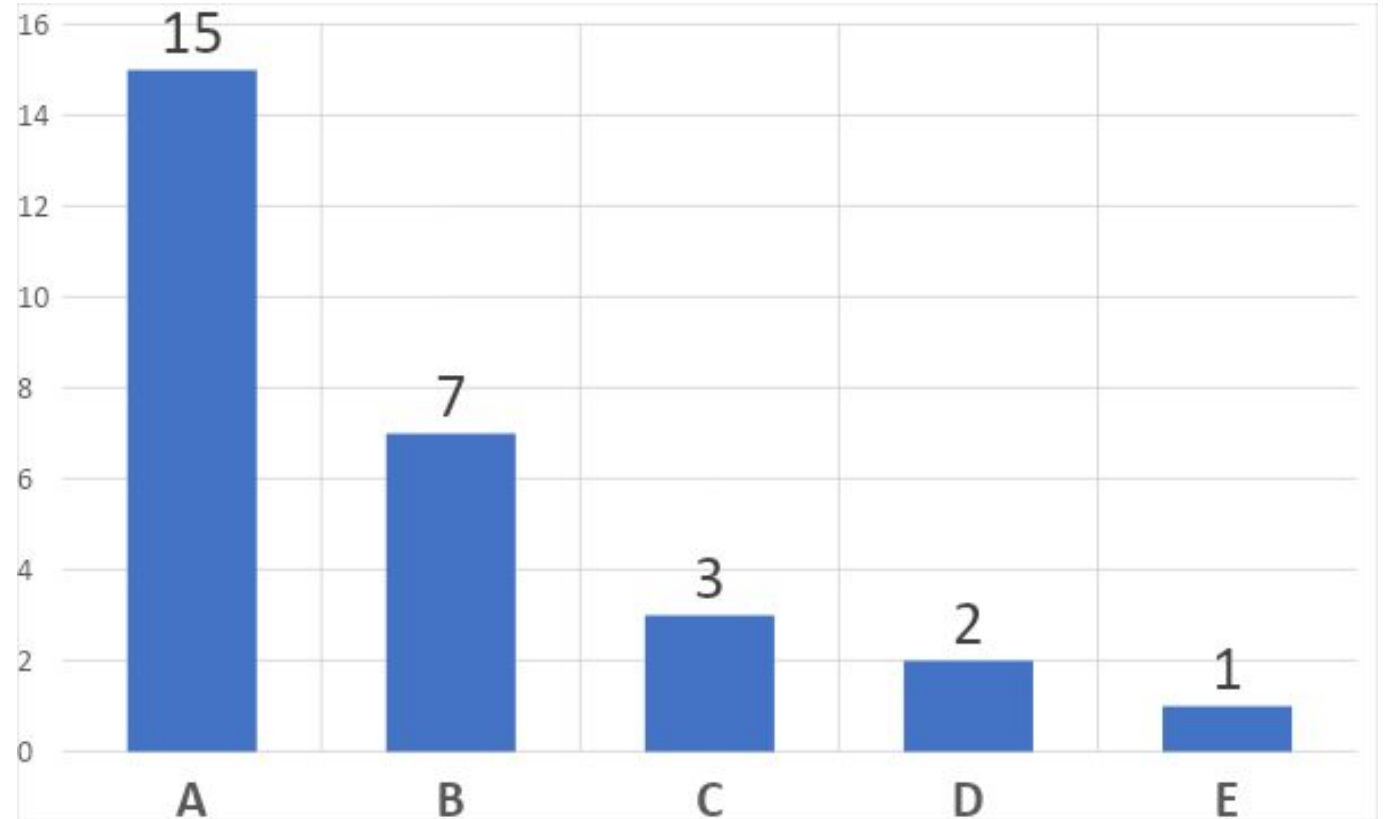
4. Ad Hoc research could best be defined as:

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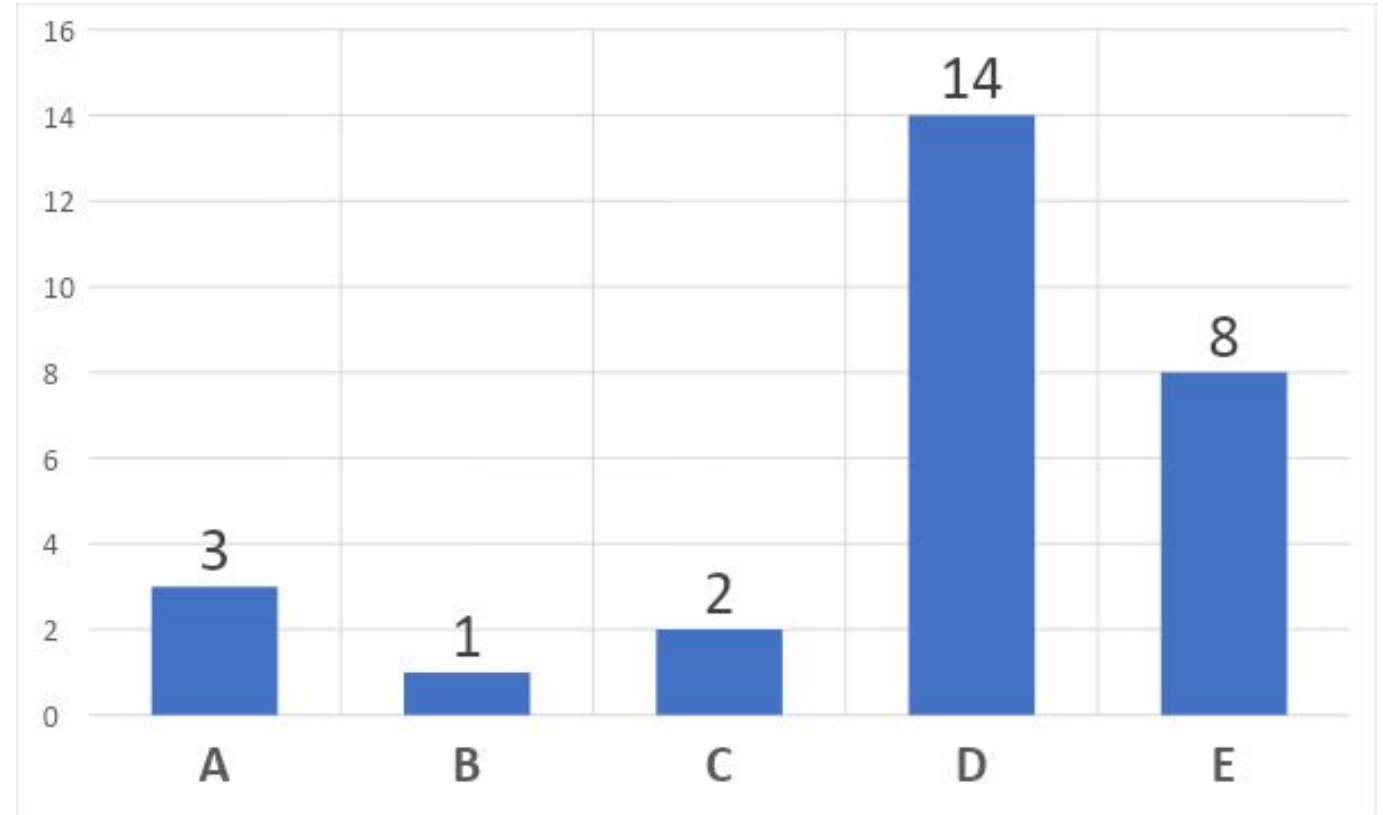
