

Question 1

Which type of interview technique offers the advantages in cost, quality, and speed?

- A) in-office interview
- B) telephone interview
- C) mall-intercept interview
- D) in-home interview
- E) "man-on-the-street" interview

Answer: <https://biology-forums.com/index.php?topic=742876>

Question 2

Internet-based questionnaires are becoming the industry standard for all surveys.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=742931>

Question 3

Regression analysis is the most complex and provides the greatest value to the client.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743305>

Question 4

Standardized service firms collect information that is made available to multiple subscribers in a standardized form.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=742402>

Question 5

Which of the following is the most accurate statement regarding the importance of the questionnaire in the research process?

- A) Relatively speaking, the questionnaire is unimportant in the marketing research process compared with the data analysis.
- B) Questionnaire design directly affects the quality of the data collected; even experienced interviewers cannot compensate for questionnaire defects.
- C) The questionnaire is tied with the written report as being the two most important items in the marketing research process.
- D) Questionnaire design affects the quality of the data collected, though experienced interviewers will often compensate for questionnaire defects.
- E) Questionnaire design is THE most important step in the marketing research process.

Answer: <https://biology-forums.com/index.php?topic=743038>

Question 6

The structure of a group self-administered survey does not allow for interaction with the client or researcher.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=742943>

Question 7

We would use cross-tabulation if we wanted to visualize the Boolean relationship between two metric-scaled variables.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743555>

Question 8

Screening questions are used to:

- A) increase reliability by screening out respondents with inconsistent answers.
- B) shield the true purpose of a question from a respondent.
- C) eliminate people who do not meet qualifications necessary to take part in the research study.
- D) tell the respondent that changes in question topic or format are forthcoming.
- E) ensure that certain results will be achieved by choosing the right respondents.

Answer: <https://biology-forums.com/index.php?topic=743067>

Question 9

A population is defined as the entire group under study as specified by the objectives of the research project.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743182>

Question 10

A bank spent several thousand dollars surveying customers to learn if customers were able to conduct transactions at the bank's ATMs. Their ATMs record, up to 4 decimal places, the times when the units are down. This situation illustrates the point that:

- A) ATM's are seldom unavailable.
- B) ATMs are not dependable.
- C) the better banks conduct marketing research.
- D) marketing research should not be conducted when the information needed is already available.
- E) marketing research should be used when the information needed is already available.

Answer: <https://biology-forums.com/index.php?topic=742447>

Question 11

Gaining the client's approval signature for the questionnaire design is not done until after the pretest.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743093>

Question 12

The advantage of the discontinuous panel is they represent a large group-people, stores, or other entity making up the panel-that is agreeable to providing information.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=742618>

Question 13

A Boolean relationship is one in which the presence of one variable's label is systematically related to the:

- A) nonpresence of a regressive relationship.
- B) presence of another variable's label.
- C) presence or amount of the same variable.
- D) covariance of the other variable.
- E) presence of unobservable variables.

Answer: <https://biology-forums.com/index.php?topic=743491>

Question 14

Research is conducted to determine which recipe of cookie mix is most preferred. Cookie recipe "D" has the highest preference ratings among four cookie mixes tested. The report states that cookie mix "D" should replace all existing recipes as soon as possible. This last sentence is:

- A) a recommendation.
- B) a conclusion.
- C) information that should be included in the end matter.
- D) a result.
- E) a methodology.

Answer: <https://biology-forums.com/index.php?topic=743623>

Question 15

The only time coding is not fairly straightforward is when:

- A) there are many questions on the questionnaire.
- B) scaled-response questions are used.
- C) a researcher uses an "all that apply" question.
- D) closed-ended questions are used.
- E) Likert scales are used.

Answer: <https://biology-forums.com/index.php?topic=743077>

Question 16

The marketing research report may be the only part of the project that a client will see.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743647>

Question 17

One of the disadvantages of online surveys is that they may lack sample representativeness.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=742934>

Question 18

If a question has multiple possible answers, such as a question that asks a respondent to indicate "all that apply," it requires special consideration in terms of coding.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743123>

Question 19

Which type of relationship is described by the formula: $y = a + bx$?

- A) causal relationship
- B) linear relationship
- C) Boolean relationship
- D) algebraic relationship
- E) curvilinear relationship

Answer: <https://biology-forums.com/index.php?topic=743495>

Question 20

To estimate a population parameter, you need to know the sample finding, which is a percentage derived from sample data of a metric question.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=743376>