

MKT611 Marketing Research MCQS
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Question 1

What does quantitative research measures?

- (a) Feelings and opinions
- (b) **Numbers and figures**
- (c) Numbers and feelings

Question 2

Quantitative research only works if:

- (a) You talk to the right number of people
- (b) You talk to the right type of people
- (c) You ask the right questions and analyses the data you get in the right way

The correct answer is a, b and c:

Quantitative research only works if: you talk to the right number of people; you talk to the right type of people; and if you ask the right questions and analyses the data you get in the right way.

Question 3

What methods can be used to get the research information needed?

- (a) By talking to people, either in person or on the phone
- (b) By using the post and getting people to fill in questionnaires and send them back to you
- (c) By filling in some questionnaires yourself in the way you think your target audience would fill them out

Answer

Research information can be gained:

- (a) By talking to people, either in person or on the phone and also
- (b) By using the post and getting people to fill in questionnaires and send them back to you

Question 4

Which of the following is an example of random sampling techniques?

- (a) Taking the name of every person in a telephone book
- (b) Generating a list of numbers by picking numbers out of a hat and matching these numbers to names in the telephone book

- (c) Taking every tenth or twentieth name from a list of everybody in the telephone book

Question 5

If the people whose views you need are, for example, all under 50 years old, both men and women, and all have children under 11, then the interviewers will be asked to find and interview people of the same type. When they have finished interviewing you will have [a sample] – a set of [respondents] – all of whom are under 50, half of whom are women, and all of whom have children under 11. It will be a small simmering-down, [a cross-section], of all the people you're interested in.

What kind of sampling does this example use?

- (a) Random sampling
- (b) Systematic sampling
- (c) Quota sampling

Question 6

Match the statement to the definition:

Statements

- (a) Where the costs of contacting the respondents are shared by several clients who all have questions included in a single survey.
- (b) A way of getting the views of a cross-section of people when there is something that the people need to see – perhaps a new sort of packaging, or the plans for a new traffic flow or parking system. Respondents are recruited in the street and invited into the hall, often a church hall or a hotel room, to see the exhibit and be asked questions about it.
- (c) Useful information can sometimes be obtained simply from watching what people do. Do they find it easy to move round the shop or showroom and, if not, where are the problems? Are there any parts of the display – of cars, books, food, or whatever – that people seem to miss? Do they have difficulty finding what they're looking for?

Headings

- (a) Observation
- (b) Omnibus
- (c) Halls test

Answer

The correct matches are:

- (a) and (b) Omnibus: Where the costs of contacting the respondents are shared by several clients who all have questions included in a single survey.

(b) and (c) Halls test: A way of getting the views of a cross-section of people when there is something that the people need to see – perhaps a new sort of packaging, or the plans for a new traffic flow or parking system. Respondents are recruited in the street and invited into the hall, often a church hall or a hotel room, to see the exhibit and be asked questions about it.

(c) and (a) Observation: Useful information can sometimes be obtained simply from watching what people do. Do they find it easy to move round the shop or showroom and, if not, where are the problems? Are there any parts of the display – of cars, books, food, or whatever – that people seem to miss? Do they have difficulty finding what they're looking for?

Question 1

In qualitative research you talk to more people than in quantitative research: is this statement:

- (a) True
- (b) False

Answer

This statement is:

(b) False: In qualitative research you talk to less people because it is more time consuming.

Question 2

In which of the following ways can qualitative research be applied?

- (a) Where numbers are not required
- (b) In advance of a quantitative study, to help the researchers decide what questions to ask and how to ask them
- (c) Alongside or after quantitative research to help explain the data, or perhaps to 'put flesh and blood' on the bones of the figures and numbers from the quantitative survey

Answer

Qualitative research can be applied to all of the above:

Where numbers are not required; in advance of a quantitative study, to help the researchers decide what questions to ask and how to ask them; and also Alongside or after quantitative research to help explain the data, or perhaps to 'put flesh and blood' on the bones of the figures and numbers from the quantitative survey.

Question 3

Match up the correct titles to descriptions:

Titles

- (a) Depth interviews
- (b) Focus groups

Descriptions

(a) Research of this sort is almost invariably done face-to-face. Where eight or nine relevant people are brought together for an hour, or perhaps an hour and a half, to discuss something – a new product, an ad campaign, the local authority's services for the elderly, or whatever. The respondents' different views and experiences combine to create a unique and useful conversation.

(b) Individual interviews often carried out after a questionnaire to question some of the more interesting information collected. People are asked to expand on the findings and express their feelings more clearly.

Answer

The correct matches are:

(a) and (b): Depth interviews are individual interviews.

(b) and (a): Focus groups, as the name suggests, are when a group of eight or so people are brought together to discuss a topic.