5. Which of the following is an example of a closed-ended question?

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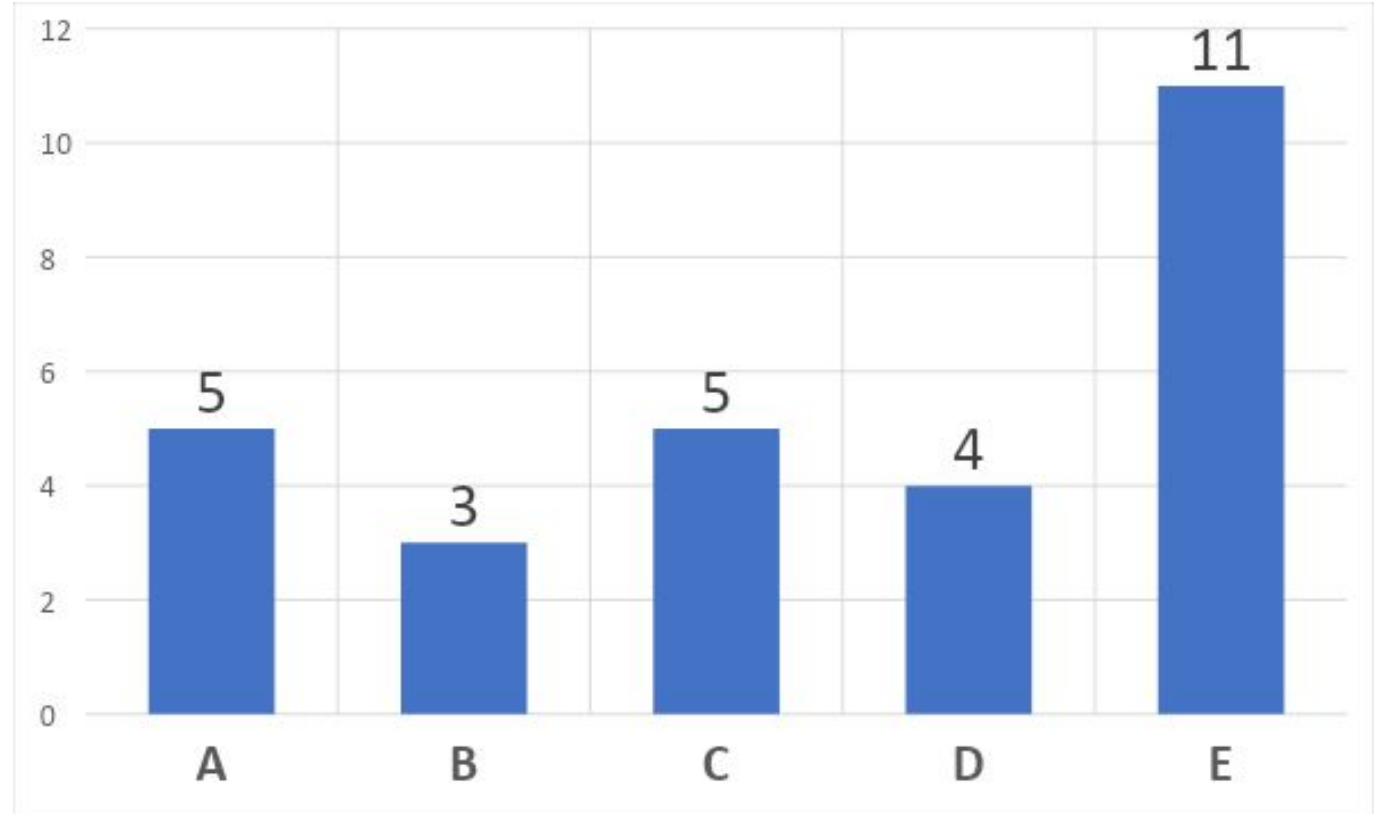
