

Question 1

Which of the following is NOT an option available for the treatment of missing responses?

- A) substitute a neutral value
- B) casewise deletion
- C) modify the questionnaire
- D) pairwise deletion
- E) A and C

Answer: <https://biology-forums.com/index.php?topic=604918>

Question 2

Identification information is a type of information obtained in a questionnaire that includes name, address, and phone number.

Answer: <https://biology-forums.com/index.php?topic=604505>

Question 3

All of the following are good examples of test units EXCEPT:

- A) consumers.
- B) price levels.
- C) stores.
- D) geographic areas.
- E) B and D

Answer: <https://biology-forums.com/index.php?topic=604230>

Question 4

Which of the following is the more common of the forms of research and is undertaken by virtually all marketing firms?

- A) problem-solving research
- B) problem-identification research
- C) problem-manipulation research
- D) problem-correction research
- E) problem exception

Answer: <https://biology-forums.com/index.php?topic=603561>

Question 5

According to the text, the main method of causal research is a panel.

Answer: <https://biology-forums.com/index.php?topic=603712>

Question 6

The cost of increasing the sample size in social media research goes up markedly.

Answer: <https://biology-forums.com/index.php?topic=604701>

Question 7

Nonsampling errors are frequently attributed to the competition.

Answer: <https://biology-forums.com/index.php?topic=603720>

Question 8

The _____ is a national measure of satisfaction with quality that provides a resource for examining the differences in satisfaction among customers of different industries by their demographic and socioeconomic characteristics.

- A) Arbitron Rating Index
- B) American Customer Satisfaction Index
- C) Nielsen panel Index
- D) American Regulated Index
- E) J. D. Power Loyalty Index

Answer: <https://biology-forums.com/index.php?topic=604725>

Question 9

A measure of how close the sample has come to the null hypothesis is called the _____.

- A) level of significance
- B) power of a test
- C) test statistic

- D) critical value
- E) incidence of difference

Answer: <https://biology-forums.com/index.php?topic=605010>

Question 10

According to the text, the _____ measures the linear association between two metric variables.

- A) regression analysis coefficient
- B) covariance coefficient
- C) analysis of variance coefficient
- D) product moment correlation coefficient
- E) F-statistic

Answer: <https://biology-forums.com/index.php?topic=605370>

Question 11

Companies that collect and sell common pools of data designed to serve information needs that a number of clients share are called _____.

- A) environmental services
- B) customized services
- C) syndicated services
- D) Internet services
- E) field services

Answer: <https://biology-forums.com/index.php?topic=603580>

Question 12

In a short essay, describe the uses of scanner data and list at least three advantages and three disadvantages of using scanner data.

Answer: <https://biology-forums.com/index.php?topic=603939>

Question 13

Which of the following stakeholders is NOT mentioned as being affected by marketing research activities?

- A) the government
- B) the client
- C) the respondent
- D) the public
- E) the marketing researcher

Answer: <https://biology-forums.com/index.php?topic=603595>

Question 14

Syndicated data are data that are collected and made available to all subscribers in _____.

- A) standard format
- B) moderated format
- C) variable format
- D) specialized format
- E) contemporary format

Answer: <https://biology-forums.com/index.php?topic=603889>

Question 15

The advantages of using in-home interviewing to collect research data include very good sample control and the ability to collect a large quantity of data.

Answer: <https://biology-forums.com/index.php?topic=604091>

Question 16

Buyer behavior is a body of knowledge that tries to understand and predict consumers' reactions based on an individual's specific characteristics.

Answer: <https://biology-forums.com/index.php?topic=603614>

Question 17

In a short essay, describe an audit and list at least four uses of audit data.

Answer: <https://biology-forums.com/index.php?topic=603938>

Question 18

Depth interviews are described as loosely structured conversations with individuals drawn from the target audience.

Answer: <https://biology-forums.com/index.php?topic=603962>

Question 19

Companies whose primary service offering is their expertise in collecting data for research projects are called _____.

- A) field services
- B) Internet services
- C) coding and data entry services
- D) data analysis services
- E) research directorates

Answer: <https://biology-forums.com/index.php?topic=603584>

Question 20

Standard deviation is the maximum permissible difference between the sample statistic and the population parameter.

Answer: <https://biology-forums.com/index.php?topic=604671>