7. Which of these methods is used in qualitative research?

A	Focus group
B	Discussion
C	Conversation
D	None are correct
E	All are correct
F	I don't know
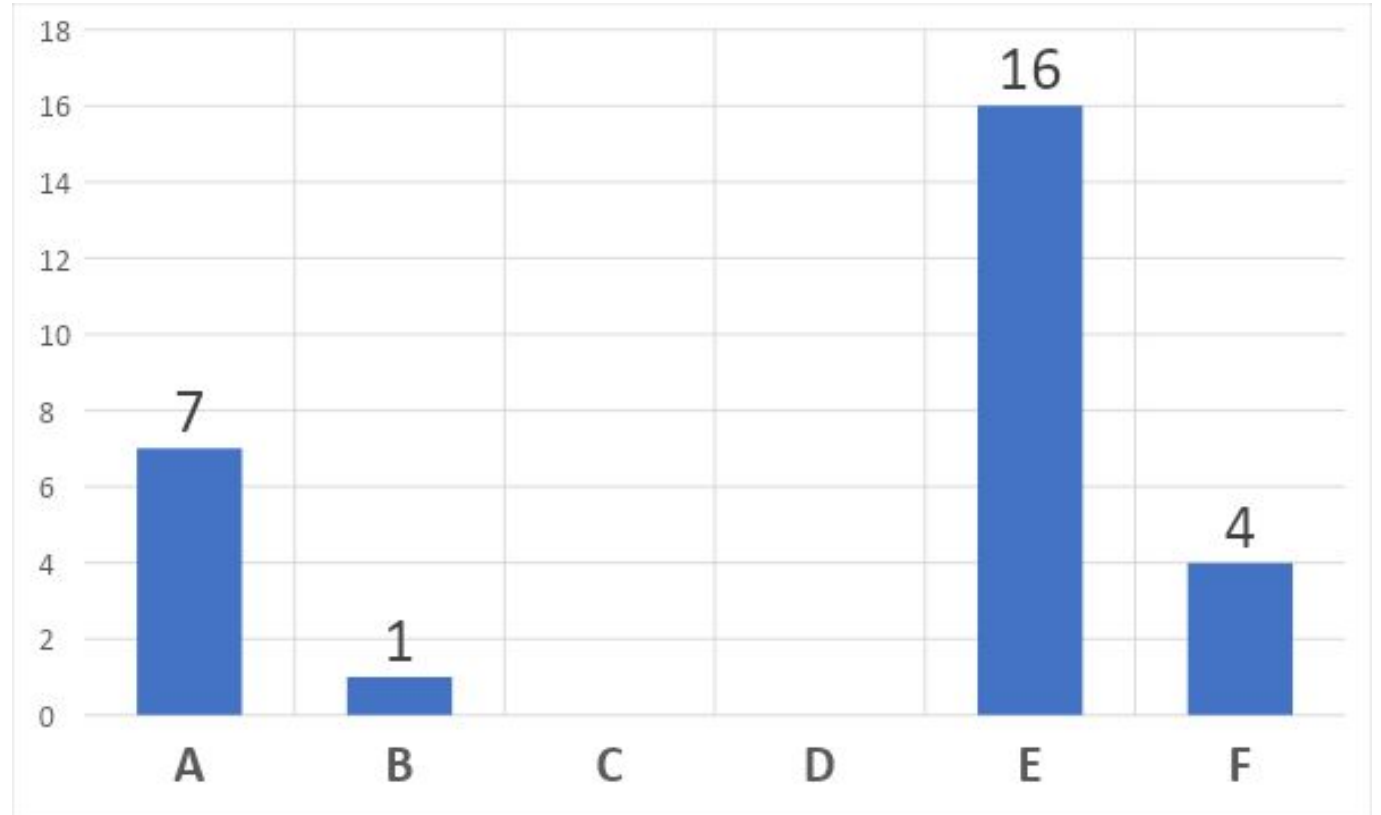
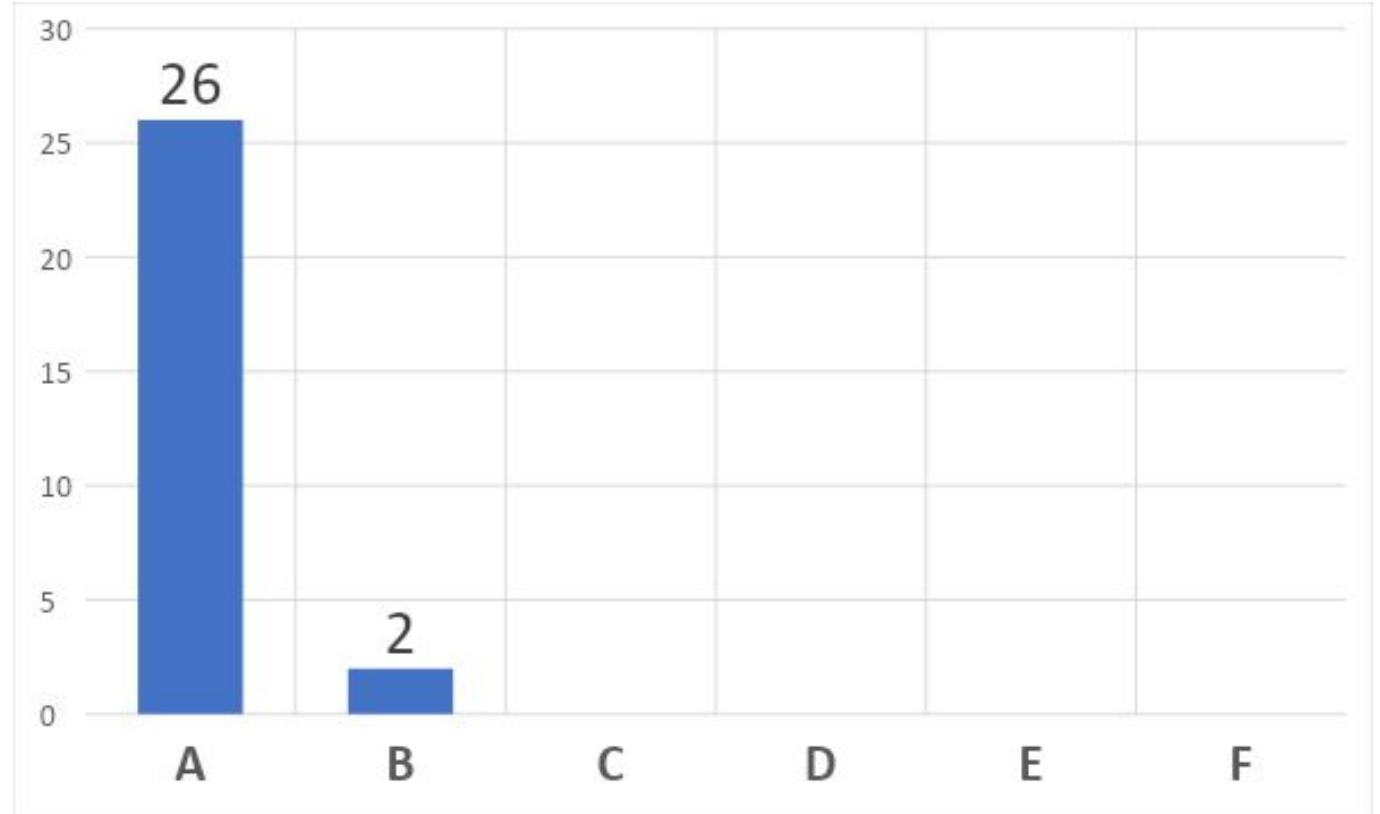**8. Which market research method gives you the numbers so you can backup your decision?**

|	
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?

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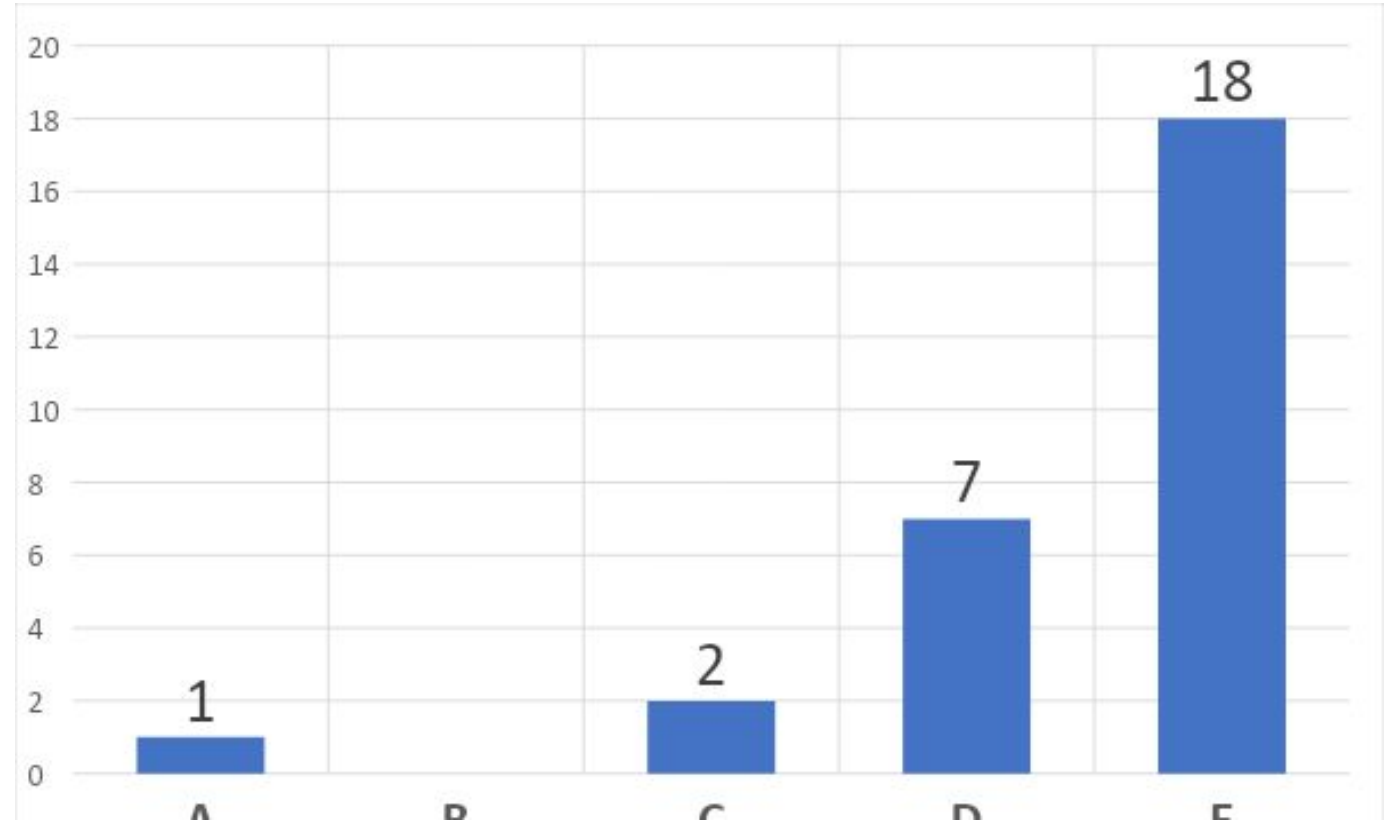
10. Which of the following is the BEST example of a good research question?

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?
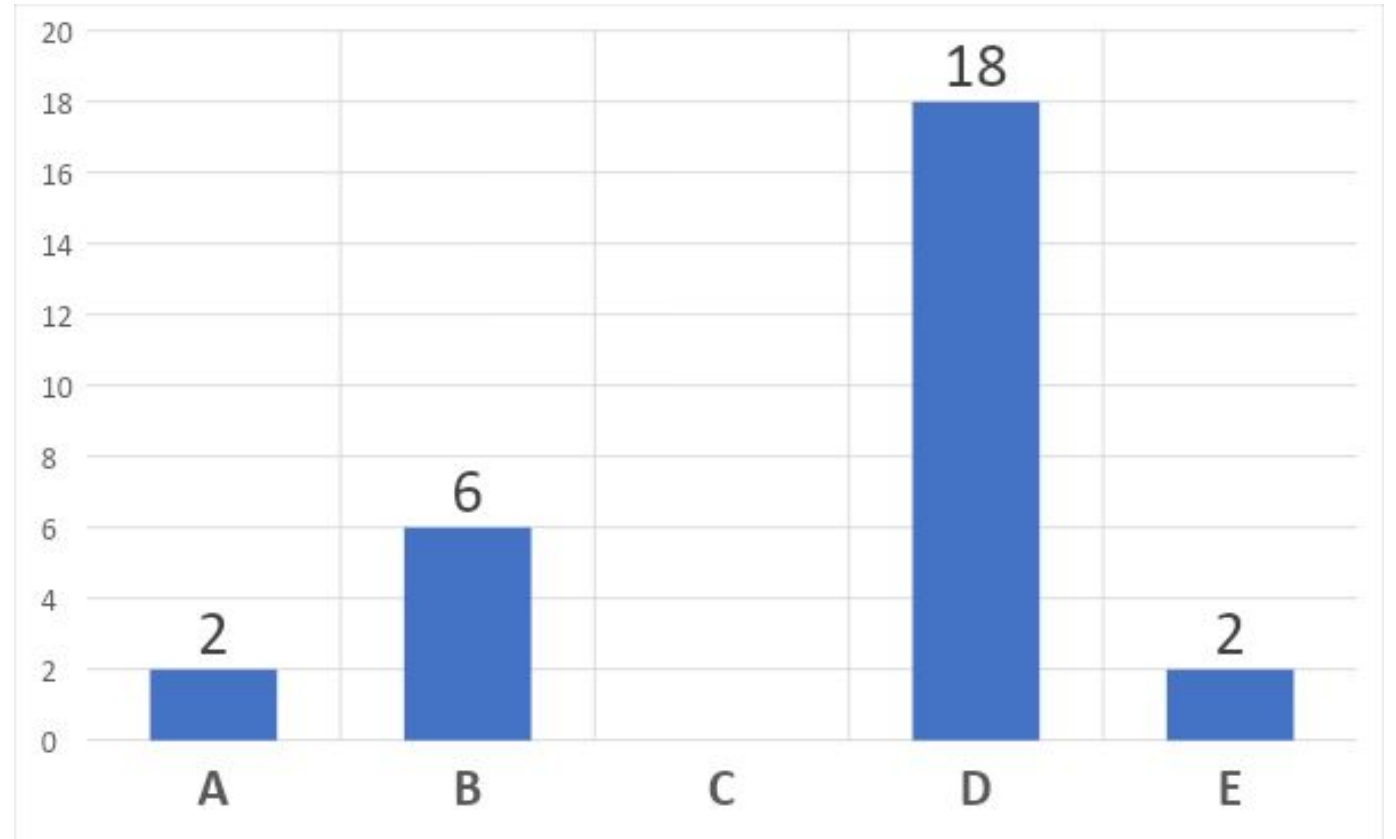
E   I don't know
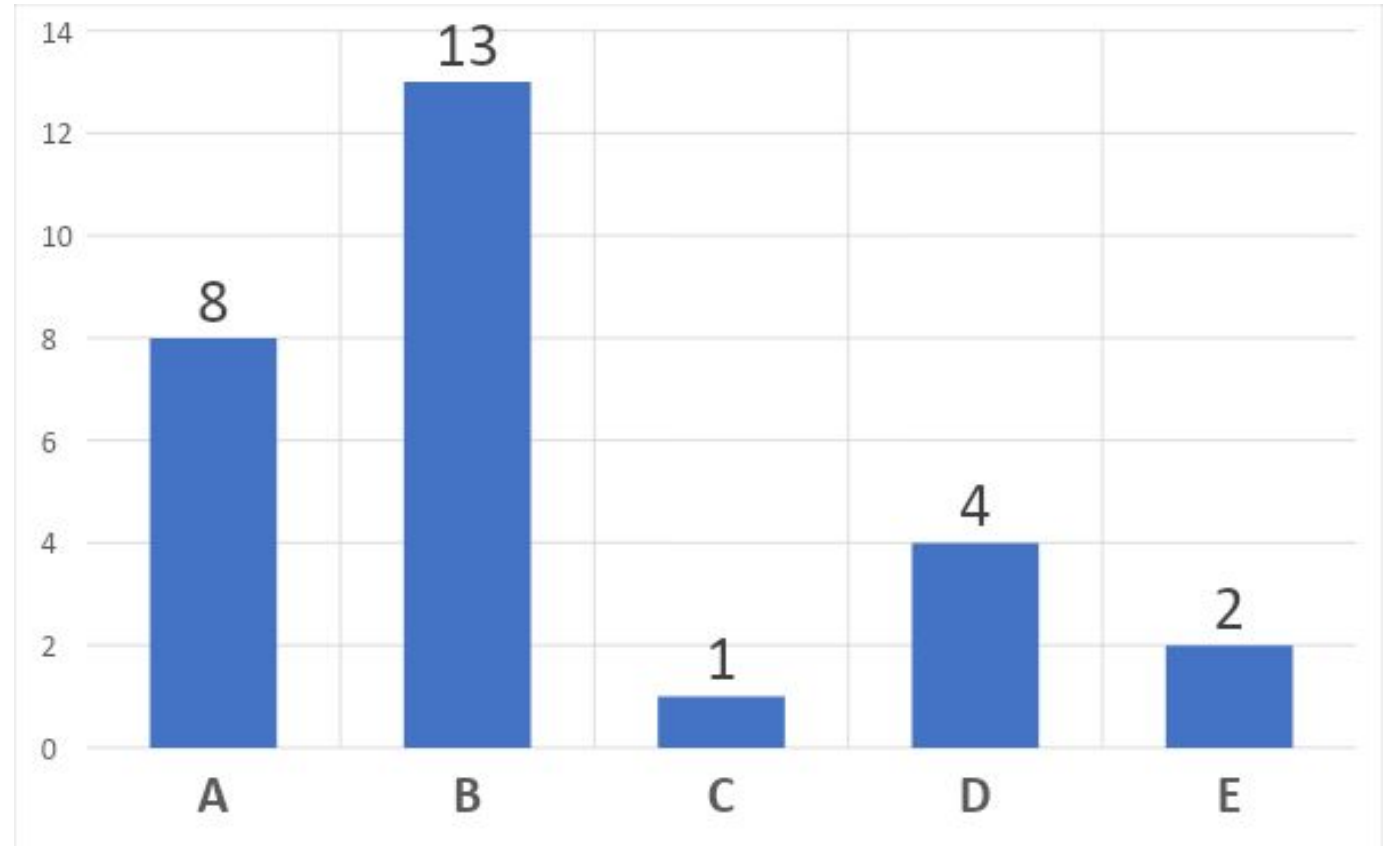
11. What is the best way to prevent sampling error?

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
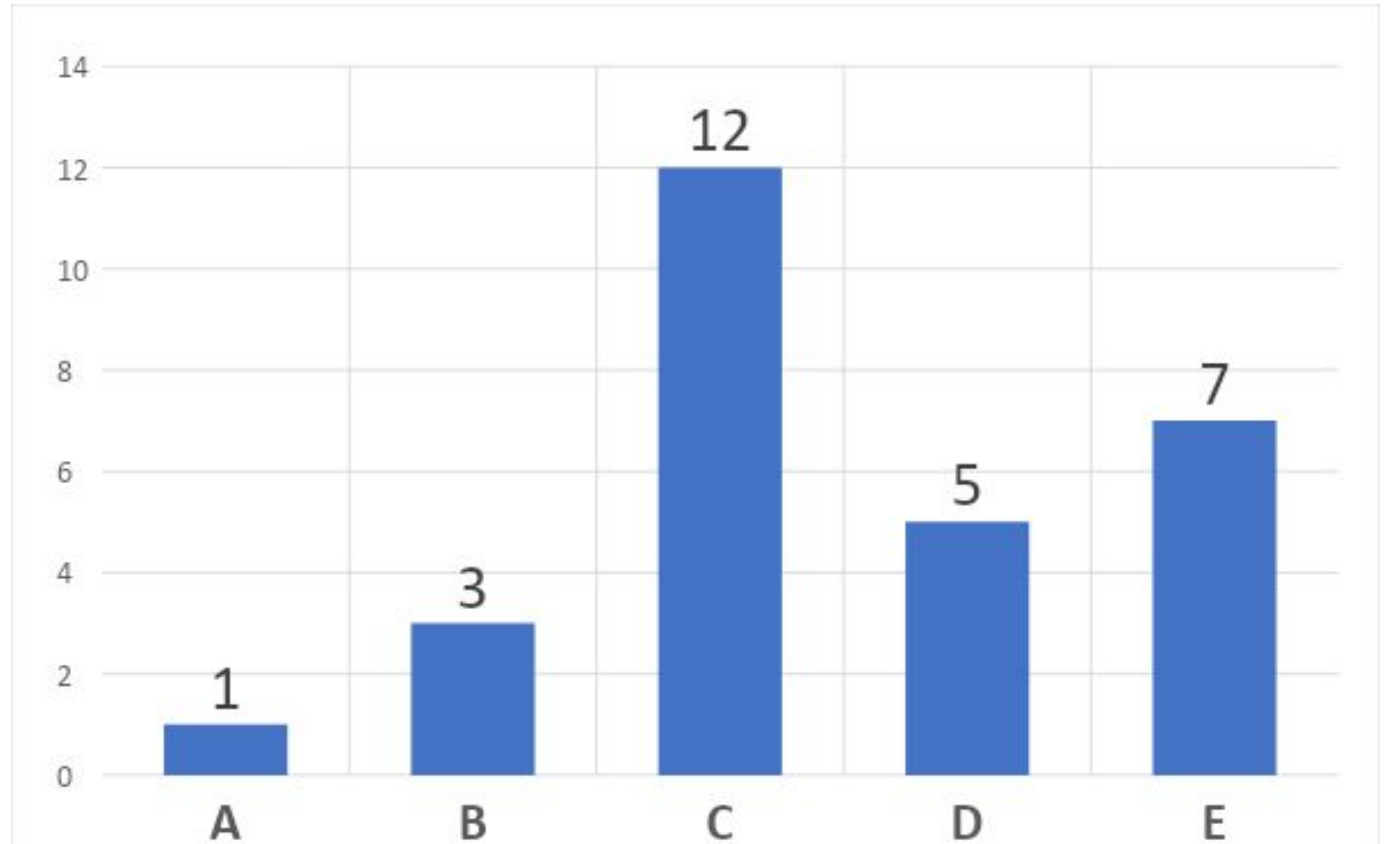
12. Why are open-ended questions considered useful?

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

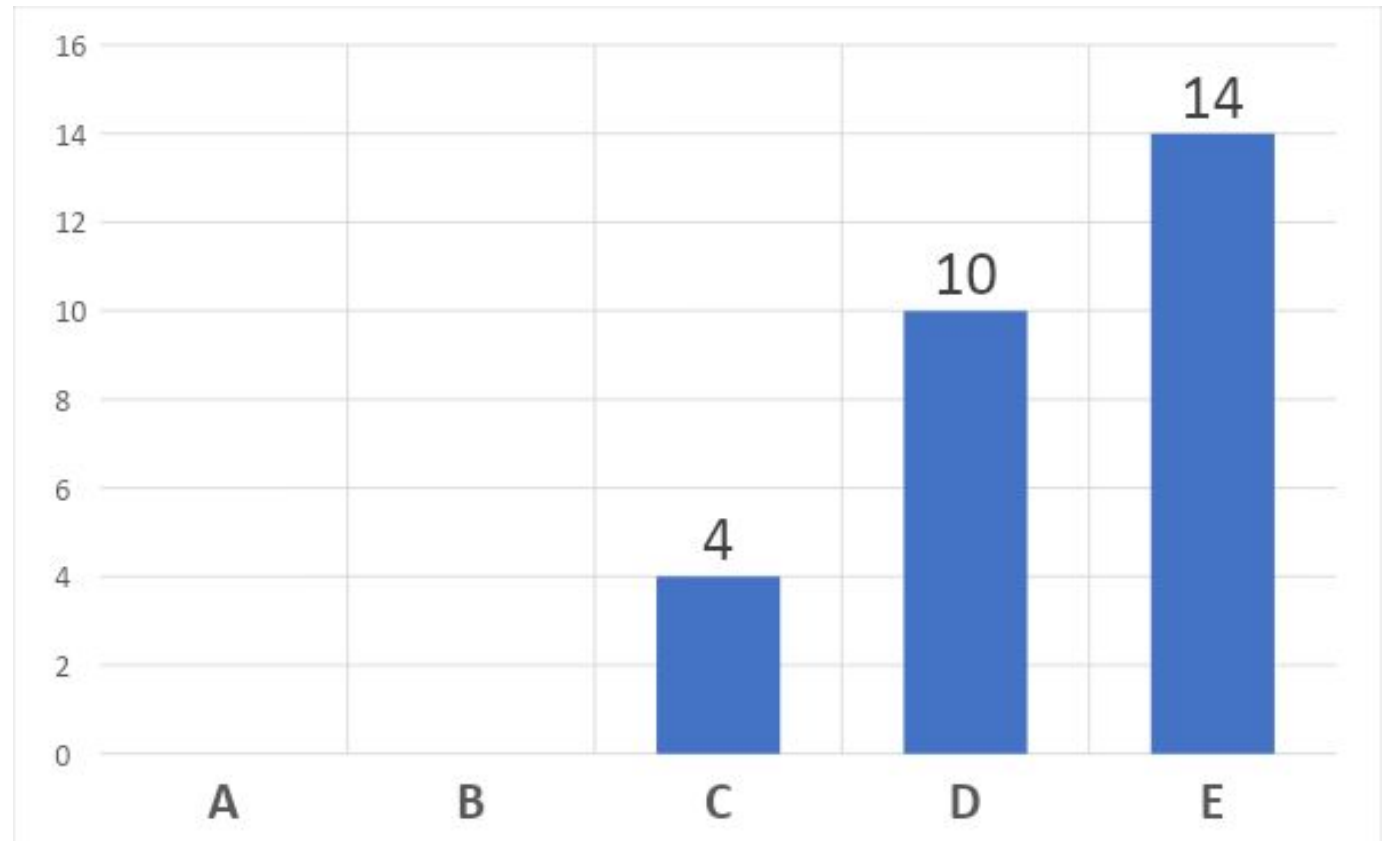**13. Which statistical software is open source but a high learning curve?**

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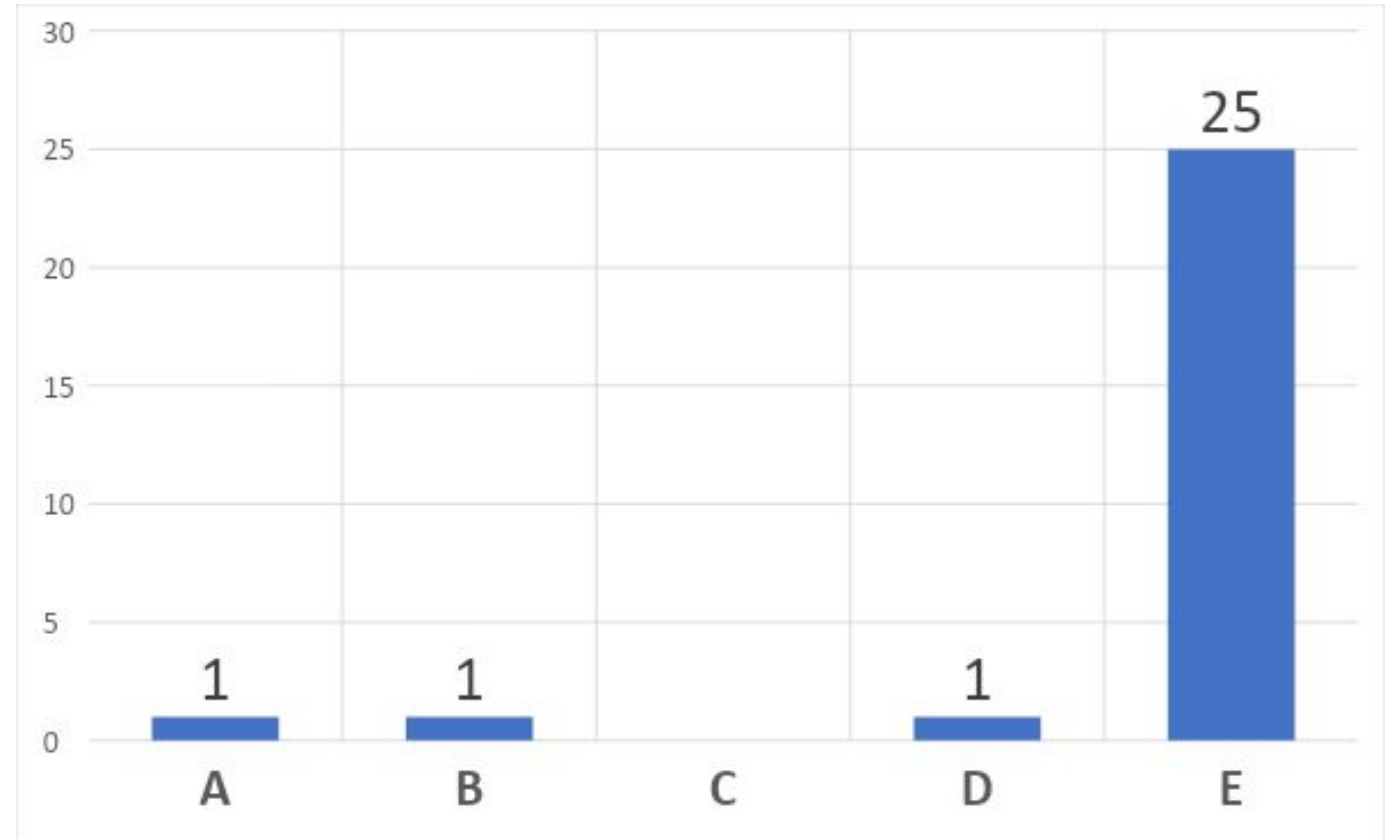
A   EFA does not require you to predetermine the number of factors or the relationship between the factors and the observed variables.

B   EFA identifies the factor structure.

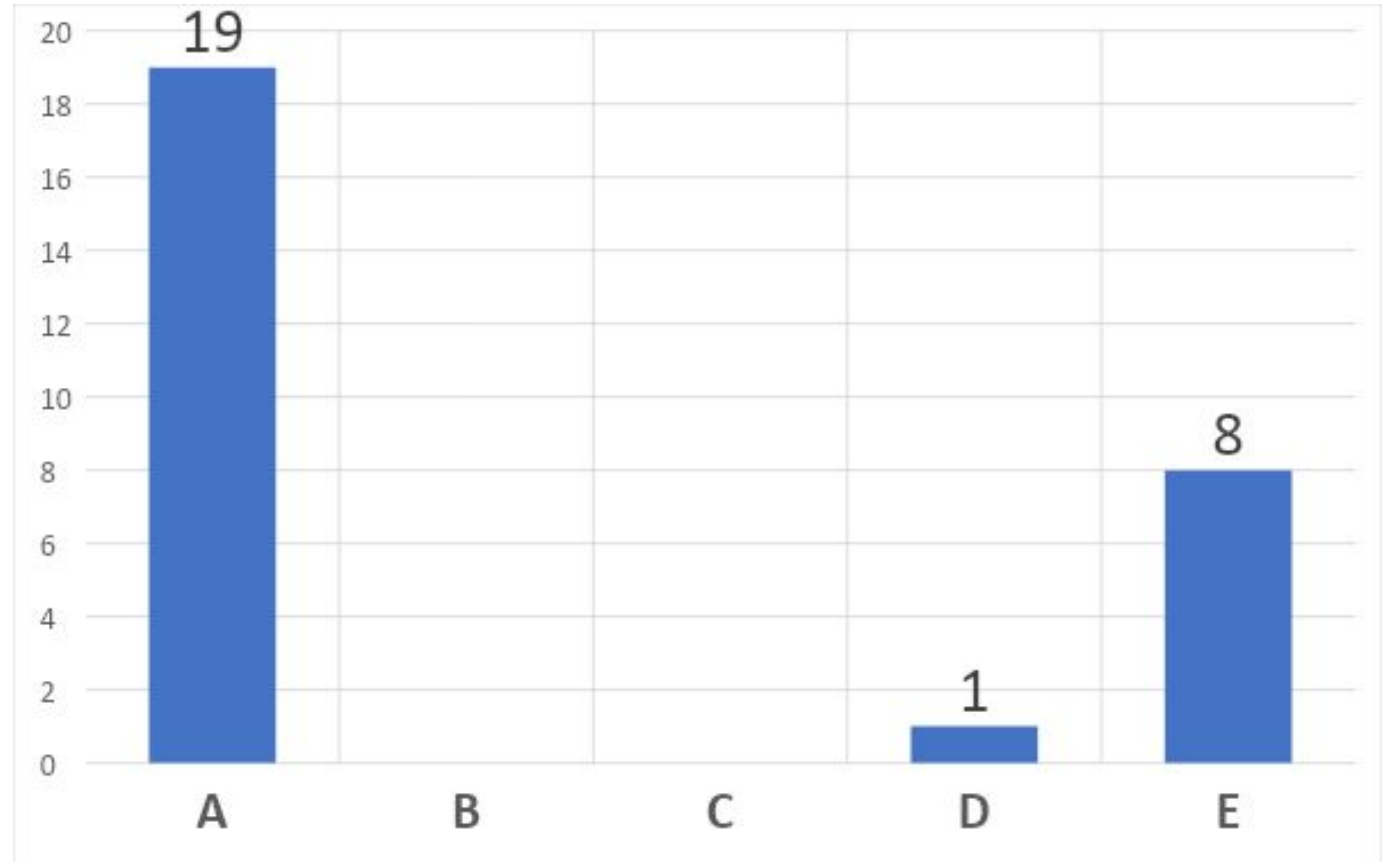C   EFA can explain a maximum variance amount.

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!